

Effective Booth Design: Structure and Graphics (Cont.)

Questions to ask yourself before you finalize your booth profile/design criteria (Cont.)

Special Functionality

1. Will I need a reception area apart from demonstration areas?
2. Do I need a meeting area?
3. What entertainment and educational activities, besides product demonstrations, will I have in my exhibit space?
4. Will a microphone and amplifier be required?
5. Will I need to include extra storage space for supplies?

Booth Versatility and Reusability

1. How do I expect to re-use my booth?
2. Can it be modularized to allow use in small and large spaces?
3. Must the product demonstration areas accommodate different products at future shows?