

How To Design an Effective Display

There are 5 basic elements, which should be included in the design of your booth:

1. Visual
2. Headline
3. Description
4. Company name & logo
5. Website

1. Choose graphics carefully

Select images that are simple, bold and clear. Too many images can overwhelm and confuse the customer especially when they are not easily understood. Although you may think your graphics look great, they can be distracting. That will reduce the effectiveness of your message. Use eye-catching, professional images that are attractive to your target audience. Make sure the images are relevant to what you are selling.

2. Create a simple yet striking headline

Besides images or graphics, the first thing people should notice is the headline. Create a headline that catches their eye and hooks them. Keep it simple, clear and short. If you try to go the humorous route, make sure the subject matter connects with your products and services. The headline is also the element that will quickly inform visitors what your display is about.

3. Keep description short yet informational

It can be tempting sometimes to write a lengthy description on your display. You may want make sure everything about your products and services is made known to your customers. However, you **MUST** avoid this temptation! Too many words on your display will only encourage possible customers to keep moving on to the next booth. Just remember, keep the description short yet informational. Be sure to include the most essential details about your company. Bullet points are a very effective way to list important pieces of information that keeps the attendees interested.

4. Make the company name prominent

Always make your company name be prominently displayed on your display. Most exhibitors take this for granted but displaying your company name correctly is an effective way to help your customers remember you in the future. Place company name in a highly visible portion of your display. This will usually be at the top making it easier for people to find you. Make your company memorable!

5. Feature your company website and other contact information

A simple but important element of an effective exhibit is the contact information. Customers must know how to get in touch with you. Featuring your website, social media accounts and contact information will help your customers get to know your company even more. Because you cannot show everything in your display that you do, people can visit your website to learn even more about your company. You can also incorporate interactive elements in your display that encourage your customers to visit your website.