A Visual Journey Into Booth Design: 
*What Works, What Doesn’t*

*With Jefferson Davis*
*Competitive Edge*
RSNA Commitment to Exhibitor Value, Knowledge & Success

* Exhibitor Best Practices - Online Exhibitor Education:
  - Live and on-demand webinars
  - Staffing tips
  - Checklists

* Bookmark, Share and Access at:
Consultant, trainer, speaker and author
30+ years exhibiting experience
Exhibited at over 200 tradeshows
E3 team evaluated over 26,000 exhibits in action
Intensely results-focused
Developed practical, workable processes to address critical exhibiting success factors
Helped clients generate over $800,000,000 in tradeshow results.

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For a complimentary Tradeshow consultation
CALL 800-700-6174 in US or 704-814-7355
EMAIL: jefferson@tradeshowturnaround.com
Content Based on our Award Winning E3 Exhibiting Effectiveness Evaluations

- **Won Best Program to Help Exhibitors Maximize ROI**
- 26,669 evaluations so far
- 21 point evaluation in 3 major categories:
  - Exhibit Presentation
  - Product/Service Presentation
  - Exhibit Staff
Six Areas of Exhibit Effectiveness

1. Attention grabbing techniques
2. Clear, compelling and informative messaging
3. Ease of access, navigation and exit
4. Engaging product/service presentations
5. Integration of A/V
6. Booth staff performance
#1. Familiar attention grabbing prop

#2. Bold, clear, well-placed benefit headline

#3. Open, easy to enter

#5. Well-placed feature/benefit copy

#6. Appropriate number of proactive & friendly staff

#5. Integration of interactive A/V

#3. Open, easy to enter
#1. Attention Grabbing Techniques

**What Works**
- Creativity
- Unusual
- Familiar
- Lighting
- Bold colors
- Imagery
- Unique shapes/lines
- Unique materials
- Motion

**What Doesn’t Work**
- Uninspired designs
- Dark booths
- Too much copy
- Too many images
- Small copy/images
- Visual clutter
Creativity
Familiar
√ Unusual
Creativity – Unusual - Lighting
What is the most important idea you learned about this area of exhibit effectiveness?
#2. Clear, Compelling & Informative Messaging

**What Works**
- √ Brevity
- √ Clarity of what you do
- √ Smart placement of graphics
- √ Leverage viewing tiers
- √ Spotlighting problems
- √ Presenting benefits & opportunities
- √ NEW
- √ Factoids-Data-Research
- √ Motion
- √ Size & scale

**What Doesn’t Work**
- × Too much copy
- × Copy too small
- × Vague/unclear messaging
- × Poor placement
- × Not answering WIIFM
- × Platiitudes: Q/P/S
- × Technical jargon
- × Unfamiliar acronyms
- × Unsubstantiated claims
Brevity & Clarity of What You Do
✓ Smart placement of graphics - Leverage viewing tiers
Spotlighting Problems - Presenting Benefits & Opportunities
Factoids/Data/Research
#3. Ease of Access, Navigation and Exit

<table>
<thead>
<tr>
<th>What Works</th>
<th>What Doesn’t Work</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Easy to enter</td>
<td>✗ Entry blocked by tables, properties or booth staff</td>
</tr>
<tr>
<td>✓ Quick &amp; easy to find what you’re looking for</td>
<td>✗ Random placement of products</td>
</tr>
<tr>
<td>✓ Natural order or sequencing of solutions</td>
<td>✗ No clear visual guidance</td>
</tr>
<tr>
<td>✓ Eye-level directional headers</td>
<td>✗ Overcrowded booth</td>
</tr>
<tr>
<td>✓ Floor guidance decals</td>
<td>✗ Large walls</td>
</tr>
<tr>
<td>✓ Museum type tours</td>
<td>✗ Enclosed spaces</td>
</tr>
<tr>
<td>✓ Open space</td>
<td></td>
</tr>
<tr>
<td>✓ Comfortable seating</td>
<td></td>
</tr>
<tr>
<td>✓ Relax and recharge areas</td>
<td></td>
</tr>
<tr>
<td>✓ Comfortable flooring</td>
<td></td>
</tr>
</tbody>
</table>
✓ Easy to enter - Eye level directional headers
✓ Quick & easy to find what you’re looking for
Comfortable seating - Relax and recharge areas
#4. Engaging Product/Service Presentations & Demonstrations

**What Works**
- Hands-on & minds-on, multi-sensory engagement
- Accessible
- Thoughtful staging
- Visual support of key messages
- Quick learning opportunities
- Interactive A/V: tablets, touchscreens, AR, VR
- One-to-one or one-to-many demos or theater presentations
- Gamification
- Recreating environments
- Comfortable seating

**What Doesn’t Work**
- Static displays
- Can’t touch/interact w/ products
- A bunch of products on a table
- No visual support of application, feature/benefit messaging
- Too long
- TMI
- Speaking over the visitors head
- No clear knowledge takeaways
✓ Hands-on & minds-on, multi-sensory engagement
✓ Thoughtful staging - Visual support of key messages
Gamification

Excellent informative, interactive and engaging exhibit along with a giveaway that ties to the theme of the exhibit. The graphics educated, the game ball toss helped attendees learn to target the bad cells of the eye, and the giveaway helped them remember the experience. A great, fun and well-designed experience for attendees.

Healthcare professionals come to trade shows to learn. Genentech did a great job of making learning fun with their interactive “Test Your Knowledge” experience in their exhibit.

Engaging and impossible to ignore, Acumatica invited visitors to “Whack Away their Outdated Technology” with a familiar carnival game, set up in a competitive format. This initial message was supported at demos around the exhibit.
✓ Recreating environments
#5. Integration of A/V

**What Works**
- ✔ Using A/V to hook/grab attention from the aisle
- ✔ Using to support product presentations
- ✔ Interactive A/V experiences
- ✔ Leading edge A/V: projection mapping, holograms, etc.

**What Doesn’t Work**
- ✗ Thinking a flat panel alone will draw attention & engage
- ✗ Just showing your website
- ✗ Not letting visitors know what’s showing
- ✗ Running silent movies... no captions
- ✗ Poor lighting – can’t see A/V well
✓ Using A/V to hook/grab attention from the aisle
Using to support product presentations
Interactive A/V experiences
Leading edge A/V: A/R, V/R, projection mapping, holograms, etc.
#6. Booth Staff Performance

## What Works
- √ Having enough staff
- √ Having various job functions
- √ Apparel/accessories to let visitors know who staffers are
- √ Proactive behaviors
- √ Quickly responsive
- √ Seeks first to understand – asks questions
- √ Tailors presentations
- √ Asks for visitor feedback
- √ Collaborates on next steps
- √ Takes good lead information

## What Doesn’t Work
- × Too many/too few staff
- × Only sales people
- × A sea of suits or red shirts
- × Aggressive behaviors
- × Ignores visitors
- × Hangs with the gang
- × Doesn’t ask questions
- × Overloads visitor with TMI
- × Quickly scans badges with no engagement
- × Assumes the next step
- × Doesn’t capture much information
√ Having enough staff
√ Apparel/accessories to let visitors know who staffers are

Colgate

At Colgate, all staff work together as an integrated team. They are responsive, well-placed, and easy to identify within the exhibit, wearing lab coats and coordinated branded apparel in red for men and women.
6 Major Questions to Improve Your Overall Exhibit Design

1. Does my exhibit grab attention?
2. Does it present clear, compelling and informative messaging?
3. Is it easy to enter, navigate and exit?
4. Is our product/service presentation engaging and supported with visual messaging?
5. How are we integrating A/V and/or technology?
6. Is our booth staffing level sufficient, are they visible, proactive and responsive?
Please complete the post-webinar email survey. Thank you!

**Q & A**

Type Question in Question Box
Press Send Button

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