



Exhibit Design Tips and Tricks

Three Guidelines for First-Class Exhibit Design

Is your trade show exhibit a bit worn and outdated? Well, you're not alone. Many companies today have been using the same old exhibit booth in order to save money. But, you don't have to spend a lot of money to update it. A little refurbishment goes a long way. Adding some new booth furniture or display cabinets can give your exhibit booth the lift it needs to look more contemporary.

Guideline No. 1: Make sure the type and size of your exhibit booth match your marketing strategy and budget.

Always go back to your marketing plan and strategies. Ask yourself why are you exhibiting? Is it to meet existing customers and stay in contact? Is it to prospect for new customers? Are you attending the proper trade shows in your industry? Have you budgeted enough money to meet your trade show goals? Can you downscale the size of your booth but still make an impact at the show? Can you afford to buy a more efficient exhibit booth? For example, do you really need your old booth made out of wood that drains your budget in drayage costs? Or can you get by with a more modern, portable 10-foot booth that expands as

your needs change? With the transportation costs and drayage costs going through the roof these days, would a lighter weight, compact exhibit booth do the trick?

Whatever choices you make, be sure that your exhibit booth matches your company's image. Do you want your company to convey quality or a high-tech image; or, do you prefer a more contemporary and trendy image? Are you a traditional and established company; but want to let your customers know that you have kept up with the times? Select the proper exhibit design for the image you want to project.

Guideline No. 2: Give Your Current Exhibit Booth a Facelift

You may be able to modernize your existing trade show booth with some updated booth graphics. Make sure your booth graphics identify your company and what products you produce. Your logo and company name should be prominent, preferably at the top of the graphics. Or, better yet, make sure your exhibit booth has a built-in header where your logo and company

name can be attached.

For a little bit of money, you can purchase new carpet in some of the latest trendy colors to coordinate with your company image, booth, and products. Or look at some modern lighting for your exhibit booth. The lighting should be used to accentuate product displays or highlight your company. Don't make the lighting too bright. Make sure it works well with the lighting in the exhibit halls, too. It doesn't serve your prospects to be blinded when they come into your booth.

Don't forget to order a few flowers and plants for your exhibit booth. They can provide a more inviting atmosphere. But be careful that you don't order a plant that is too large. It can overwhelm your booth. Order a few small plants or a bouquet of flowers for your reception table. Plants can also be used to accentuate your graphics or even hide some unsightly electrical wiring.

Guideline No. 3: Choose Colors that Complement the Message

Did you know that color is an

essential part of your exhibit booth? Color can create involuntary physiological and psychological messages. Use colors to draw your audience into your booth. For example, blue has a calming effect. Red should only be used as an accent color, such as in your logo or as a border. Don't overuse red. It can have an emotionally charged effect. Women react better to blue-based reds and men prefer yellow-based reds.

To gain attention, yellow is the color of choice. Use this for signage to highlight something new or really important in your booth. Green has a positive and calming effect on the viewer. Try to stay away from orange. It screams out "cheap".

Gold, silver, and platinum always symbolize premium. So, if you were promoting a premium-quality product, these colors would be appropriate.

Black represents power and confidence. White, of course, represents honesty and purity. And, pastels have a welcoming effect.

Conclusion

Trade shows are all about your company's image. But, they also are a good way to meet with your customers, gain qualified prospects, and have face-to-face meetings with other companies that might collaborate with you in the future.

So, with just a bit of imagination and a small budget, you can spruce up your exhibit booth and bring it into the 21st century. You can have a striking, attention-grabbing booth that is extremely effective in attracting new prospects.

If you are still unsure where to start on revamping your exhibit booth and need help sprucing it up, KIWI Communications is here to help. We can plan your customer events, press conferences, seminars, and workshops as well as handle press relations pre-, during- and post-show. For more information about our services, visit our [website](#).

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