

# Get the most out of your booth space

- ✓ Make a display that attracts your prospect's attention from 30–40 feet away.
- ✓ Design a booth that projects who and what your company will be like in the future. Be bigger and grander than you are now. Customers like progressive businesses.
- ✓ If possible, make a display that is taller than the other booths so your company's signage can be seen from the door.
- ✓ Keep your signage simple and bold. Have brochures ready at your booth with more detailed information about your company.
- ✓ Think outside the box! You want your booth to be a “visual speed bump” for attendees passing by.
- ✓ Place your table inside your booth, not at the front of it. You want your prospects to come inside and look around.
- ✓ Send out literature before the show. Make your booth seem familiar to the consumers who come to the show.
- ✓ Color Coordinate!
- ✓ If possible, lay nice carpet in your booth. Attendees will get tired of walking—you can invite them to stand on your comfortable carpet.
- ✓ Stand to the side of the display, not in front of it.
- ✓ If possible, put on a demonstration.
- ✓ Stand alert instead of sitting bored.