

Effective Booth Design: Structure and Graphics (Cont.)

Before finalizing the profile/design criteria, answer these questions:

Theme

1. What is the theme of my exhibit and does it need to tie with the theme of other marketing campaigns?
2. How will the theme best be given visibility in the booth and, most importantly, from the aisles?
3. Is the theme consistent with the show goals?

Product Demonstration

1. How much area will I need for product display and demonstrations?
2. If I am selling more than one product type, do I need to divide space and provide individual visual impact?

Work Space for Sales Staff

1. How many people will be staffing the booth?
2. Will each staffer be assigned to a product demonstration station? Plan on about 35 square feet per staff member.

Traffic Flow

1. How many attendees do I estimate will be coming to my booth during the show? Plan on about 35 square feet per each visitor in the booth.
2. Will the design allow movement between displays and all areas?
3. Do I want controlled or free-flowing passage throughout the space?

Special Promotions

1. Is my company planning to introduce new products during the life of the booth?
2. Will the booth need to be designed to accommodate special promotions and graphics?