

Show Off Your Business With a Custom Exhibit Design

First of all, when an exhibit is created, that means it will also be used as a temporary workspace for your booth staffers. Keep their needs in mind. Do you need to create an area for demos, presentations, conferences, and storage? You most probably will need an exhibit to allow for all that was mentioned plus you will need it to be easily accessible to customers.

Booth sizes are important. Many companies use island exhibits for national shows, and then inline exhibits for regional or vertical market shows. With the proper planning, exhibitors can design one large exhibit that can be reconfigured for smaller booth spaces. Not only will that save money but it will also present a more consistent look at all the shows. This will brand the company and consumers will recognize the company just by seeing the design of the exhibit.

Your objectives can dictate the actual shape of your exhibit. If you want to generate a lot of leads or sales, you then need an open, inviting space that allows easy entry for customers. However, if you're only looking to build relationships with a select number of key individuals, then you need an area that is more enclosed, or perhaps an exhibit with conference rooms where you can spend quality time closing sales. This is prime example of how two different objectives can bring about two radically different exhibit designs.

Once you know who your target audience is, it is much easier to begin the process of designing a custom exhibit to suit your needs. You'll get to what matters by determining the benefits your clients are seeking and then what your key advantages are. Once you have that part decided upon, you then need to focus on what your products are, moving to their features, then the benefits of these features, until you distill the message down to the key benefits that drive your buyers' purchasing decisions.

First impressions are key. Consider what you want your customers to remember. Do you want them to remember your new products? Your company's brand image? It is usually best to keep it simple. Think billboard, not bulletin board. It's better to go for impact -- less is definitely more at trade show.

Remember that your exhibit conveys your company's personality. The shapes, materials, surface treatments, colors, images, and even typography you choose help convey your company image. Make sure you have a solid idea of the image you want for your company's [custom exhibit design](#) before you begin.

About the Author

K. Green's business uses a [custom exhibit design](#) when participating at trade shows.

Source: <http://articles.peuan.com>