



# Tips for Trade Show Displays

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## Tips for Trade Show Displays

Your trade show display is one of the most important aspects of your trade show presentation. Just being there isn't enough to make attending a trade show worthwhile. You need to have a trade show booth that's going to draw and engage potential customers and contacts and your trade show display will play a big part in determining if your trade show experience is worthwhile. Here are some trade show display tips:

### Why Not Rent?

Before you buy a display unit consider renting one. An estimated 40% of first-time exhibitors never return to another show.

While there's no right or wrong answer about choosing to rent, the industry rule of thumb is that if your going to use the same exhibit three times, you should purchase it instead of renting. But, if you want something to use only once or twice, renting can be the best way to go.

### Think About Shipping Expenses

Consider air freight, ground shipping, and personal care requirements when determining the overall cost of a particular system.

### Use the Trade Show Booth as a Tool

On the show floor your exhibit makes a strong statement about who your company is, what you do, and how you do it. Make your trade show booth a welcoming space. Have a focal point and a strong key message that communicates a significant benefit to your prospect. Use large graphics rather than reams of copy. Create and experience that allows visitors to use as many of their senses as possible.

### Design Counts

The average trade show visitor spends less than three seconds looking at your exhibit so design must grab their attention quickly. Make sure your display is organized avoid complex explanations or elaborate descriptions of the company; instead, focus on messages that will prompt visitors to stop at your booth, where you can explain everything they might need to know. Allow ample time before the show to create the proper artwork.

### Keeping a Display in Good Shape

To ensure longer life for a display, make sure it can be securely packed. Look for a display case that has separate space for each display component. Avoid tucking non-display components in the case.

### Do a Dry Run

Be sure to set up your booth at least once before you get to the show. Once you know how to work a given booth, it should be easy to do. You certainly don't want to be reading about "tab A" and "slot B" while prospective customers are arriving at the show.

## Differentiate Your Products/Services

Too many exhibitors are happy to use the me-too marketing approach. With shows that attract hundreds of exhibitors, there are very few that seem to stand out from the crowds. Your exhibit should leave a strong impression of what makes you different and why visitors should buy from you.

## People are Your Marketing Team

Trade show exhibit staff training is essential for a unified and professional image. Make sure that they sell instead of tell and know how to close the interaction with a commitment to follow-up. Staff not scheduled should stay away until their shift. Assign specific tasks for people working the show.

## Have a Stock of Promotion Items

Small items that people can take away and use (while being reminded about your business) are best. Be sure you place these items in a location where people will have to walk into or through your trade show display to get them.

## Follow Up Promptly.

The key to your trade show success is wrapped up in the lead-management process. The best time to plan for follow-up is before the show. It is to your advantage to develop an organized, systematic approach to follow-up. Establish a lead handling system, set time lines for follow-up, use a computerized database and then measure your results.

Trade shows require a lot of work and effort to be successful. In the end your trade show success is dependant on how much effort you put into it.



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