

Ten Tips For Creating A Power Small Booth

Here's a roundup of proven tips to help you create a better small exhibit:

1. Use lighting. At most convention centers you can very affordably arrange to hang a spotlight from the ceiling. Otherwise, you can buy or rent a portable lighting system. According to some industry research, lighting can increase awareness of your exhibit by 30 percent to 50 percent.
2. Take a novel approach. Develop a theme for your booth. Leave the traditional approach to the big exhibitors that can rely on the size of their real estate to stand out.
3. Display the product or company name most recognized by attendees.
4. "Size" everything to fit the booth. (Unless you're purposely using large-scale props as a draw.) You wouldn't put a king- sized bed in your 9-by-12-foot guest bed room. Large information counters (borrowed from a larger booth) can dwarf your staffers.
5. Invest in a modular system that's easy to customize. Avoid draped tables. They can look cheap. A manufactured system gives the exhibit a more "finished" look.
6. Keep the exhibit simple and uncluttered. Choose only one or two products to display.
7. Create a strong visual impact by using fewer and larger graphics. Use words sparingly. Graphics copy that is too dense or too small will not be read.
8. Put graphics above the sightline. Graphics should start no lower than 36 inches on the backwall. Otherwise they will not be seen when people or products are standing in front of them.
9. Use bold, eye-catching colors that stand out from a distance. Avoid neutral colors that blend into the background.
10. Make your exhibit full-service, not "self-service." Spreading literature, give a-ways and product samples on a table where attendees can just grab them and walk away defeats the purpose of attending trade shows -which is to interact with visitors.

Always remember the 3 second rule: you have 3 seconds to show the attendees what you do, who you are and why they should do business with you!

For more information
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