

Effective Booth Design: Structure and Graphics

Your exhibit design deserves the same marketing scrutiny any advertising or sales activity would receive. Even if the exhibit is not to be a large one, serious attention by you and your management committee will ensure a proper functional design.

This is because the exhibit should be viewed as a sales environment where sales, marketing and technical representatives have a direct influence on attaining sales goals. Simply, the exhibit should convey the message that a company has something to sell and this is the place to see and discuss it.

We suggest that you distribute a form and questionnaire similar to the one that follows so that you can inform and poll your committee at the same time. You will receive a consensus and a reaffirmation of the previously established goals and objectives of your trade show activity.

This same form can be adapted and used to compile information to give to an exhibit designer. It provides design parameters.