

Effective Booth Design: Structure and Graphics (Cont.)

Special Booth Design Tips (Cont.)

Materials and Construction

The design should incorporate durable materials and be constructed to last. Has the designer integrated the latest and most innovative materials and modular systems? Have graphics utilizing photography for the greatest impact been introduced? Has consideration been given to fluorescent lighting or fiber optics for illustrations of product designs and diagrams?

Use rounded corners for multiple-use exhibits. Paint and other materials are easily damaged on sharp edges and corners.

If the design incorporates standard stock sizes and colors of materials, replacements can be found and obtained at economical prices.

Authorize the building, refurbishing or modifications of the booth as early as possible to ensure availability of materials, supplies and services and to avoid overtime charges.

Lighting, Lighting, Lighting!

Do not rely on existing hall lights. Increase your booth's impact by including spot and ambient light into the physical properties of the design. You can feature messages and your most important products with the clever use of low voltage, high intensity lighting, which is readily available and affordable.

Attention Getters

Consider using motion and sound tastefully in your exhibit. Use microphones and speakers for your presentations according to the show rules. TV cassette tapes, moving displays, models and musicians draw attention to your booth.

Determine the need for sound amplification to support a sales presentation and decide where the sound and speaker system will be located.

If you have a raffle or door prize program, decide how your pre-show promotion can best be supported by drawing people in off the aisles. Decide how the prize will be displayed and how the contest will be made a focal point.

If you use music, dancing or demonstrations of cultural interest, provide space in your booth design for the activity and appropriate promotion of the events.

Shipping

Develop a simple color code and design system for display crates so you can easily check accessibility of your booth components during installation.