

Freeman⁷

Your Ultimate Guide for Exhibiting

Design a booth for today's
multi-gen audiences.

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Gen shift! Audiences are younger.

One of the most significant trends impacting events is that **audiences are getting younger**. Which means your exhibit is targeting a growing Gen Z population, Millennials, Gen X, and fewer Baby Boomer attendees.

What are today's multi-gen attendees looking for? Personalized experiences.

Millennials and Gen Z

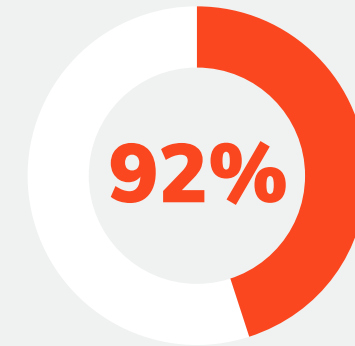
- Want a clear understanding of why your brand is the one they should work with
- Must see the values and opportunities for connection and professional growth

Gen X and Boomers

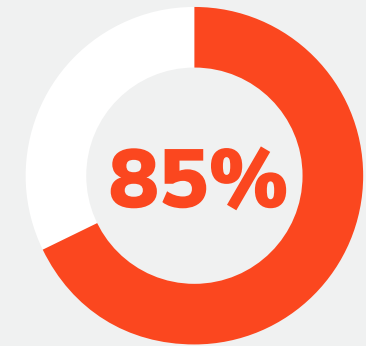
- See event-going as professional obligation
- Appreciate a personalized experience (even if it's not the top priority)

With the shift in generations, there's a shift in values and expectations. It's not about what brands want to show; it's about what your attendees want to experience.

Designing an engaging exhibit experience is essential to break through the clutter and deliver business.



of working professionals say live events positively influence how they think about the brand/company.



of attendees are more likely to make a purchase post event.

Does this mean you need a bigger booth? A bigger budget? Not really.



Booth truth: Content matters (more than size).



The right-size booth is the one that engages attendee interest.

The truth is, you can create engagement with any size booth or budget. The secret is taking a strategic approach where all your fundamentals align: goals, budget, design, and showcasing the right content to engage attendees.

Sound like a lot? Not sure where to start? We've got you.

This ultimate guide curates the best and smartest exhibit solutions so you can maximize your engagement and deliver real business results — on time and on budget.

Let's take it step by step.

Step 1: Set your goals

Your first step in preparing for a successful trade show exhibition is to clearly identify your goals for the event.

Corporate
goals



Marketing
goals



Exhibit
goals

Here are some examples of goals that can help guide your exhibit plan:

- Raise brand awareness
- Launch new initiatives or enhance brand perception
- Generate leads or grow your pipeline
- Launch new products
- Educate clients on new products and features
- Maintain (and preserve) key client relationships
- Make more connections within your industry

Check each exhibit activity and experience that you plan, and ensure it's working to help achieve the goals you set.



Pro Tip: Connect with your community

Talk to your customers (and send out surveys) to find out their pain points and what they expect when attending an industry event.

Also, be sure to utilize those attendee demographics that show managers provide — they're a great supplement to your research.

Speaking of stats, find out what our research pros discovered in this new trend report.

[View data](#)



Get engaged.

If you don't put a ring on your prospects, someone else will.

Step 2: Turn goals into engagement

Once you've set your goals, determine how they can translate into experiences that meet the expectations of your target audience(s).

For example, instead of traditional product demos or presentations where visitors simply watch, create opportunities for them to have hands-on experiences with your product (or service).





Gen Z is the fastest growing audience.

These consumers are driven by their values and personalized experiences that stick with them.

Find out how Gen Zers are changing the rules of events and what gets them to connect.

[Connect here](#)



Power up personalization

Understanding audiences is key to uncovering the kinds of experiences that connect attendees to your brand.

Get a quick start by answering these five questions:

- 1 Who is your target audience at the show?
- 2 What are their values?
- 3 What drives them and gets them excited?
- 4 How can you showcase your key messages in a way that excites your attendees?
- 5 How can your exhibit stand out from others and drive traffic?

Attract. Hold. Close.

Once you know more about your audiences, follow these steps to create an unforgettable attendee journey:

- 1 Keep visitors engaged with messages that align expectations and your value proposition.
- 2 Incorporate hands-on demos and experiential activations that connect attendees to your brand/products.
- 3 Use trendy activations, cool accent lighting, and find unique ways to incorporate your products.
- 4 Tap into the senses: Adding sound, smell, and taste is always a hit!
- 5 Listen to attendees' needs and offer real-world, affordable solutions that make sense for them.



Focusing on engagement that's more personalized will allow you to:

- Bring people from your target audiences (aka quality leads) into your exhibit
- Design environments that generate productive conversations
- Create memorable experiences that build lasting trust with your brand

Want some guidance finding the best experiential activation for your brand — or even just some ideas to kick-start to a good brainstorm?

Jump in

Step 3: Create a design that attracts your audience

Your mission is to create an exhibit so memorable that people will connect with your brand and stay connected long after the show ends. This is a powerful way to build trust and brand loyalty — and trust is foundational to purchase.

Start with your space.

The physical layout of your exhibit and how your brand shows up kicks off that relationship by attracting attendees (and future prospects) visually.

No matter the size or scope of your exhibit, there are many quick-win opportunities to generate attention and help achieve goals.





Even in a small space, you can make a big impact.

Go bold or even provocative using eye-catching color, graphics, and unique configurations/activations to create buzz. With today's modern (more sustainable) rental and Freeman Flex exhibit options, you can add custom options to showcase your brand.

But make sure they have meaning that makes sense for your brand and is firmly tied to your business goals.

Buzzworthy examples:

- **Launching an eco-friendly product?**
Display it in eco-friendly rental structures as part of your exhibit.
- **Need a private space for conversations?**
Create little nooks with dimmer lighting and fun seating.
- **Showcasing a city or new location?**
Offer samples of locally sourced foods, drinks, or add a food truck. Or take the scenic route and offer off-site tours hosted by your brand.
- **Launching a new product?**
Integrate hands-on demos and experiences. Then, for an after-show impact, provide uniquely packaged samples or create an interesting photo op to showcase the product.

Best practices: graphics that grab

Effective graphics draw attendees into your exhibit and provide an eye-catching, engaging introduction to your brand. But just as important as what you say is how you say it (or show it).

Keep it short:

You have five seconds to grab attention, so replace lengthy copy with captivating images, artwork, and bold type. Think simple and clear for value.

Target the top:

Present important messages and images six to nine feet high, so they are seen above the crowds — but not so high attendees strain to look.

Encourage action:

Create messages that motivate your visitors to get hands on with your product, answer a question, or share an experience.

Best practices: Ignite the senses

LEDs, touchscreens, and other digital displays offer eye-catching and fun opportunities to interact with your brand.

Catch attention:

Identify the best locations that showcase your brand and booth layout. And make sure your in-booth content is available digitally so attendees can watch on their phone and remote audiences can view on on-demand.

Sound off:

Including sound can be compelling. But before you pump up the volume, check with show management for any restrictions and approvals needed. (More audio best practices coming up!)

Update on the fly:

Revise your messages in real time. Whether you want to make a change due to attendee feedback, provide on-site updates about the show, or simply edit a mistake, you have flexibility.

[Find out more about the benefits of digital signage.](#)

Got a new event coming up soon? Graphics and digital displays are a great way to make an immediate impact.

Dig in deeper with our exclusive [lookbook!](#)

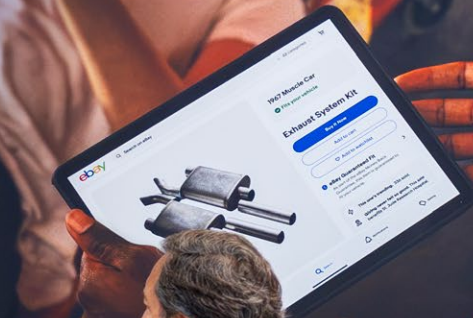
[Get started](#)





Parts for every ride. Resources for every seller.

motors



Your ultimate guide to exhibit engagement

It's not so hard being green

Audiences today choose brands that align with their own values — like sustainability.

You don't have to go all in at once — each step counts, big or small.

Here are three ways to support your green exhibit goals:

1 Cut back on swag
Save the cost of totes and other plastic giveaways, and use that budget to boost your booth experience.

2 Go for land no-fill
Opt for 100% recyclable, reusable structures and rental furniture to reduce landfill impact.

3 Go green as a team
Work with eco-aware vendors, and offer ways to get your audiences involved, too — such as offering recyclable rental structure options.

More quick and easy tips to accomplish your company's green goals.

Go eco

Step 4: Design an exhibit experience

You've successfully attracted attendees to your exhibit.

With your goals and ideal audience in mind, you'll want to create an experience that increases time in booth and delivers results.

Many solutions work across any size booth and budget — keeping in mind more personalization means more impact. Go to the next page for ideas to help get your creative juices flowing.



Immerse attendees in awesomeness

Immersive, digitally driven experiences can create personalized moments that have attendees saying, “You have to try this!”

Tips and tricks to create experiential (and memorable) moments:

Anticipate crowds: Plan for large groups by creating fun moments (or have entertainment ready) if lines start to form.

This is also your chance to connect with a captive audience or the perfect sponsorship opportunity (“Coffee or snack in recyclable, branded packaging while you wait?”).

Get tactile: Take a VR hang gliding experience, for example — something as simple as a fan that gently blows the user’s hair back can make it a 4-D sensory experience.

Don’t neglect testing: Any errors or hiccups in the experience can take away from true immersion.

Go interactive: Activities that let users make choices help them personalize the experience and feel more connected to your brand story — because you let them be a part of it!





Digital tech that sticks

How to marvel attendees and achieve goals.

Your goal	Create this experience
Raise brand awareness	Include a digital installation to create an Insta-worthy moment (e.g. light-up floor or wall that changes colors with your movement). And hashtag it!
Demo large or expensive products	Implement an augmented reality experience to let prospects get their hands on it... digitally.
Tell your brand story	Try a digital showcase that lets attendees explore engaging and rich content in your booth, and that can live on after the show ends.
Highlight product and service offerings	Use spatial VR to immerse attendees in your value propositions — literally.

AV: Go for the glow

Use audio visual solutions to light up your space and capture attention.



Lights on

Here's how lighting can help you outshine the competition.

Choose variation: Contrast between light and dark to draw attention to key elements or areas.

Vary it up with flair: Use accent lighting to showcase products and key messages or shine a spotlight on your logo.

Vary it up with dimness:
Think warm to soothe and cool to energize.

Stand in the shade: Try shades of blue or purple to evoke feelings of calm and green for an eco-tone.

Get moving: Use motion to direct traffic and draw in prospects.

Sound up

Here's how to set your brand tone with audio — and as it's not just noise, people will take note.

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

Buffer: : Use sound buffers (e.g., fabrics and carpeting (eco-bonus if recycled!)) to improve sound quality.

Coordinate: Align sound with lighting for a more immersive experience.

Ensure your exhibit experience is lit with these additional ideas.

See how

Show & tell (For presentations)

An in-booth presentation area is a great way to let attendees learn about products or services without committing to a demo or sales interaction.

Try out these tips to present like a pro:

Double duty:

Design your demo station to double as a mini presentation area. This can save costs and gives attendees a new reason to come back. Be mindful of volume levels.

Make it short and varied:

Create 2-to-3 minute videos that pack a punch. Provide several choices to highlight different products, services, or options. If your exhibit has a stage, design interactive presentations that involve the audience. And keep them short — 7-10 minutes max.

Tell attendees where to go:

Think about what you want attendees to do after the presentation, and design your exhibit to lead them there.

Scale up (With multimedia)

Large-scale multimedia is a dynamic way to captivate attendees. However, simply projecting your existing content onto a big screen can lower the quality of your visuals.

Here's how to deliver the wow in big, be-seen fashion:

Be bold:

Contrasting colors add interest and pop. Watch out for pastels and similar shades that can blend together, muting the visuals.

Projection mapping:

One big way to be bold is projection mapping, where your exhibit walls become screens. This tech turns structures into animated, show-stopping scenes.

- Find smooth surfaces to project on and use bold, simple images and fonts.
- Make sure to project at the right angle so your visuals aren't distorted.





Experiential setup

Take immersive from buzzword to experience.

Your goal

Create this experience

Raise brand awareness

Create FOMO with nontraditional seating formations (think amphitheater) and hosted thought leadership sessions delivered by your C-suite. Another way to educate attendees about your brand is through interactive gamification.

Generate leads or grow your pipeline

Create different moments throughout the day (a Q&A in the morning, demos in the afternoon) to keep people coming back.

Launch new products or features

Include frosted walls around your demos or workshops to create intrigue. Attendees will be motivated to enter and see what's going on.

Maintain (and enrich) key client relationships

Use customizable booth solutions, soft seating, and creative lighting to make your space open for connection. Think breakouts, conversational networking spaces, and unplug/recharge areas.



Step 5: Make your exhibit work for you

You can engage attendees and meet your business goals — without breaking the bank.

The key is to be strategic.

Ask your booth designer for alternative/creative ideas that align with your business goals, make your exhibit stand out, and are within your budget.

And don't be afraid to try something new!

By following these steps, you can make the most of your efforts and budget with a booth that not only looks great but also boosts your business.

Build your booth crew

Now that your exhibit plan is in full swing, it's time to think about who stands behind your brand and in front of your space! Think beyond your sales team and along the lines of your brand and marketing experts.

Our best practices guide provides a deeper dive and helpful hints to build a winning team.

Go team

Exhibit inspiration

Learn how these brands designed successful exhibits and connected with attendees.

AVIS

Raised engagement by cashing in on a popular game show and changing the way attendees thought about renting a car.

Take a ride



Hard Rock

Strengthened connections with planners, agencies, and buyers with flexible booth elements (and size configurations) that could be used across multiple shows.

Rock this way





Step into our office

Need help solving an exhibit design challenge?

Let's talk

Visit us at freeman.com or contact us at freeman.com/contact

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