



## Stand Out Booth Design

If you are banking on the trade show circuit to build business, then you need to ensure the overall effectiveness of your booth. Besides grabbing attention, it needs to stop traffic and draw in customers. At the same time, it must express who your company is and immediately show what you offer. To make all of this happen, begin by thinking of your booth as your product. By using the same strategy to make your package stand out on the shelf, you'll be able to make your booth a stand out on the showroom floor.

### Design

The actual booth design must not only attract attention, but it must be functional as well. Consider an open-floor concept, which offers accessibility and a welcoming feel that allows visitors the ability to move around freely. Gwen Parsons, senior vice president of Nomadic Display said, "One general rule is to ensure that at least 60% of floor space is open and at least 60% of the frontage is open." Prevent further barriers by stocking product in closed cabinets or create a store-type environment utilizing beautiful shelving. If you have a sitting area, use stools and table bases with built-in storage space. No matter how large your booth space is, you can increase presence and get spotted from a distance by building as high as permitted. On positioning, Parsons recommended, "As a general rule, place the highest

### Attention Grabbers

Drive attendees to your booth through creativity and innovation.

- Set up your very own oxygen bar – by offering just a minute of treatment, you will have a regular audience to present your new products
- Install a Las Vegas Slot Machine where the dollars won are taken off their purchase or where they have a chance to win a free product (limit one try per person or for every \$10 spent, they get another try)
- Spin the prize wheel to see what percentage off they receive on their purchase and throw in some possible freebies
- Offer a money cube that sends either fake dollars or promotional coupons circulating through the air and let attendees grab what they can in 20 seconds
- Capture music lovers by providing a couple of chairs and place a musician, maybe a harpist, on a small stage to create a wonderful backdrop to selling products
- Hire a celebrity look-a-like that appeals to your potential audience, and offer digital photographs of them together with your logo positioned perfectly in the image

point at the center of your space." Be different by building an asymmetrical display, or draw visitors in by utilizing large sweeping curves. Position banners toward the flow of traffic. "Overall," Parsons said, "be creative, bold and professional to get noticed."

### Color

Nothing makes a greater visual impact than the use of color. Vibrant and complementary shades demand attention. Consider supplementing corporate colors, especially if they are neutral or common among competitors. Choose a palette that works well with existing graphics and maintains the look of your brand. Utilize these shades on backdrops and furniture. Parsons suggested, "Use different flooring styles such as tile, laminate or a raised floor or carpet colors that complement the design."

### Lighting

A great way to stand out—especially for smaller booths—is through lighting. Brighten up your space simply by adding more lights. Since most exhibitors opt for just the standard, you will easily be the brightest and most noticeable. Lighting can create a mood, so alter yours by using colored or moving lights. Highlight products and messages using backlit photographs. If organizers allow it, reflect your logo or message on the trade show floor, ceiling or wall.

## Graphics

Think of your graphics as a highway billboard. With a packed trade show floor, you only have a matter of seconds to promote your sales message. You can achieve this with the right image and short, concise text. Graphics need to portray who you are, what products you offer and why the potential buyer would want them. Photographic images are received more readily than illustrations. “Fewer and larger images are better than many small ones,” said Parsons. Do limit your use of royalty-free stock images, especially as a main photo. It may be a cost-saver, but if a competitor winds up using the same image, your message loses credibility. When it comes to specifics, Parsons said, “Use large format graphics for the greatest impact. Ensure your graphics can be viewed at the distance appropriate for the viewer. Avoid placing anything important on the walls below three feet.” **JK**



## Color Psychology

By Sandy Flom, CEO/President of Extraordinary Show Productions Ltd.

Colors have different meaning throughout the world, but in the U.S., here is how some of the basic colors affect us:

**Red:** an emotionally charged color that encourages fantasy; women are drawn to blue-based red while men prefer yellow based red

**Yellow:** the No. 1 attention grabber that, if over-used, can cause viewer crankiness

**Green:** makes people comfortable in unfamiliar surroundings and is associated with nature or money

**Blue:** provides a calming effect and encourages fantasy; not good for a high-powered campaign that needs to generate energy

**Black:** represents power

**White:** portrays purity and honesty

**Gray:** encourages creativity, but can be perceived as dirty

**Brown:** construed as informal

**Silver and Gold:** indicate top-of-the-line products