Important Things to Remember When Designing a Trade Show Booth

Catch the attention of your target market.

Keep in mind that trade booths are in trade shows to generate income for the company. The booth must be designed and decorated with a few words and/or images that briefly describes what you want to sell. In this way, people or companies that need such products should be able to get an idea what you are selling just by glancing or passing by your booth. Choose images related to your industry. Do not turn the walls of your trade booth into a picture collage. Instead, pick around 1-3 images that will communicate to passers-by what your product is. Keep written words on your booth related and succinct.

Remember that trade booths exist to conduct business. People outside your niche may just crowd your booth and do not generate anything. Creating designs must also filter out people from industries that are not on your target market. These people only tend to take more of your time, effort and space allotted for those who you intend to sell products or services.

Design

Your booth must appear new, fresh, professional and appealing to your visitors. When designing booths for widely known brands, their company name and logo should be given emphasis. People looking for their brand will definitely flock to where their name and logo appears. On the other hand, for new companies with little recognition, the product or service must be the centerpiece. If you keep on flashing the name of an unknown brand, people just tend to ignore them most of the time. Try raising level of your graphics banner (check the trade show regulation) for better visibility against competitors.

A trade show is a business event. The people there mean business. Use decorations and designs that will project that the company represented by the booth also means business. Do not use wacky, childish and taboo designs (unless it really represents the products and services) for your booth and graphics banner. Use easy-to-read fonts. Do not put “too much art” on the texts. Do not use too much bright colors (have up to only 3 at the most). Keep the overall design of the trade booth plain and simple. Of course, the booth should also be manned by professionals.

Lighting

The lighting of your booth must be conducive to attract potential clients. A well-lit booth makes it lively and exciting. Lighting that is bright might stress people’s eyes and somewhat feel “offended” and make them not approach your booth at all. Trade booths that are too dim or dark tend to have fewer visitors. The lighting provided by the trade event center usually will not suffice. Combine that with the good lighting of your neighbor booths and you get a little dull shanty with uninteresting products and services to sell. In addition, the company representatives manning the booth might also get stressed out if unsuitable lighting is used.

Structure

The structure of the trade booth must be sturdy and durable. You do not want injuries and accidents in your trade show. Ensure that the framework, flooring and furnishings are made from durable materials. They should not make squeaking noises when interacted upon. The booth should also have a lot of room to move on. Almost half of the floor area must be empty. People might find it unattractive to enter a crowded booth.