

## Market Savvy Trade Show Booth Choices

Three....Two....One....Time's up! Did your trade show exhibit attract the attention of the prospective customer that just passed by? Experts have determined that you have approximately three seconds to grab the attention of the attendees. That means your display must be bigger, better, brighter or in some manner stand out from the competition that clamors for attention.

Today there are trade shows for just about every conceivable market niche in existence. Exhibiting at a trade show offers your business a terrific opportunity to get in front of a large number of potential customers in a relatively short period of time.

Many businesses find that it is worth the investment in capital, time and staff training to exhibit in a trade show. The return on investment can make an enormous difference in the annual bottom line. Once you have determined that this opportunity is for your business, you must ensure that your efforts are effective.

There are a variety of options to select from when designing your trade show exhibit, or what is commonly referred to as a "booth." Some booths are small and as simple as a single banner stand that can bring your brand to eye level, and a podium for the staffer. These are easy to transport and can be set up by even the smallest staffer.

A slightly larger option is a table top display where the graphics stand on a table and can extend the length of the table. Typically, the table itself has a skirt around it to avoid distraction by unsightly table legs. You may take advantage of this covered area to store your brochures or pamphlets.

Hanging signs have the advantage of visually drawing attendees to your booth from anywhere in the trade show. The key is to have eye-catching graphics to peak interest in your booth and pull people to you.

Popups look much like the name suggests, they appear to be popping up out of the floor. Sizes are typically 10' X 10' or 10' X 20' with curved walls or the wing style as two of the more frequent choices. When used with custom graphics, these booths command attention.

When only the best will do, custom booth designs can be constructed utilizing trusses to build a booth into any imaginable shape and size. Add some dazzling graphic artwork and you will be a magnet to all attendees. To save on budget concerns and future storage nightmares, investigate into companies that can rent you one at a more affordable rate than purchasing one outright.

So, there you have it, a quick listing of some of the more common trade show exhibit booth types. Which one is right for your business? One thing is certain, regardless of your budget you must get the most superior value available to you in your price range. Choose an experienced vendor when selecting help in designing your exhibit booth. Choose a company that will assist you in focusing on your market objectives.

When you are finally at the trade show and the clock is ticking down for those three seconds, will your booth be the winner?

## About the Author

Andrea M. Minden is an experienced marketer at trade show events. When she is in need of an [Custom Trade Show Exhibit Design](#), she gets help from the experts at Exhibit Options for [Trade Show Display Rental](#), large truss systems, or smaller items such as hanging signs and tension fabric displays.

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