

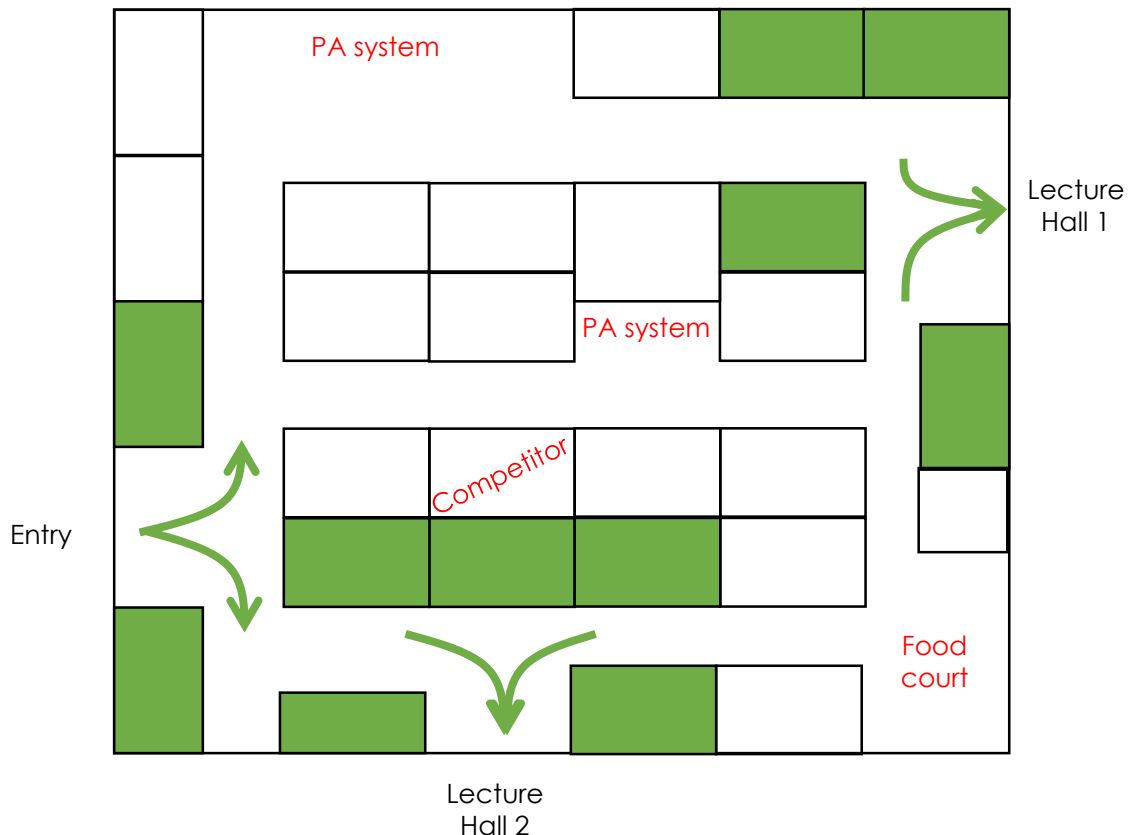
Booth design

Book a location with much traffic. Use a modular approach. Keep in mind what you want to accomplish and set up the booth thereafter. You need to stand out.

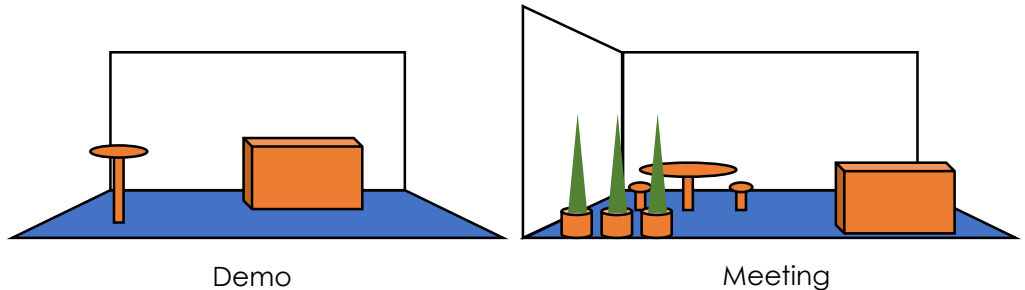
When designing a tradeshow booth you need to have your marketing strategy ready – you need to know your target audience, message etc.

Before the tradeshow; book your location as early as possible to:

- Be in primary traffic of the show (you want to have high traffic levels passing your booth)
- Get a space where your booth is exposed from several sides
- Avoid being close to competitors
- Avoid PA systems from nearby events
- Avoid food courts

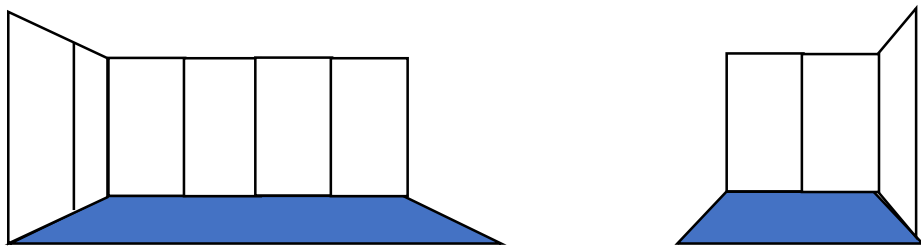


Design your booth having the objectives in mind all the time; do you want to demo a product for as many persons as possible or do you want to meet a few key decision makers in a relaxed environment where you are not disturbed?



When designing a booth, it's recommended to use a modular approach. This gives two advantages:

1. Budget - The booth can be reused for other shows
2. Fine tuning at site - It can be modified at site to seal off unwanted attention (from competitors etc)



At a show you might have to go outside your comfort zone – your booth need to stand out due to that there are so many seeking the attendees attention. Here are a few tricks to stand out:

- Get attendees into the booth using a photo wall that they can stand in front of taking selfies (or have a face cutout on a large photo).
- Have events during the show: a magician doing tricks or a mini car track competition. (Always have a leader board when hosting games – people like to see themselves there and will spread the word of your booth).
- Offer drinks so they don't have to leave your booth when thirsty. Branded bottles of water or a glass of champagne.
- Host a speakers corner; at a certain time you will have a speaker talking about something relevant to the subject of the show (preferable breaking news about something).

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