

# ExhibitTips™

## EXHIBIT DESIGN

*The following are some basic guidelines to consider when designing an exhibit:*

1. **Budget.** This will always dictate the type and size of your display.
2. **Image.** What type of image suits your company:
  - \* quality
  - \* high-tech
  - \* established
  - \* contemporary
  - \* sporty
  - \* traditional
  - \* trendy

Use your company logo to establish your identity.

3. **Color.** Color can create many different involuntary physiological and psychological messages.

*Blue* has a calm effect.

*Red* is emotionally charged and hard for the eye to process. Don't overuse it. Women react well to blue-based reds and men prefer yellow-based reds.

*Yellow* is the best attention-getter.

*Green* is positive and calming.

*Orange* conveys "cheap".

*Gold, silver and platinum* symbolize premium.

*Black* represents power.

*White* denotes honesty and purity.

*Pastels* have a welcoming effect.

4. **Graphics.** These need to tell the visitor:
  - a. Who you are.
  - b. What you do.
  - c. What are the benefits of your products/services.

The more striking and attention-grabbing they are, the better. Life-size, or larger-than-life graphics, are extremely effective.

5. **Copywriting.** Guidelines for copywriting:

- a. Buyer-focused
- b. Concise
- c. Stress one benefit only
- d. Action-oriented

6. **Lighting.** Use lighting to accentuate product displays and create moods.

7. **Carpeting/flooring.** Color and quality should complement the image you want to portray.

8. **Furniture.** Tables should be used on the sides for displays and not to create a barrier between the booth and the aisle. Minimize chairs; these should be for visitors only.

9. **Special effects.** Moving objects, videos, magicians, robots, mannequins, banners and flags will all grab the visitors' attention. Be guided by the image you want to convey.

10. **Flowers and plants.** These can be used to:

- \* accentuate graphics
- \* hide electrical wiring
- \* add life and color