

# BLING MY BOOTH

## 20 tips to *Trick* out your tradeshow display or *Customize* your consumer show exhibit

1. **Exude professionalism:** Image is everything. Don't go cheap on any element of design.
2. **Project a personality:** Conservative, trendy, cutting edge? Show off your style in your space.
3. **Make it memorable:** Be clever, funny, bold or intriguing in your design and in your message.
4. **Capture attention with color:** Don't be afraid to go bright and bold. Accent the décor with the corporate colors. Contrast colors, use light text on dark backgrounds or go monochrome for impact.
5. **Think of a theme:** Create a clever, memorable theme to reinforce your marketing message, company slogan or tagline. Tie into a current event, or holiday. Have fun with sports, movies, music themes.
6. **Get your name noticed:** It should only take seconds to understand who you are and what you do.
7. **Give graphics the Wow Factor:** Use large, attention grabbing photos & striking pictures.
8. **Make the message clear:** Keep signs simple. More pictures less text. Say it succinctly.
9. **Give benefits first:** Solve their pain. Make the message about benefits to them and less about the features you offer. How will solve their most pressing problems is the most important message.
10. **Add punch with props:** Illustrate an intangible service or promote your product line with a variety of creative and interesting items that help to decorate, illustrate the message and bring the booth to life.
11. **Master effective Merchandising:** Showcase an impressive variety of colors, sizes, prices, qualities and styles of your product. Less is more. Keep excess stock out of sight.
12. **Cut the clutter:** Keep it clean and simple. No need to show everything you sell.
13. **Elevate your offerings:** Use decorative containers, risers, boxes or unusual props to bring products and literature closer to eye level and add three-dimensional impact to your space.
14. **Light things up:** Lighting techniques can illuminate, spotlight, highlight or add motion to your display.
15. **Dress up the staff:** Whether it's a costume, company uniform or casual clothes, wear something that makes your team stand out from attendees or enhance your theme. If it works, wear what you sell.
16. **Build your image:** Display awards, community connections and company spirit. Share your company's personal side in order to connect with attendees and help them find a common bond.
17. **Make sure it matches:** Every element of the display should be cohesive, coordinated and complementary. That includes the carpet, counters, backdrop, graphics, props colors and theme.
18. **Look over your layout:** Step back and observe your display like a customer. Would you do business with your company? Does the display match the hype and exemplifies the company image?
19. **Train the staff:** Brainstorm with the team to script a sales presentation that will accomplish your goals. Memorize the presentation, use it consistently and reward positive results.
20. **Project professionalism:** People will be watching. Be approachable. Practice good exhibitor etiquette. Take out the chairs, no eating at the booth, put away the cell phone, greet everyone with a smile. Exude enthusiasm for your company and offerings.

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