

Table tents are often displayed on the tables of restaurants, shops, and other establishments. They're effective material for spreading information about a business, product, service, or event, which is why you can see many of them.

Table Tent Definition & Meaning

A table tent is a piece of stock-folded paper shaped to stand on its own on top of counters and table tops and is printed with information regarding certain products, services, and events.

It is a printed marketing or advertising tool meant for display on counters and tabletops in places with high visibility and foot traffic.

What Is a Table Tent?

A table tent is a rectangular (triangular on the sides) piece of stock-folded paper that businesses and vendors print to promote their products and services. Its layout typically has two pages separated on both sides filled with information and graphic design elements such as the company [logo](#).

10 Types of Table Tent

Restaurant Table Tent

[Restaurant table tents](#) are the most common type of table tents. If you visit your nearest restaurant or cafe, chances are they have table tents displayed on their dining tables. They ostentatiously display the brand of a restaurant and often promote specialty menus and seasonal discounts. They're like miniature 20*30 ft. restaurant billboards or 6 ft. standees.



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UP TO 20% OFF
EVERYTHING!

Add joy to your everyday pasta bowl and
grab your favorites with amazing discounts
and coupon codes every week.

Pasta All You Can

A Family Treat Everyday

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Menu Table Tent

As the name suggests, [menu table tents](#) are basically mini standee menus placed on top of dinner tables. Restaurants, catering services, and formal events with formal dinner setups use this type of table tent. Menu table tents often have elegant, classy designs befitting fine dining atmospheres.



Card Table Tent

[Card table tents](#) are typically shorter than other types of table tents. They contain minimal information, most likely just the name, logo, contact number, and mail address of a company or person such as a business consultant or a fitness trainer so they're easier to call. Like most other table tents, they also have eye-catching designs and are usually set on top of tables and counters.



Food Truck Table Tent

[Food truck table tents](#) are basically just restaurant table tents but for food truck businesses. Owners of food trucks display these on their counters and windows to inform customers of their future promos and specialties. Food truck table tents have fancy designs and have colors in line with the business brand that also look good digitally on computer and phone screens.

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Wedding Table Tent

[Wedding table tents](#) are essentially menu table tents or menu folders made for weddings. Their designs are elegant and romantic and usually have a white or pinkish background. Also, their text uses fancy font styles, especially when it comes to the names of the bride and groom on the front page. If you're a wedding organizer, you should be knowledgeable about wedding table tent designs.



Wine Table Tent

[Wine table tents](#) can be found at wine party events and displayed on top of round cocktail tables. Their main purpose is to invite people to buy a bottle of wine or at least try one sip of the wine itself. The design of wine table tents usually has a dark, ambient feel like the darkish red color of wines.



Dulce Vino

Free Wine Tasting
Complimentary Cheesy Dishes
Gift Card Fridays

40%
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2018 *Baco Noir*
BACO NOIR
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12.0% alc./vol. 750 ml
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Visit our website on www.dulcevino.net to check out our bottled wines.

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Pizza Table Tent

[Pizza table tents](#) have this knack of making you crave pizza because of the mouth-watering pizza photos they feature. If you own a pizza place, you should invest in pizza table tents to gain more customers and keep the regular ones coming back. This type of table tent usually includes info about a certain pizza's price, ingredients, toppings, and available add-ons.



Concert Table Tent

[Concert table tents](#) are used to promote upcoming concerts of well-known singers and bands. They're displayed in any establishment or public place with tables and counters like a tabletop sign with a holder made of wood. If you're an event organizer of concerts, you can add concert table tents to your list of advertising tools. You can conveniently create one using Adobe Illustrator.

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Amazing and All Out Line-Up
Jason Hudson's Live Music
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CONCERT FOR A CAUSE!

Purchase a ticket or two for the 3-Day Sound Fusion Concert on July 16 - 18, 2050, and enjoy amazing live bands and artists.

BUY YOUR TICKET NOW

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Birthday Party Table Tent

[Birthday party table tents](#) are used by birthday event organizers to promote their services. These table tents show the details of the service provider's inclusions, such as venue rent preparations, catering, free costume rentals, and more. And also, they're made beautifully as a way of convincing potential clients to inquire about the services.



School Table Tent

[School table tents](#) are displayed on the counters and dining tables in school cafeterias. They show a list of the school's daily or weekly lunch menu for the student to see. Usually, they have basic, simple designs on every inch with images of the dishes to be served.



MONDAY

Potato Salad
Mashed potatoes seasoned lightly with herbs, spices, & melted butter.

Carbonara
Prepared with a creamy sauce made from cheese, cream, & bacon bits.

Chicken Sandwich
A slice of cake available in white, milk or dark chocolate flavors.

Fruit Juice
Served with ice. Availability depends on fruits in season.



**ST. GEORGE'S
ACADEMY**

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Oregon Ohio 43616

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THURSDAY

Spinach Lasagna
Classic spinach lasagna cooked in olive oil, dripping with melted mozzarella cheese.

Tuna Sandwich
Tuna spread, mayo, herbs, spices, stacked between sesame buns.

Banana Bread
Prepared and baked with bananas, eggs, vanilla extract, and toasted nuts.

Fruit Juice
Served with ice. Availability depends on fruits in season.




TUESDAY

Caesar Salad
Served with chickens strips, croutons, and fresh lettuce.

Bolognese
Lasagna made with tomato ragu, herbs, and parmesan cheese.

BLT Sandwich
A sandwich containing bacon strips, lettuce and tomatoes.

Lemonade
Made with freshly squeezed lemons, sweet syrup, and cold water. Served with ice cubes.



WEDNESDAY

Fresh Garden Salad
Seasoned vegetables served with vinaigrette on top.

Bolognese
Lasagna made with tomato ragu, herbs, and parmesan cheese.

Tuna Sandwich
Tuna spread, mayo, herbs, spices, stacked between sesame buns.

Four Seasons Juice
A fruity fusion of orange, watermelon, pineapple, and lemon juice.



FRIDAY

Macaroni Salad
Salad made with al dente macaroni and a delicious, herb-based sauce.

Asparagus Soup
Creamy asparagus soup seasoned with Mexican spices and herbs.

Chocolate Cake
A slice of cake available in white, milk or dark chocolate flavors.

Lemonade
Made with freshly squeezed lemons, sweet syrup, and cold water. Served with ice cubes.

Table Tent Uses, Purpose, Importance

For many years, companies across different industries have taken advantage of the benefits offered by table tents. If you're strongly considering adopting the use of such material, it's essential to know their importance. So, let's discuss the uses, purpose, and importance of table tents.

Promote New Products and Services

Many printed marketing tools promote new products and services, such as [flyers](#), [posters](#), and [brochures](#). They are the primary choice of most business owners for advertisements but note that table tents are just as good as them. And since table tents are displayed in a high-visibility area, more people can discover your new product or service when you use them.

Keep Regular Customers

Customers who regularly visit your store are likely looking for something new in your business. So with table tents on your counters showing your latest offers, you're sure to grab their interest, and in return, you get to keep them in your customer base. The possibility of repeat business is among the benefits of using table tents.

Boost Upsells

Upsells can help grow your revenue exponentially. Table tents are great tools to boost upsells by using them to advertise your product/service add-ons and other premium offers. With captivating and inviting table tent designs, you'll be able to encourage customers to make more purchases.

What's In a Table Tent? Parts?

Company Name and Logo

Your company name and logo must be present in your table tents. Without them, it won't be clear to the audience who to contact or to inquire about your product, service, or event. Note that your company name and logo are typically found at the heading of the table tent.

Product/Service Information

Info about your product or service is the most important part of a table tent because that's what it's promoting. Details about its pricing, features, and other inclusions must be present in the table tent.

Images

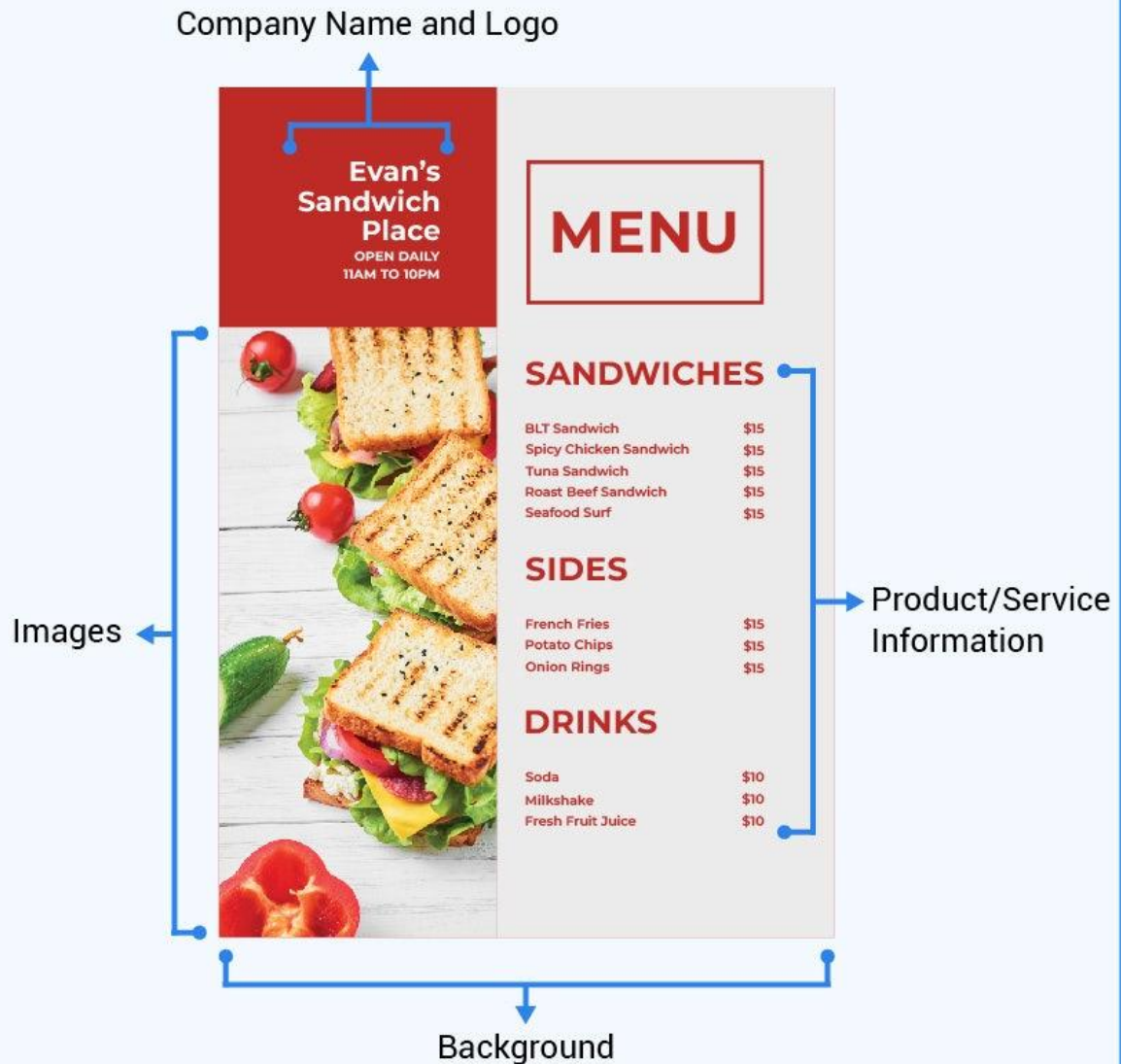
Though not all table tents have images, they add depth to a table tent which is why we recommend that you merge them with your own table tents. Your photos should pop and showcase your product's appearance or a preview of your services in action since they make table tents more compelling and eye-catching.

Background

The background design makes a table tent look livelier and more catchy. Both light and dark background colors work fine as long as they glorify the other contents of the table tent.

Table tent Anatomy

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How to Design a Table Tent?

1. Choose a table tent size.
2. Identify the purpose of the table tent.

3. Select the right [table tent template](#).
4. Incorporate your brand by adding the company name and logo.
5. Insert images of your products and services.
6. Encode detailed info about your offers.
7. Finalize and print using high-quality paper materials.

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Table Tents vs. Place Cards

Table tents are advertising material set on top of counters and tables inside business establishments and public spaces.

Place cards are pieces of folded paper placed on top of desks or on a certain portion of tables bearing a person's printed name.

What's the Difference Between a Table Tent, Menu, and Tent Card?

A table tent is a piece of folded paper with detailed information about a product, service, or event and is displayed on tabletops.

A [menu](#) is a piece of paper or cardboard used by restaurants with a printed list of their available dishes, typically with images.

A tent card is smaller than a table tent card that outlines information about a company, person, single product, or service.

Table Tent Sizes

In terms of shape, table tents have three types: Standard A-Frame Table Tent, Standing Triangle, and Pyramid Tent. Know each of the [table tent sizes](#) by checking out the table below.

Table Tent Sizes

TYPE OF TABLE TENT	SIZES (inches)
Standard A-Frame	4" x 6" panels 5" x 6.5" panels 8" x 4" panels
Standing Triangle	4" x 4" panels 6" x 4" panels 8" x 4" panels
Pyramid Tent	3.4" pyramid (3.4" diagonals, 3.9" base edges) 4.25" pyramid (4.25" diagonals, 5.1" based edges) 5" pyramid (5" diagonals, 5.7" based edges)

Table Tent Ideas & Examples

Table tents can be quite a challenge to build and require some creative skills. But with multiple references and sources of inspiration, you can easily design one on your own; no need to drain your creative juices. With that said, check out these excellent [table tent ideas](#).

- Table Tent Ideas and Examples

- Table Tent Ideas for Concert & Examples
- Table Tent Ideas for Event & Examples
- Table Tent Making Ideas for Wedding & Examples
- Table Tent Ideas for Party & Examples
- Table Tent Ideas for Birthday & Examples
- Table Tent Ideas for Church & Examples
- Table Tent Ideas for Restaurant & Examples
- Table Tent Ideas for School & Examples
- Table Tent Ideas for Holiday & Examples

FAQs

What designs look best in an acrylic table tent?

Any design can look good in an acrylic table tent as long as its graphic and visual elements are well placed.

What is a table tent menu?

A table tent menu is a type of table tent that shows a list of a restaurant's dishes like a traditional menu.

What custom printing options work on table tents?

For one, you can print your table tent using acrylic instead of traditional paper, and you can choose between Standard A-Frame, Standing Triangle, and Pyramid Tent.

How are table tents assembled?

Table tents are assembled by folding them in a way that they can stand on their own; they're folded into a triangle or pyramid with a square or rectangular bottom as their base.

What is a wedding table tent?

Wedding table tents are table tents found on the tabletops of wedding reception venues, and they're usually used as wedding menus.

What information is required on the table tent cards?

Table tent cards must have your company name, logo, and contact details so that customers can easily reach out to you.

How do I request a table tent reservation?

Contact the establishment days before your planned visit to secure a reservation.

Where can I have my table tents printed?

You can have your table tents printed in the nearest printing services shop or do it yourself if you have the right printing equipment.

What is a table tent in a restaurant?

In restaurants, a table tent is the mini standee you see on dinner tables promoting a special dish or seasonal discount.

What is a promotional tent card?

Promotional tent cards are like miniature versions of table tents and are also used for advertising new products/services and other fresh offerings.