Freeman¹

Stop, look, and listen

How to use audio visual techniques to draw people to your exhibit

Great audio visual can take your booth from attractive... to irresistible. Tap into the latest, most dazzling <u>audio visual</u> and event technology to turn your booth into a goal-reaching, prospect-impressing showstopper.

We are breaking down the best practices and design ideas you need to:

- Engage your audiences
- Reach your business goals
- Make the most of your exhibit experience

Get ready to roll up your sleeves with this actionable workbook—then take your favorite ideas to your exhibit designer.



Ray of light

From a simple 10'x10' booth to a sprawling space, lighting can boost your competitive edge — especially when aligned with your goals. Here's why:

- People are naturally attracted to the life and energy light brings to your booth
- Light directs attention and traffic to specific areas of your booth
- Lighting elements, used consistently in your booths from show to show, can increase brand recognition

"In nature, light creates the color. In the picture, color creates the light."

Hans Hofmann, painter

Goal (check the box if it applies to you)	Lighting Ideas (from the Freeman design experts)	Brainstorm! (jot down your ideas)
Increase brand awareness	Use accent lighting to showcase products or key messages	
Launch a product	Put a spotlight on product displays, demos, or kiosks Use motion to draw attention to the product	
Educate	Create a presentation area with staging and lighting	
Network/build relationships	Install warm, cozy lighting for ambience	



Tips and tricks

Priorities Think about lighting early in the design process to prioritize your lighting needs based on your goals.

Design Review lighting ideas with your design team (ask for cost-saving tips before finalizing the design).

Technical Consider the size of the lighting fixtures and equipment, necessary ventilation and power, and other show-hall electrical variables.

Decibels If your lights emit any noise, it may interfere with in-booth presentations.

Assembly Assemble and dismantle lighting as a test before the show to ensure that you can easily set it up in the right order.

Branding Consider your brand and product. The warmth, direction, and brightness of your lighting all set a tone that can enhance (or detract from) your goals.

Glossary

Gobo: Go-between. A glass or metal disk placed in a lighting fixture to project a logo onto a surface. It can also be inserted into an intelligent light (see next item).

Intelligent lighting: Moving light that is programmed to follow a path with colors and designs.

LED lighting: Light-emitting diode lighting. These lights have low power consumption and are able to shine in any color.

Lumen: A measure of the total quantity of visible light from a light or source.

Rigging: The equipment and labor involved in situating lighting overhead.

A typical exhibit can easily become the most powerful one on the aisle by simply spotlighting your graphics or signage.



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Create a pop of light or color.

Contrast

Contrast between light and dark, so that your booth stands out, drawing attention to the most important parts of your display.

Wayfinding

Use light to guide people where you want them to go within your space.

Layers

Layer or change lighting to promote different topics and themes (e.g., use a strong light for product demos and a softer light for chats with your CEO).

Attract

Draw attention to a product or specific booth area.

Welcome

Change colors when people enter the booth.

Notes			

Takeaway

Imagine walking the trade show floor and seeing two 10'x10' booths side by side. One has simple track lighting around the exhibit and a spotlight on the brand logo. The other has no lighting elements. Which one are you more drawn to?



to your booth.		



"To hear a sound is to see a space."

Louis Kahn, architect

Sound helps you stand out, fills your space, and turns heads your way. The more senses you activate in your booth, the more memorable the experience is for the visitors.

Don't let sound just happen. Be strategic about your acoustics with these best practices.

Design Ideas

(check the box for your favorites)

Collaborate

Discuss sound ideas with your creative team.

Branding

Determine the soundscape that fits your brand, theme, and messaging.

Coordinate

Align your sound with your lighting for a more immersive experience.

Tips and tricks

Aim

Use directional speakers to point audio waves at a specific area.

Buffer

Use sound buffers (e.g., fabrics and carpeting) to improve sound quality in your booth.

Boogie

Add music to set the mood, amp up the energy, or bring peace and relaxation.

Glossary

Ambient noise: Background noise from any source.

Hz (Hertz): A unit derived from time, which measures frequency of sound. A human voice produces sound at 300-3,500 Hz.

Mixer: An electronic device that combines a number of audio inputs into one or more outputs.

Radio frequency interference: Radio signals from external sources that invade, and can be heard through, sound systems.

Soundscape: A sound (or combination of sounds) that forms from one's surroundings.



If you don't think about sound, you'll be stuck with whatever noise you get from the show floor. Consider your goals and how various sounds inspire excitement, lead to deeper knowledge, or create a relaxed environment.

into your booth.

Your turn. Feeling inspired? Jot down ideas you have for incorporating sound

"A close-up on screen can say all a song can."

Stephen Sondheim, composer and lyricist

Living in a screen world

Big screen or small? Both have benefits. From LED panels to giant video walls, large-scale multimedia is a dynamic way to attract and engage attendees. Conversely, smaller LED screens can be effective for everything from your sizzle reel to a presentation screen.

As always, start with a clear view of your goals. Otherwise, it's all too easy to be distracted by the latest and coolest options.

Tips and tricks

Get dotty

Consider the pixel size of your LED display and how it affects readability.

Think like a producer

When designing a multimedia experience, think of the space required for the equipment, the resolution needed, brightness, and ease of use.

Customize

Don't simply project your existing content on to a big screen. The message, not to mention the resolution and image quality, may be off.

Be bold

Use videos with contrasting colors to deliver more of a "wow factor."

Testing, 1-2

Test your equipment. Practice your presentations. Test, test, test.
Then test again.

Glossary

Aspect ratio: The screen's ratio of width to height. Make sure your screen is set to the right ratio for the multimedia you will be using.

LED: Light-emitting diode. A display technology that uses a semiconductor diode to emit light when charged.

Pixel: Abbreviation for picture element. In a raster grid, the pixel is the smallest unit that can be addressed and given a color or intensity.

RGB: A way of encoding images in computer graphics by describing a color by the amount of the three basic colors: red, green, and blue.





Multimedia elements can amp your messaging and help you achieve your goals — but they can also cause a big flop if you aren't prepared. Design content specific to each medium. Consider projection mapping, which allows you to:

- Transform various surfaces of your exhibit structure into temporary screens
- Create an ever-changing environment (gradual or drastic)
- Display a variety of messages and graphics

'our turn. Feeling inspired? Jot down ideas you have for incorporating nultimedia into your booth.

All the world's a stage

"Let the speech be better than silence, or be silent." Dionysius of Halicarnassus, historian and teacher

An in-booth presentation area is a great way to communicate key messages and product information, letting attendees learn without committing to a demo or sales interaction. Done right, it can be a draw itself!

Think you don't have space for a stage? You might be surprised...

Glossary

Apron: A section of the stage that projects into the auditorium.

Arena: A form of stage where the audience is seated on at least two sides of the presentation area.

Lav: A lavalier microphone (also known as a lapel mic, body mic, or personal mic) used for television, theater, and public speaking applications.

Tips and tricks

Size

Will the theater be the focal point of the booth? Or can you multitask an area? Aim for smaller — it's better to have standing room only than empty seats.

Location

Deep education may require a quiet spot, while a product demo could benefit from pass-by traffic.

Lighting & Sound

Build lighting into the design of your theater. Consider changing lighting/ color based on the goal or time of day of your presentation. Also be aware of any noise coming from the direction in which your theater faces.

Next Steps

Think about what you want attendees to do after the presentation, and design your booth to lead them naturally to that step.

Content & Graphics

Vary topics and presentation lengths to appeal to different attendees. Design your graphics for the screen resolution they will be shared on.

Presenter

Prime your presenter.

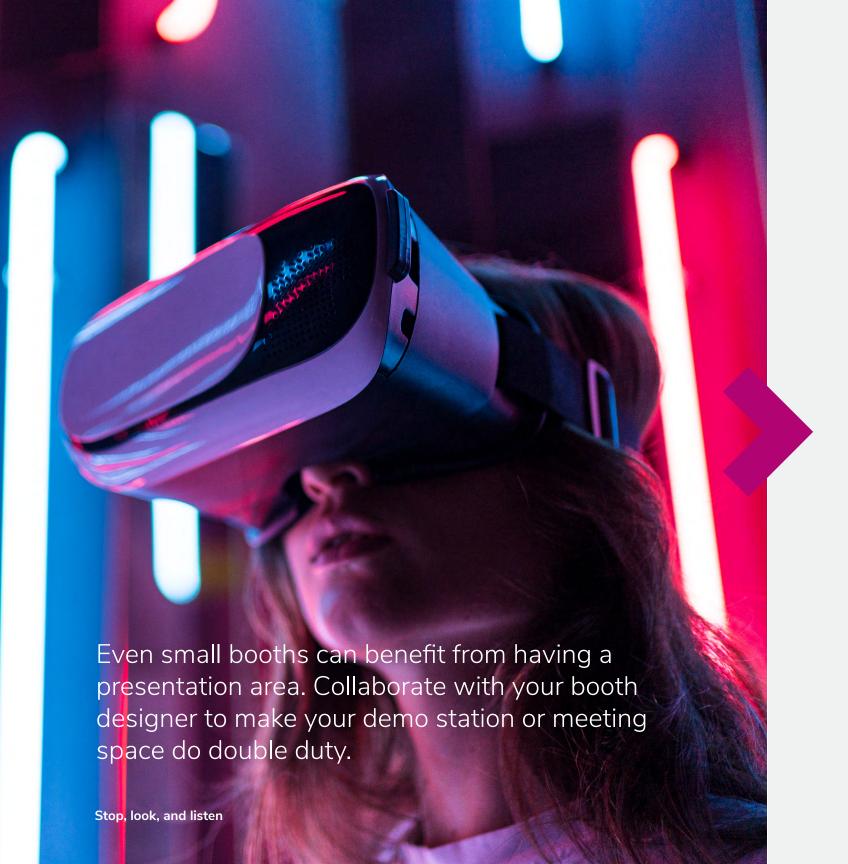
Practice, practice!

Marketing

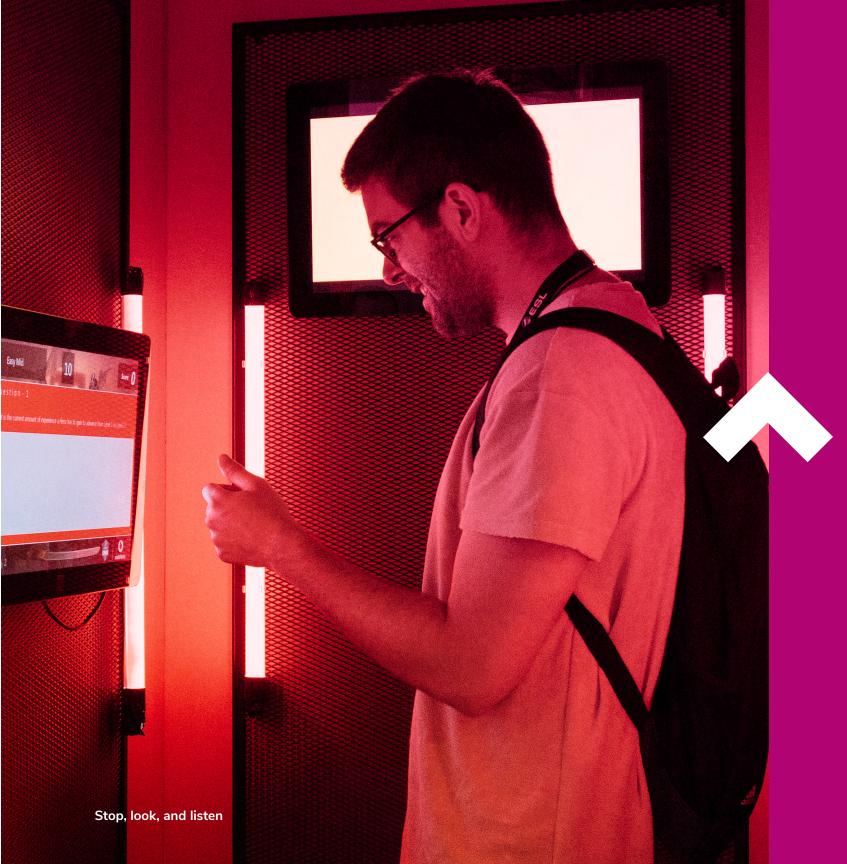
Send out an email (and social media alert!) letting your contacts and followers know you'll be at the show, where your booth is, and when your presentations are happening.

Reach beyond the booth.

Offer <u>livestreaming</u> and/or on-demand for attendees who prefer to attend virtually. This option also allows content to live on long after the show ends.



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Making your booth work for you

When it comes to audio visual for exhibits, it's about so much more than lights, sounds, and screens.

It's about emotions and inspiration.

Contact the experts at Freeman to design a booth that entertains, amazes, and influences, while ensuring that every detail is covered — making your audience's first impression a positive and lasting one.

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Get smart about creating engaging exhibits.

Download our ultimate guide

Request a consultation

Freeman is a global leader in events. Whether virtual, in-person, or hybrid, we are on a mission to redefine live for a new era. With a data-driven approach and the industry's largest network of experts, our insights shape exhibitions, exhibits, and events that drive audiences to action. Our integrated full-service solutions leverage a 100-year legacy in event management as well as new technologies to deliver moments that matter.

