

Part 3 – Your Exhibit

Tip #1 - A Stand-out Small Exhibit

You don't need a mammoth-sized exhibit or piles of money to make a big (and memorable) statement at your next show. Use these five tactics for getting the biggest bang out of your small booth.

1. Use lighting. According to industry research, lighting can increase awareness of your exhibit by 30 to 50 percent. Renting a portable lighting system or using product spotlights will give your small exhibit the extra exposure it needs.
2. Keep it simple. Feature only one or two products. Any more than that and you'll just add clutter - and keep your prospects away.
3. Employ bold colors. Find high-impact hues that will stand out from a distance, and avoid neutral colors that will just blend into the background.
4. Invest in graphics. Using fewer and larger graphics is the first step. Then, make sure all graphics start no lower than 36 inches on the back wall. Otherwise, they won't be seen when people or products are standing in front of them. And remember that dense or too-small copy will not be read.

Be proportionate. Large reception counters or product kiosks will crowd your space and make it look even smaller than it is. Leave enough room in your exhibit so staffers can talk comfortably with attendees

Tip #2 - Reduce, Reuse, Recycle Your Graphics

When it's time to create new exhibit graphics, examine artwork and photography from current and previous marketing campaigns before you reinvent the wheel.

Granted, sometimes the resolution or quality of other existing images may not fit your large-format needs, but simply checking your existing files could save you oodles of time, money, and creative energy

Tip # 3 – Avoid the “Cluttered” Look

Ideally, you should limit the number of actual products displayed in a small booth to no more than two. However, there will be times when you’re forced to load up your booth with products (because product managers insist "it all has to be there"). Your goal should be to try to keep the products out of the center of the booth. Here are some design suggestions to keep your booth uncluttered and approachable.

- Hang products on the back wall.
- Create step progressions on the sides of your booth; products can sit on the "steps."
- Design drawers and bins into the booth. Products can be mounted on vertical surfaces that slide in and out of cabinets.