
Webinar Discussion Points Include…

1. Six key areas of exhibit effectiveness
2. Spotlighting what works and what doesn’t in each area
3. Six major questions to improve overall exhibit design
6 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. 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

Notes from Images:
#2. Clear, Compelling & Informative Messaging

<table>
<thead>
<tr>
<th>What Works</th>
<th>What Doesn’t Work</th>
</tr>
</thead>
<tbody>
<tr>
<td>√ Brevity</td>
<td>× Too much copy</td>
</tr>
<tr>
<td>√ Clarity of what you do</td>
<td>× Copy too small</td>
</tr>
<tr>
<td>√ Smart placement of graphics</td>
<td>× Vague/unclear messaging</td>
</tr>
<tr>
<td>√ Leverage viewing tiers</td>
<td>× Poor placement</td>
</tr>
<tr>
<td>√ Spotlighting problems</td>
<td>× Not answering WIIFM</td>
</tr>
<tr>
<td>√ Presenting benefits &amp; opportunities</td>
<td>× Platitude: Q/P/S</td>
</tr>
<tr>
<td>√ NEW</td>
<td>× Technical jargon</td>
</tr>
<tr>
<td>√ Factoids-Data-Research</td>
<td>× Unfamiliar acronyms</td>
</tr>
<tr>
<td>√ Motion</td>
<td>× Unsubstantiated claims</td>
</tr>
<tr>
<td>√ Size &amp; scale</td>
<td></td>
</tr>
</tbody>
</table>

Notes from Images:
### #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>

Notes from Images:
#4. Engaging Product/Service Presentations & Demonstrations

<table>
<thead>
<tr>
<th>What Works</th>
<th>What Doesn’t Work</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Hands-on &amp; minds-on, multi-sensory engagement</td>
<td>✗ Static displays</td>
</tr>
<tr>
<td>✓ Accessible</td>
<td>✗ Can’t touch/interact w/ products</td>
</tr>
<tr>
<td>✓ Thoughtful staging</td>
<td>✗ A bunch of products on a table</td>
</tr>
<tr>
<td>✓ Visual support of key messages</td>
<td>✗ No visual support of application, feature/benefit messaging</td>
</tr>
<tr>
<td>✓ Quick learning opportunities</td>
<td>✗ Too long</td>
</tr>
<tr>
<td>✓ Interactive A/V: tablets, touchscreens, AR, VR</td>
<td>✗ TMI</td>
</tr>
<tr>
<td>✓ One-to-one or one-to-many demos or theater presentations</td>
<td>✗ Speaking over the visitors head</td>
</tr>
<tr>
<td>✓ Gamification</td>
<td>✗ No clear knowledge takeaways</td>
</tr>
<tr>
<td>✓ Recreating environments</td>
<td></td>
</tr>
<tr>
<td>✓ Comfortable seating</td>
<td></td>
</tr>
</tbody>
</table>

Notes from Images:
#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

Notes from Images:
#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

Notes from Images:

## 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?
What will you do to make your exhibit stand out?

**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:

**About Your Expert Presenter**

Jefferson Davis, President, Competitive Edge

The Tradeshow Productivity Expert™

Jefferson is President of Competitive Edge, a highly-specialized consulting and training firm on a mission to *inspire, lead* and *direct* businesses on how to more effectively use exhibiting to visibly support core business objectives and generate measurable financial value, far beyond cost.

His mission is achieved by challenging companies to re-evaluate limiting perspectives about exhibiting and getting them focused on precision execution of five critical exhibiting success factors

His Tradeshow Turnaround philosophy and practices are the exposition industry’s definitive guide to quickly turning trade shows from “expensive appearances” to “productive, profitable investments.”

**Jefferson is available to personally help companies implement the Tradeshow Turnaround philosophy and practices.**

Call 800-700-6174 in the US or 704-814-7355 and visit [www.tradeshowturnaround.com](http://www.tradeshowturnaround.com)