



Present

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

Webinar Discussion Points Include...

1. Six key areas of exhibit effectiveness
2. Spotighting 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

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

Notes from Images:

#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

Notes from Images:

#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

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:

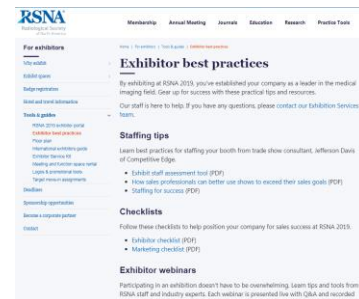
6 Major Questions to Improve Your Overall Exhibit Design

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



About Your Expert Presenter

Jefferson Davis, President, Competitive Edge
The Tradeshow Productivity Expert tm



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 tradeshow appearances 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