

GET THE MOST FROM YOUR EXHIBITION BOOTH

- Make your brand stand out
- The higher the structure of the booth, the more visible your stand will be
- Keep it interactive: Things to do, buttons to press, etc.
- Use mostly visual information: Images will have more impact than text
- Avoid fine print in text, because nobody will read it
- Offer special treatment to VIPs, for example a quiet corner
- Be reasonable with gifts and give-aways