

Effective Booth Design: Structure and Graphics (Cont.)

Special Booth Design Tips (Cont.)

Special Wall Finishes and Designs

Use velcro as a wall finish. Velcro-backed graphics can be easily removed, rearranged, and changed for various show objectives, with no damage to either the wall or the graphics.

Paint walls with flat or semi-gloss lacquers which can hide imperfections.

Use screens and partitions to conceal parts of the exhibit you do not want to be seen by visitors.

Consider the use of plants and trees to provide modularity in dividing space.

Seating and Other Furnishings

Be sure you provide ample seating and tables for business purposes only. Do not provide areas that encourage people to linger and lounge. Shallow benches, for instance, are functional, discourage extended visits, and conserve space.

Signage

Control your copywriter. An exhibit is not a book, but a three-dimensional, informative selling tool. Visitors will not spend time reading text. Typesetting is expensive. Information signs should be set at eye-level. If budget and ceiling height allows, hang signs from the ceiling for highest visibility and awareness.

Vinyl letter-making equipment is readily available for quick and inexpensive production of graphics. However, when custom graphics are required, and when a little extra cost can be justified, use silk-screening or frisket. Form letters, plastic glue-on and pin-back cork letters are also available. Applying graphics directly on walls is expensive and reduces flexibility and interchangeability of graphics from show to show. Instead, develop independent signs that can be affixed to walls with velcro.

Floor Coverings

Use inexpensive low pile loop carpeting for easy installation because it requires no matching of nap. It also reduces need of frequent vacuuming. Take care in selecting a carpet that is least likely to be discontinued in case you need to expand or replace sections. Buy the carpet in 10' or 20' modular increments.

Invest in thick padding for reduction of fatigue to your staffers, for an opulent look and feel.