



## Bull's-Eye Creates CBeyond Tradeshow Booth

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Bull's-Eye Creative Communications LLC, an award-winning high-tech creative communications firm, announces the design and development of a new tradeshow booth for technology service provider CBeyond Communications. CBeyond delivers to small business customers an integrated package of high quality local and long distance telephony services, high-speed, T-1 Internet access and Internet-based applications. The new tradeshow booth will be used at various industry tradeshow in the 5 segment markets that CBeyond services.

“This new trade show booth design for CBeyond will help differentiate the company from its competition. Strong brand messaging and a human approach will help to facilitate sales at the tradeshow they attend. Frequently technology firms focus on the technical aspects of their product or service in marketing and ignore the human approach” stated Patrick Carlson, Bull's-Eye Creative Communication's Principal Partner.

“CBeyond wisely chooses to focus on the people who use their services and the benefits it brings to its customers” “This new trade show booth design with its bright colors and graphic imagery will grab a prospect's attention and lead to sales.” While the company has a national presence, they turned to Bull's-Eye to help them differentiate themselves and break through the clutter in these local and national markets.”

Bull's-Eye Creative Communications, offers business-to-business companies in technology, manufacturing, and professional services marketing communications that are focused on achieving measurable ROI. The firm also provides in-depth marketing consultation, strategy and development. Areas of expertise include marketing consultation, branding, corporate identity development, advertising, marketing collateral, web site design, development and hosting. Notable clients include, Surf Technologies, North-American Packaging Corporation, Perfect-Affinity, CBeyond Communications, Supreme Battery, Aptiris and Building System Design.

For more information, visit [www.bullseyecreativecommunications.com](http://www.bullseyecreativecommunications.com)

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