

Freeman¹

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Turn heads with compelling exhibit
signage and digital displays

There's a reason realtors focus so much on curb appeal:

First impressions matter

Your trade show booth design is your curb appeal. Make your design enticing, and people will clamor to see what's inside. And now that we're getting together face to face again, visual appeal holds even more attention.

This starts with making sure your messaging delivers on your strategic goals and brand promise. But just as important as what you say is how you say it.

Design is at the center of an effective trade show presence. [Graphics](#) and digital displays are among the most compelling parts of an exhibit booth, so it's important to take a holistic approach to ensure a cohesive experience.

Here are best practices, ideas, and visuals to inspire your next exhibit and some industry best practices for designing messaging — both static and digital — to generate the buzz your brand deserves.

Design is at the center of an effective trade show presence.



Attendees ignore graphics that ignore them. Effective graphics draw attendees into your booth and provide an engaging introduction to your brand. There are many options available, from static fabric displays to digital touch screens and interactive ePosters — meaning there is something for every booth size and budget.

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Signage best practices: design

Don't be subtle: Bold images and clean text engage eyeballs. ALL CAPS may seem bold, but it's actually more difficult to read. And it can be interpreted as SHOUTING!

Start at the top: The human eye reads from top left to bottom right, typically in a Z or F pattern. Put your most important message on top to make sure it gets read.

Be iconic: Unique design, bold icons, interesting illustrations, and clear images create visual interest and facilitate easy communication across cultures and languages. Just make sure that the design/icon/illustration/image fits your brand story.

Cut the chaos: Choose sleek and simple fonts (sans serif typefaces are easiest to read), and avoid distracting backgrounds that hinder readability.

Place your graphics order early! Give yourself plenty of time to make sure everything is ready to go, so you have one less thing to worry about.

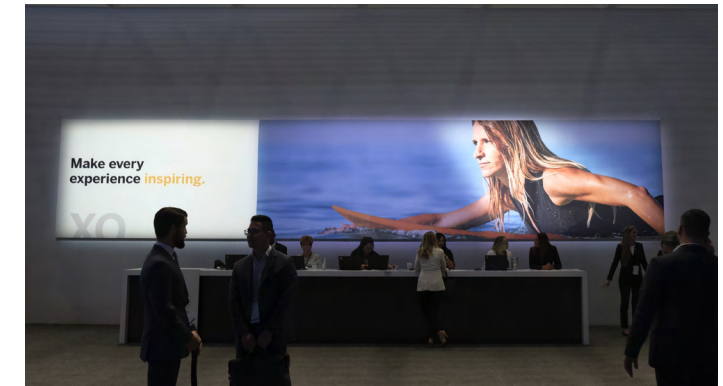
Reach the whole room: Effective messaging is readable from far away, so consider distance and readability during the design process. A basic rule of thumb is an inch in font size for every 10 feet of viewing distance: 1-inch font for a 10-foot viewing distance, 2-inch font for 20-foot viewing distance, and so on.

Target the line of sight: Make sure all important images and messages are presented at the attendees' eye level.

Walk down the aisle: Step away from your booth and look around to make sure nothing is blocking your booth signage from any angle.

Check the traffic: Think about how people will walk through your booth — particularly with social distancing in mind — and position your key messages in areas where most visitors will linger.

Get lit: Lighting can make all the difference when it comes to impact. Spotlight your graphic or signage and transform your exhibit into the most powerful one on the aisle.





Messaging

Keep it short: You have five seconds to grab attention, so make those seconds count. It's okay to list some key bits of info, especially if your brand isn't well known. But lose lengthy lists of features — let your booth staff and handout material be the source of more detailed information.

Get personal: Design your messages with your audiences in mind. What is top of mind for them right now? What do they need? How can you help them?

Lighten up: Today's audiences respond to casual, conversational tones, and even humorous messages. If you can provide something unexpected (and funny), you'll be noticed — as long as it's right for your brand.

Tap into emotion: Create images and messages that inspire emotion and connection, rather than simply describing your product.

Spur them to action: Create messages that entice your visitors to do something, such as interacting with your brand (and the display), answering questions, or sharing experiences.

Digital displays

A great way to modernize your booth is to include an LED (light-emitting diode) display. LED displays use the same technology that makes your smartphone so crisp, clear, and attention-grabbing. These compelling, energetic screens provide a more effective and eye-catching branding vehicle than traditional, static displays.

LED displays can be incorporated into booth kiosks, display touch screens, and other structures, to offer audiences fun opportunities to interact with your brand. When designing a digital display, it's helpful to choose a single graphic theme to avoid visual chaos. Show your story, draw in visitors, and entice them to learn more.

And don't forget the content! Work with your team and tech partners to design content that will engage and delight attendees, as well as expand your brand messaging in innovative ways.

Options for going digital

Digital Signage

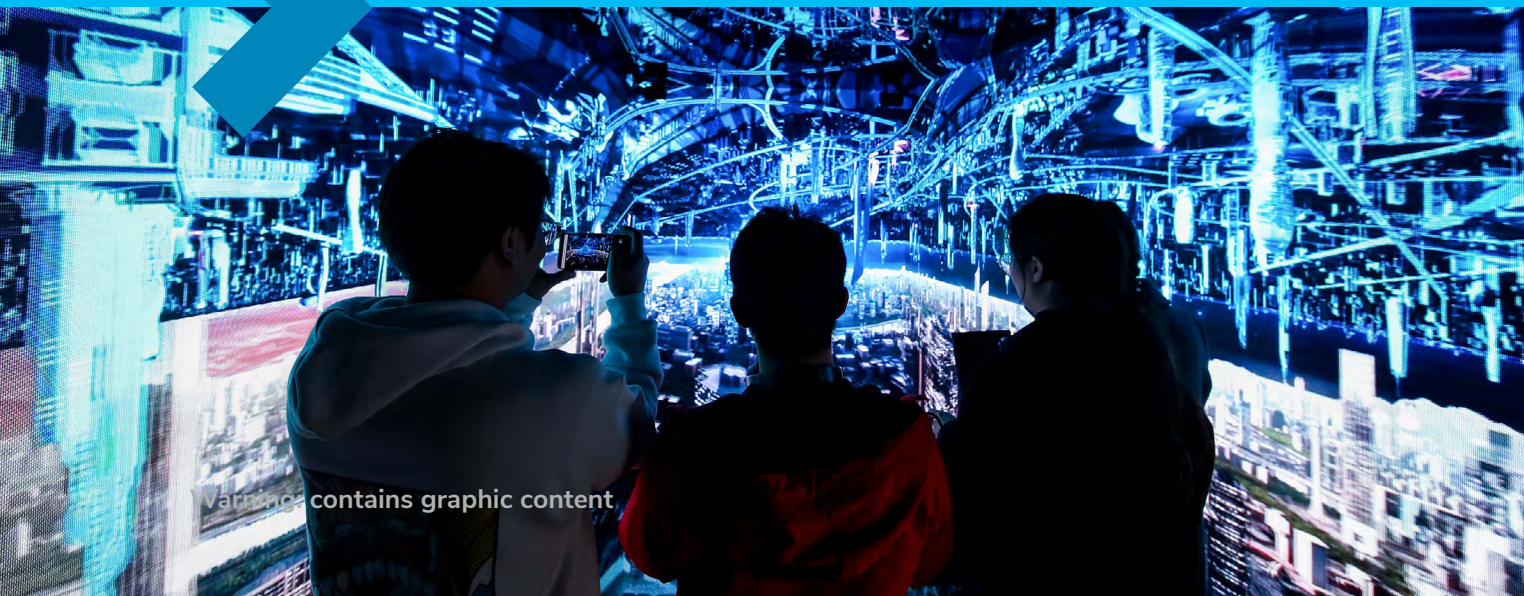
Create eye-catching digital signs that engage attendees with information such as testimonial quotes, answers to frequently asked questions, new product developments, key features and benefits, and more.

ePosters

ePosters are interactive screens that help your audience understand key concepts and get hands-on educational information. Attendees can view your ePosters on state-of-the-art touch screens or self-guided interactive kiosk stations. These engaging posters are standard elements in many medical and technical shows, so consider using them to elevate engagement in a new way at your event.

Custom Interactive Digital

Think beyond a simple screen — today's super-cool tech makes it easy to get creative. From dual-screen interactive displays to variable-sized video walls in customized patterns or shapes, the opportunities are virtually endless.



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Benefits of digital displays

Modern: Today's tech-savvy audiences live and breathe digital.

Attractive: Eye-catching and informative, digital displays energize your space.

Interactive: Encourage attendees to touch, play, and engage with your display. Second screen bonus: Opt for virtual content so what's running on the in-booth display can also be played on visitors' mobile phones (and remote attendees' screens).

Convenient: Unlike with printed materials, where you could be stuck waiting for an updated sign, it's easy (we're talking instant!) to revise digital text or swap out images on-site. This quick and easy benefit saves you time, money, and added stress.

Current: Real-time functionality enables content to be updated throughout the show, based on what's happening in the moment.

Unique: LED displays can convey motion and dimension in an otherwise flat space. For example, they can create the illusion of fire, appear to hold water, or showcase other unexpected visuals.

Flexible: Build digital displays as standard video screen rectangles (either singly or into a wall of several screens), set them into creative elements like columns and totems (modern-day wayfinders!), or intermingle them with printed graphics and product display areas.

Reinforce branding: Designs can be customized to incorporate branding elements, such as color schemes, brand themes, or animated logos.

Engage while they wait: Provide useful information about products or services while attendees wait to speak with booth staff (especially useful when you have high traffic).

Demo the impossible: Interactive digital displays enable you to showcase products that are too large, costly, or fragile to transport to the event.





Digital display best practices

Choose the right content: Get the message across with high-definition video, color contrasts, and concise messages.

Aim for eyeballs: Identify the best locations that work for your brand and booth layout. And take social distancing into account — make sure the readability and visual elements can capture attention from various distances and angles.

Be heard: Beware of competing sounds on the show floor, which are distracting to your staff working the booth.

Silent mode: Make sure your digital displays resonate with your audience without any sound, so noisy show floors or volume restrictions aren't an issue.

Update on the fly: Update your messages in real time to reflect constructive suggestions and feedback you receive from booth visitors.

Go pro: Choose an experienced event tech partner to help you design and execute a digital show that benefits your brand and fits your budget.



Design that pays

The good news about designing knockout trade show displays is that you can spread the initial cost of design and fabrication over **multiple shows**. What wows your visitors at one show can wow your visitors at another show. The initial investment pays off in engaged, informed, and inspired booth visitors at every show you do.



Ready to create graphics that grab?

[Request a consultation](#)

[Download our ultimate guide](#)

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