

Selecting the Right Booth Size and Location to Maximize Traffic

There are two basic overlying criteria for selecting your exhibit floor space:

Affordability: What does the budget allow, and what does the size of the audience, your market share and total anticipated sales goal justify? Remember, too, that the larger the space, the larger the expenses associated with set-up and dismantle.

Availability: Is the desired size space available in the most desirable location that will produce maximum traffic flow? Selection of the space should be made as early as possible to assure enough exhibit space to accommodate your booth. The best exhibit locations are often given to past exhibitors based on the number of years they have exhibited.

Consider these factors when selecting booth size:

Size of Space and Visibility vs. Potential Results

The number of leads you receive and the amount of business you generate are directly related to the visibility of your booth and the number of people with whom you can effectively talk to at one time. However, it is necessary to look first at your sales goals based on the percentage of the audience share you expect to capture.

The more space you have, the more sales people you can accommodate. The more sales people you can accommodate, the more time each will have to spend with each booth visitor to make a presentation.

Avoid Congestion

Attendees tend to stay away from areas they perceive as crowded or confining because they do not like to feel closed-in or "threatened."