

10 Exhibit Design Ideas to Attract Visitors to Your Booth

Are you ready to bring new life to your current exhibit? Your answer is a few steps away with these tips to attracting visitors to any booth. Some of these ideas may seem far-fetched, but it will help you think of new and creative ways to attract the best visitors to your booth.

1. Improve your lighting. Any booth will attract attention if it is well lit. The human eye is naturally attracted to bright lights. Be the brightest on your block and attendees will gather like moths to a porch light. But please do not use flashing lights.

2. Color your world. Bright colors are pleasing to our eyes and exciting to our brains. Bright, rich colors presented in high contrast attract visitors to your booth. Be aware of the mood you put people in with the colors you use: Green = nature; Red = excitement; Yellow = optimism; Black = authority; White = purity; and Blue = serenity.

3. Use the soft touch. Upgrade to quality carpet and padding. Your feet, your staff, and your clients will thank you. The soft feel underfoot gives the impression of quality and class.

4. Create an open atmosphere. Eliminate all other physical and psychological barriers to your booth by making it open and inviting. Move the furniture to the back and sides to create space for attendees to come into your booth for discussion and ultimately, sales.

5. Make something move. Provide movement to attract attendees' eyes, and in turn their bodies, toward your booth. Activity attracts people's attention and piques their curiosity. Be sure to involve your product physically or through a sales pitch or anecdote.

6. Cook up something good. The olfactory sense is our most powerful sense. Having fresh baked cookies for example is a great way to attract visitors to your booth. When was the last time you weren't hungry at a show?

7. Personalize your exhibit. Your exhibit doesn't have to be all work and no play. Put a table lamp in your booth, lay down an area rug, use props (holiday, seasons, sports or regional), or decorate with items you plan to give to key clients — all to attract attention and initiate conversation.

8. Invent a corporate dress code. Don't make the attendee search for your staff. Have corporate attire made so that everyone wears the same shirt, tie, scarf, vest or jacket. Even a simple accessory will let the attendee know whom to approach in your booth or elsewhere on the trade show floor. Make sure your uniform accurately reflects your corporate personality.

9. Go high-tech. Use all the tools at your disposal to provide information to your clients and potential customers. Use Web sites, e-mail blasts, text messages, electronic product directory, Web links, conference apps and ads, sponsorships, and more. Don't pass up these inexpensive and effective opportunities.

10. Staff your booth with the best. While steps 1-9 are great ways to improve your exhibit, nothing will increase your ROI like choosing the right people to staff your booth. Only send your best — no matter what their position within the company. You need people willing and able to initiate conversation with anyone, answer questions about your product, and record lead information.

If the idea of implementing all 10 steps seems daunting, take it slow. Try out a few ideas to see how they work with your product and industry. Whatever you do, have fun and be comfortable with your exhibit, your marketing plan, and your staff.

Your confidence and faith in your decisions will make a difference with your staff and potential customers. Look around your home, favorite coffee shop, or restaurant. What is it that makes you feel welcome? Utilize the same tricks of the trade that retailers use — they stay in business for a reason!