

Selecting the Right Booth Size and Location to Maximize Traffic (Cont.)

Consider These Factors When Selecting Booth Location:

Traffic Flow

Many theories exist, but none has been proven consistent from one show to the next. Most persons, being right-handed, tend to turn to the right upon entering an exhibition hall where a choice of direction is available. Study the total floor plan and use your best judgment. Locations near major entrances and main arteries get maximum exposure. Locations near concession areas, rest rooms and major exhibits usually attract good traffic.

Proximity to Loading Dock and Freight Entrances

Booths near freight entrances may necessitate late set-up and early dismantling, but might provide superior visibility.

Floor Space Shapes

There are two basic types of show floor spaces which typically dictate size availability:

Large to Medium: usually located in high volume traffic areas —

Island booths: free standing with surrounding aisles all four sides.

Peninsula booths: one space back to back with another with aisles on three sides.

Small to Medium: usually located in peripheral areas surrounding larger booths —

Standard, linear or perimeter wall booths: one or more 10' by 10' space connected in a straight line.

Ceiling Heights

Dotted lines or shaded areas on a floor plan diagram usually indicate changes in ceiling height. Positioning of overhead lights and use of hanging signs affect your booth's visibility and impact audience awareness.