



design | service | solutions

DON'T SIMPLY SHOW UP; STAND OUT!

Ten tips on making the most of your trade show display opportunity



While some companies and organizations enjoy the luxury of upgrading their trade show displays annually, most do not. If you belong to the latter group, you'll want to take full advantage of the opportunity to create a new booth or update an older one. A new or updated booth can improve your chances of attracting qualified prospects, engaging your targets and ultimately driving greater sales.

Here are some suggestions to keep in mind when working with your signage resource to design your next display:

- 1. Remember that graphics are key.** If you're an experienced exhibitor, you know that most event visitors will walk by quickly. They typically spend but a few seconds looking at any display, so simplicity is crucial. Consider that the best highway billboards do not attempt to convey detailed information, but rather communicate to motorists in a flash. Do that quickly with an arresting image, bold benefit statement or provocative question and you'll interrupt the brain function of event attendees long enough to get them to stop at your booth.
- 2. Top it off with signage.** Use the height of your graphics to attract visitors from all over the event space, positioning them as high as possible within trade show regulation limits.
- 3. Go easy on the colors.** Among many exhibitors and display companies alike, the rule of thumb is to use a maximum of three colors. Again, your focus should be on communicating a simple message in the least amount of time. Using more than three colors can make your booth appear "busy" and distract from your main message.
- 4. Don't count on your name to carry the day.** If your company is well known within your industry, then placing your name in a prominent position on your display makes great sense as visitors will already have an image of you in their mind. But if your business is new or not widely recognized, explore another tactic. Consider giving greater prominence to a bold positioning statement, like, "America's Most Energy-Efficient Furnaces." In doing so, you've told visitors not *who* you are, but rather *how* they'll benefit from dropping in.
- 5. Draw qualified visitors with eye-catching copy.** In most instances, your goal won't be to attract the most event attendees but rather to draw the most *qualified* visitors—those who are less interested in free giveaways and more interested in your product or service. To do so, create a six-word tagline that viewers can interpret within three seconds. The Visa credit card slogan, "It's everywhere you want to be," is but one prime example.
- 6. Use—but don't overuse—digital graphics.** Bright and dynamic, digital graphics shown on display screens are often more effective than traditional printed graphics at attracting attention. Consider employing them to show changing images like your products/services in action or demonstrations of key benefits. Variety and action can be powerful communication tools, but know that a little can go a long way. Focus on sending one strong message rather than overwhelming people.

CONTINUED >

7. **Consider the importance of lighting.** Beyond simply making your display more welcoming, lighting can draw attention to graphics or displays you wish to emphasize. For example, use LED lights to “frame” an important display. Backlighting is another smart way to bring a photo or illustration to life without interfering with the overall presentation.
8. **Build in sufficient meeting space.** Be sure to create an area in which to hold semi-private conversations with potential clients and exchange contact information. You may also need a separate, larger area for product demonstrations and perhaps display monitors if you’re showing video clips or presentations.
9. **Don’t skimp on storage.** Do you have enough room to keep an ample stock of sales literature on hand? How about shelving for advertising specialties and giveaways? An afternoon’s worth of complimentary T-shirts or even coffee mugs can take up a lot of room. And don’t forget about your staffers. Is there a secure space in which they can store items like purses, backpacks and briefcases as well as coats and jackets? Experienced exhibitors know you can never have enough storage space!
10. **Build in a few technological conveniences.** Increase the “stickiness” of your booth—and the propensity for visitors to stay—with a smartphone charging station. Better, offer free Wi-Fi and post some QR codes so that people can link to your website. QR codes are barcode-style images that visitors can scan with their smartphones, linking them immediately to a page on the internet like your website, an online product description, an interactive experience or YouTube video. Just be sure the experience supplements your personal communications rather than replacing them.



design | service | solutions

For exceptional trade show displays and signage, rely on Signs Now

As a value-added graphics communications provider, our team at Signs Now will serve as your business consultant. We offer expertise on the best use of graphics to promote your brand, image and marketing messages. Look to us for complete solutions—including digital imaging for outdoor and indoor signage, exhibit and vehicle graphics, magnetic signs, banners, window graphics, wayfinding and ADA signage, dimensional letters, directional systems and other visual communications.

©2016 Allegra Network LLC. All rights reserved. The trademarks and copyrighted designs contained herein are the property of the respective owners. Signs Now is independently owned and operated. Signs Now centers may or may not perform or offer to perform electrical and/or installation work; it is the responsibility of each center to comply with their state licensing and regulation code requirements.