

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

With Jefferson Davis
Competitive Edge

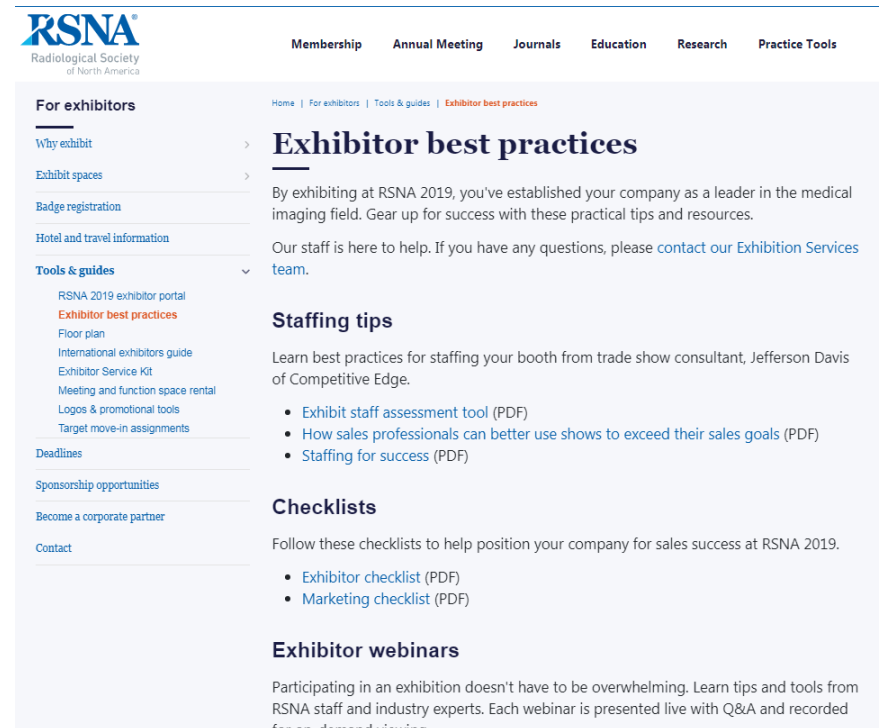
RSNA Commitment to Exhibitor Value, Knowledge & Success

- * Exhibitor Best Practices - Online Exhibitor Education:

- Live and on-demand webinars
- Staffing tips
- Checklists

- * Bookmark, Share and Access at:

- <https://www.rsna.org/en/annual-meeting/exhibitors/tools-and-guides/exhibitor-best-practices>



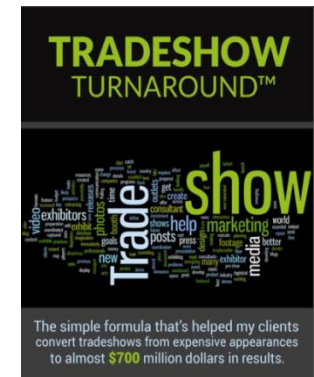
The screenshot displays the RSNA (Radiological Society of North America) website's 'Exhibitor best practices' page. The header includes the RSNA logo and navigation links for Membership, Annual Meeting, Journals, Education, Research, and Practice Tools. A secondary navigation bar lists Home, For exhibitors, Tools & guides, and Exhibitor best practices. The main content area is titled 'Exhibitor best practices' and includes an introductory paragraph about the value of exhibiting at RSNA 2019, followed by a link to contact the Exhibition Services team. Below this, there are three sections: 'Staffing tips' which mentions a trade show consultant and provides links to an exhibit staff assessment tool, a guide on how sales professionals can succeed, and a staffing for success PDF; 'Checklists' which provides links to an exhibitor checklist and a marketing checklist; and 'Exhibitor webinars' which describes the benefits of participating in exhibitions and provides links to live and recorded webinars. A left-hand sidebar lists various resources for exhibitors, including why exhibit, exhibit spaces, badge registration, hotel and travel information, and a 'Tools & guides' section which contains links to the RSNA 2019 exhibitor portal, exhibitor best practices, floor plan, international exhibitors guide, exhibitor service kit, meeting and function space rental, logos and promotional tools, and target move-in assignments. Other sidebar links include deadlines, sponsorship opportunities, becoming a corporate partner, and contact information.

Jefferson Davis

Tradeshow Productivity Expert



- 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.
- **Subscribe to Tradeshow Turnaround Blog**
<http://www.tradeshowturnaround.com/tradeshow-productivity-blog/>
- **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

#5. Well-placed
feature/benefit copy

#6. Appropriate
number of proactive
& friendly staff

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

#1. Familiar
attention
grabbing
prop

#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

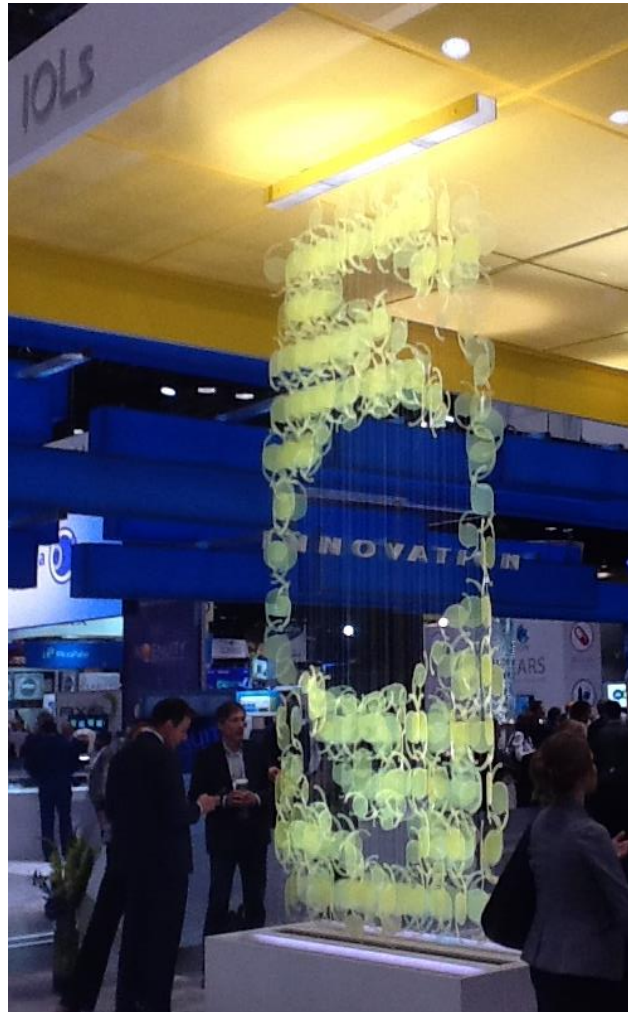
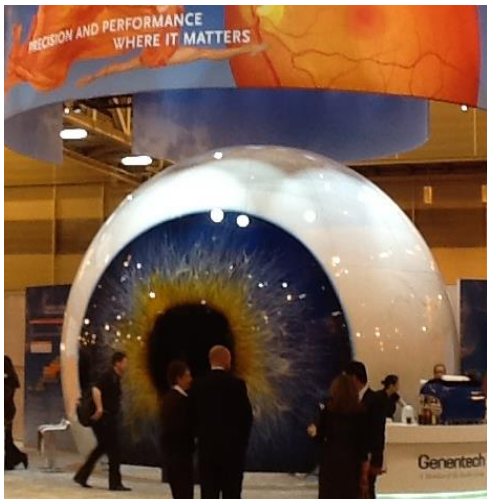
What Doesn't Work

- × Uninspired designs
- × Dark booths
- × Too much copy
- × Too many images
- × Small copy/images
- × Visual clutter

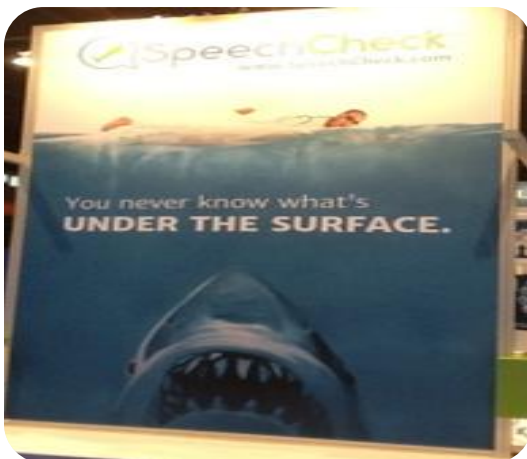
✓ Creativity



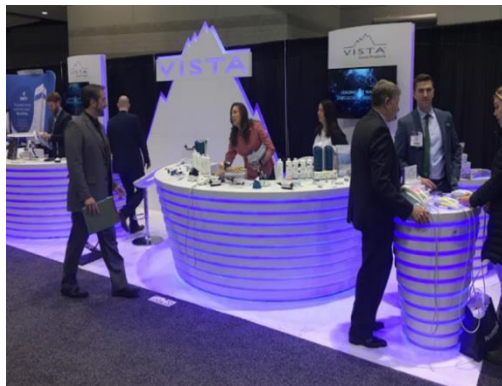
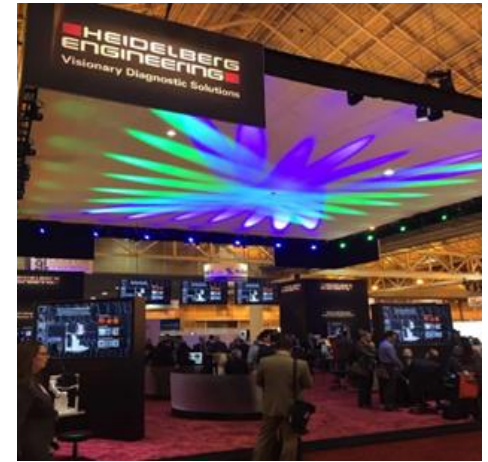
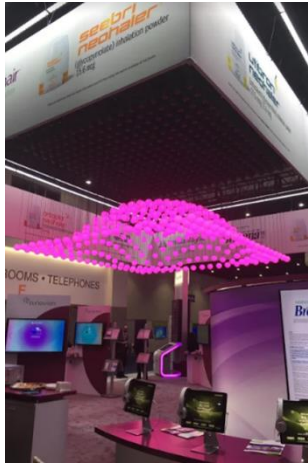
✓ Familiar



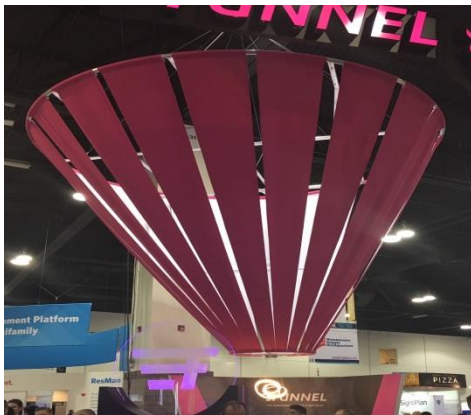
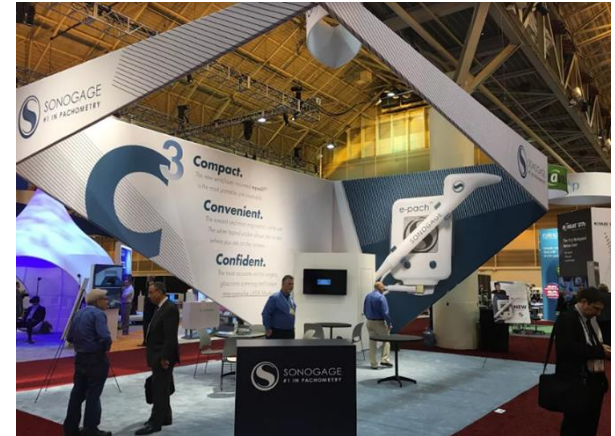
✓ Unusual



✓ Creativity – Unusual - Lighting



✓ **Bold colors – Unique shapes - Unique materials**



#2. Clear, Compelling & Informative Messaging

What Works

- ✓ Brevity
- ✓ Clarity of what you do
- ✓ Smart placement of graphics
- ✓ Leverage viewing tiers
- ✓ Spotighting problems
- ✓ Presenting benefits & opportunities
- ✓ NEW
- ✓ Factoids-Data-Research
- ✓ Motion
- ✓ Size & scale

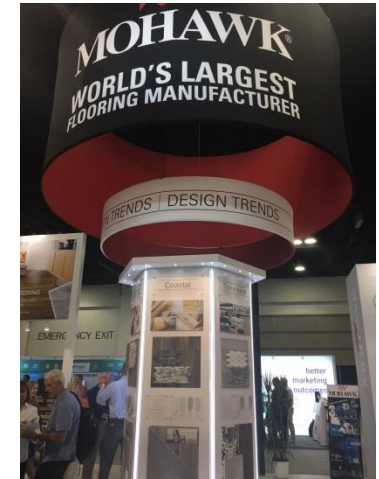
What Doesn't Work

- × Too much copy
- × Copy too small
- × Vague/unclear messaging
- × Poor placement
- × Not answering WIIFM
- × Platitudes: Q/P/S
- × Technical jargon
- × Unfamiliar acronyms
- × Unsubstantiated claims

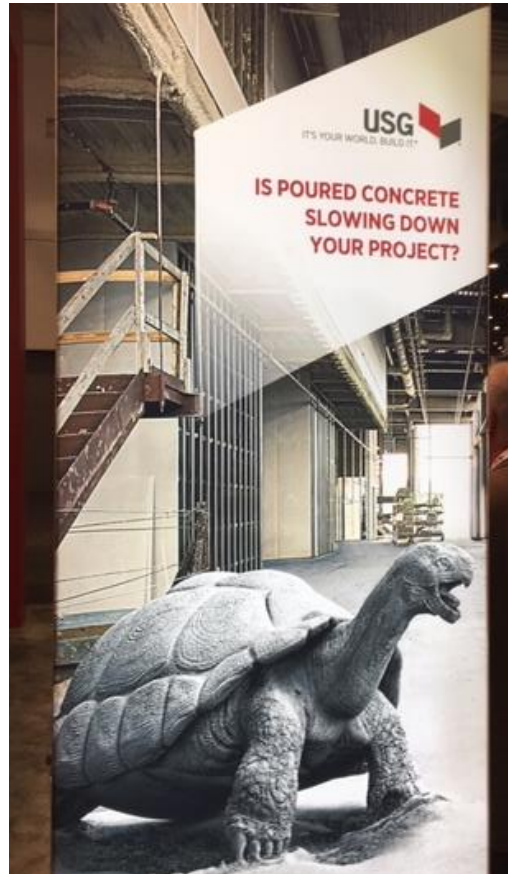
✓ Brevity & Clarity of What You Do



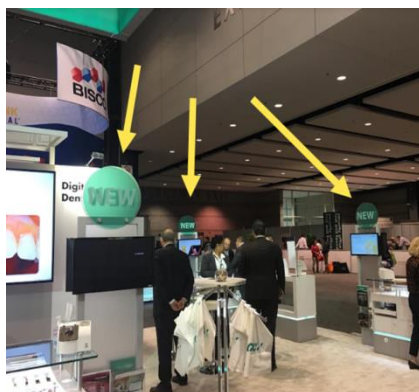
✓ Smart placement of graphics - Leverage viewing tiers



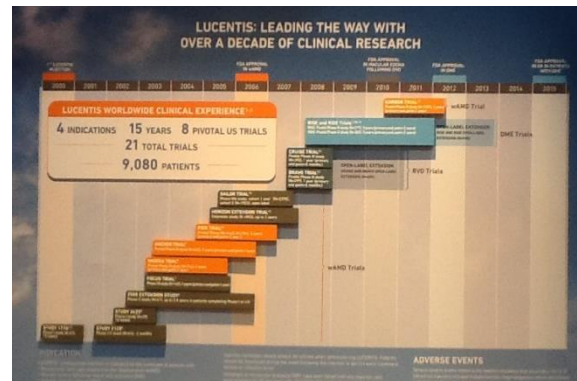
✓ Spotlighting Problems - Presenting Benefits & Opportunities



✓ NEW



✓ Factoids/Data/Research



#3. Ease of Access, Navigation and Exit

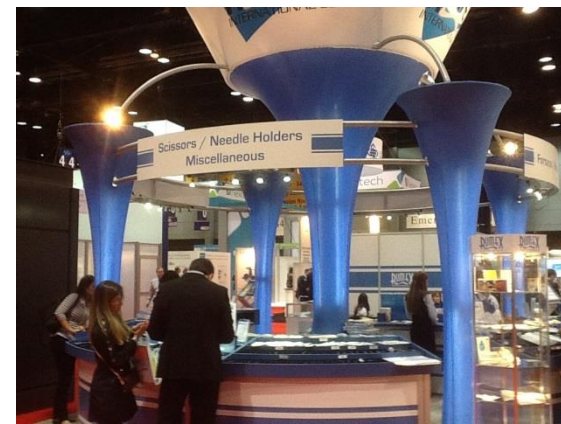
What Works

- ✓ Easy to enter
- ✓ Quick & easy to find what you're looking for
- ✓ Natural order or sequencing of solutions
- ✓ Eye-level directional headers
- ✓ Floor guidance decals
- ✓ Museum type tours
- ✓ Open space
- ✓ Comfortable seating
- ✓ Relax and recharge areas
- ✓ Comfortable flooring

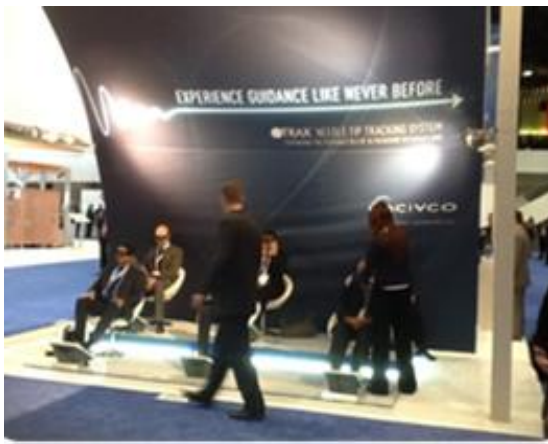
What Doesn't Work

- ✗ Entry blocked by tables, properties or booth staff
- ✗ Random placement of products
- ✗ No clear visual guidance
- ✗ Overcrowded booth
- ✗ Large walls
- ✗ Enclosed spaces

- ✓ 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

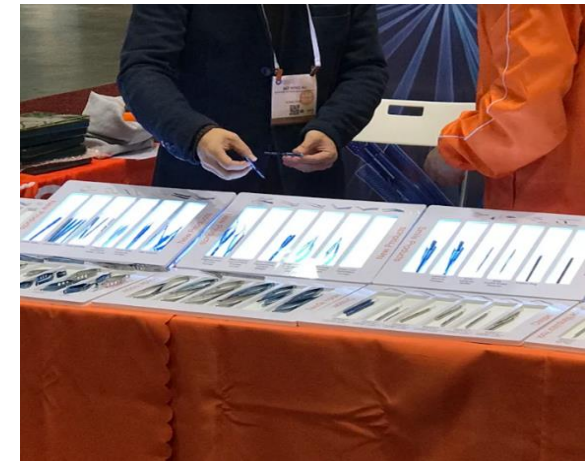
What Doesn't Work

- ✗ 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



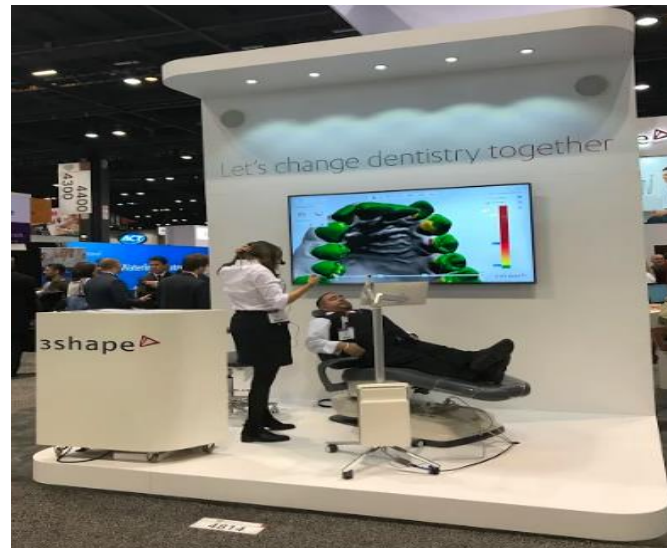
✓ Thoughtful staging - Visual support of key messages



✓ Gamification



✓ 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



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!

Type Question in Question Box

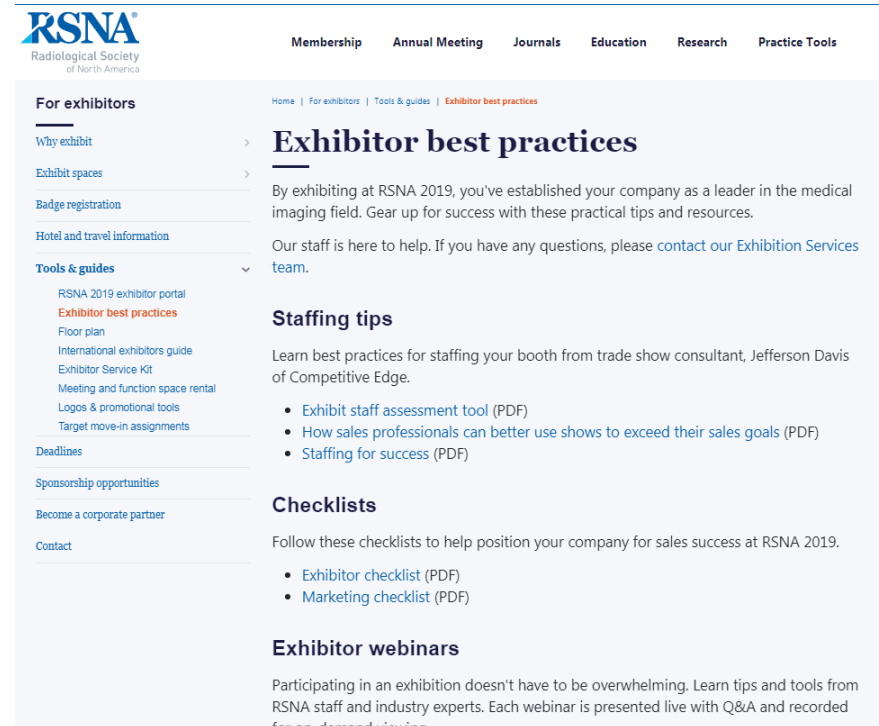
Press Send Button

Q & A

- **Subscribe to my Tradeshow Turnaround Blog**
<http://www.tradeshowturnaround.com/tradeshow-productivity-blog/>
- **For a complimentary Tradeshow teleconsultation**
CALL: 800-700-6174 in US or 704-814-7355
EMAIL: jefferson@tradeshowturnaround.com

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:
 - <https://www.rsna.org/en/annual-meeting/exhibitors/tools-and-guides/exhibitor-best-practices>



The screenshot displays the RSNA website's 'Exhibitor best practices' page. The header includes the RSNA logo and navigation links for Membership, Annual Meeting, Journals, Education, Research, and Practice Tools. A secondary navigation bar lists Home, For exhibitors, Tools & guides, and Exhibitor best practices. The main content area is titled 'Exhibitor best practices' and includes an introductory paragraph about the value of exhibiting at RSNA 2019. It features three sub-sections: 'Staffing tips' with a paragraph and a list of three PDF resources (Exhibit staff assessment tool, How sales professionals can better use shows to exceed their sales goals, and Staffing for success); 'Checklists' with a paragraph and a list of two PDF resources (Exhibitor checklist and Marketing checklist); and 'Exhibitor webinars' with a paragraph about live and recorded webinars. A left sidebar lists various resources for exhibitors, including 'Exhibitor best practices' which is highlighted in orange.