

Effective Booth Design: Structure and Graphics (Cont.)

A Checklist of Important Elements and Considerations of Booth Design (Cont.)

Type of Exhibit

- Custom
- System
- Combination
- Modular

Exhibit Function

- Heavy product demonstration
- Image enhancement
- Graphic information/education
- Market theme/ad campaign
- Target market identification

Graphics

- Prints vs. Transparencies
- Reusability and exchangeability from show to show
- Availability of existing graphics
- Emphasis on product or corporate ID, or both

Lighting

- High lighting to wash entire area
- Spotlighted graphics
- Spotlighted product
- Wall washing

Exhibit Textures and Materials

- Hi-Tech: polished, using chrome, plexiglass, gloss finishes
- Business environment: office-like with ribbed carpeting, soft textures
- Down Home: rough textures and natural materials

Exhibit Colors

- Bright and vivid
- Earth tones
- Designer pastels
- High tech: black and white with accent colors
- Requirement to use corporate colors
- Requirement for consistency with other collaterals
- Compatibility with product colors