

Effective Booth Design: Structure and Graphics (Cont.)

A Checklist of Important Elements and Considerations of Booth Design

Corporate Identity

- Clear message
- Graphics integrated with structural design
- Aggressive: big, bold, bright
- vs.
- Conservative: austere, low-key, signature

Product Presentation

- How many and where
- Sizes and weights
- Accessibility
- Inter-relational placement
- Hands-on vs. in showcase
- Static or operational
- Power requirements
- Clear identification of product/service
- Method of featuring premier or new products, if any
- Concise features and benefits portrayal
- Consistency of theme and attention getter
- Memory producing, impactful display

Design Elements

- Positive impact and appearance
- Proper use of color, light, shape, texture and space
- Allowance for effective traffic flow
- Use of newest materials and design ideas
- Accessory management
- Conducive to buying and selling

Activities in Booth

- Live demos all on one level or on risers
- Audio visual equipment requirements for demos
- Skits: space requirements
- Films: size of screen
- Size of audience
- Accommodation of audience
- Rear or front project slides
- Size and housing of monitor for video recorders