

Effective Booth Design: Structure and Graphics (Cont.)

Special Booth Design Tips

Main Focal Point

Plan to have an impactful point of interest with two or more subordinate satellite points complementing the main point. Weave your show theme into your booth display and complement your sales literature, presentations and other corporate marketing campaigns.

Be absolutely certain that the overall impression you put forth is your company's best professional image.

Product Exhibits

Display only your most interesting products and services. Do not clutter the booth with products or displays that confuse your message as set forth in the show message objectives.

Traffic Flow

Attract people in from the aisles and then provide easy access and flow from display to display within the booth.

Professional Designers and Builders

Use experts on the design and construction of custom exhibit booths.

Making the Final Design Selection

Get a three-dimensional model, drawing or sketch and floor plan of the booth before ordering or approving construction. How easily is it installed? How does it break down for shipping?

Include Lockable Storage

Spare product, giveaways, tools, extra literature, spare light bulbs, power cables, handbags and other valuables need to be safe-guarded.

Use Exhibit Systems, Portable or Self-contained Booths

Buy a portable or modular system or integrate them into part of the custom design. They are made to fit precisely together with use of special hardware. This saves time and labor expense in installation and dismantle.

In custom designs, try designing panels and parts that need not be fit together. The design might use stackable and modular units and shapes.