

Business Card Holder Guide

Single “One Card Only” Holders

These types of business card holders are really only good to hold one version of a business card. However, they can be great for when you:

- *just have one set of cards to give out*
- *want to ensure generally only one of your cards gets taken at a time*
- *want a couple holders put in a few areas to have them within easy reach instead of making people move around the booth to get to them*
- *or want to place different versions of cards in different spots in your booth – e.g. the business card for product A by product A’s demo station, the business card for your biz dev employee by the meeting area, etc.*

Here’s some examples of single card holders:

Clear – <http://bit.ly/1LOCigM> (unobtrusive / won’t clash with other colors in your space)

Black – <http://bit.ly/1FSjOLJ> (more traditional look / matches many color schemes)

Four Slot Card Holders

These types of business cards have slots (often like rising bleachers) to hold multiple sets of cards. Although they take up a bit more table space than a single card holder, they can be great for when you:

- *want to make sure you have a nice amount of one set of cards out at once without having to constantly restock your supply*
- *when you want to have different cards – e.g. one for each game, one for each person, a company one/game one/main contact one – in one spot without having different piles of cards loose on the table*

Here’s some examples of four card slot holders:

Clear - <http://bit.ly/1LOD3X6>

Black - <http://bit.ly/1AD0EZP>

Sign Plus Card Holder

This business card holder is great for when you:

- *want to draw their attention to where to get a card*
- *give them information that might encourage them to take a card – e.g. “Contact X about Y promotion!” and then place X’s card there.*

Here’s an example of that type of card holder: <http://bit.ly/1d4oOl2>

Final Note: You can get holders in a variety of sizes, shapes, colors, and materials to match your specific design and functional needs. A quick [search](#) or [two](#) at your favorite office supply store should do the trick!