Article published on July 4th 2012 | Advertising

Sometimes, even after spending thousands of money for participating in trade show fair or brand exhibition doesnâ€™t work if you miss to focus on creating a strategy for brand presentation with help of professional trade show booth design. Your thoughts shouldnâ€™t be restricted to just selection of display equipment or catalogue distribution, overall strategy which takes care from all prospect , from attracting visitors to your booth to giving right presentation require for successful result. Letâ€™s have a look at four most important aspects of booth design.

Identify the audience

While participating in trade show fair, it is necessary to study the kind of audience visiting the fair and making a strategy accordingly. When you are confused with which product to promote or how to select the theme of your booth, identifying the audience helps a lot and may lead you to the right direction and solve some important question.

Brainstorming on strategy

Once you decide the goal or main objectives which you want to achieve with taking part in exhibition, you need to brainstorm on creating good presentation strategy which takes you near to your goals or motivate visitors to take interest on whatever you are promoting. What information to present to visitors, medium of distributing information and overall flow of presentation should get fixed at this stage? It is possible that you may need to deal with heavy crowd at your booth and goof presentation flow would help you with perfect and interactive presentation.

Selecting right display equipment for professional booth design

Professional booth design is a key factor for getting most of from trade shows. To attract visitors to your booth or making them aware about your stall, attractive booth design is the only thing which would keep you ahead. First you need to select the right display solution which suit best as per your marketing strategy and the things you want to present with those displays. An ideal booth design involves use of displays like pop up banners, sandwich boards, table top displays and portable banner stands. Along with selecting specific type of display, one also needs to select the right size and shape of display which creates the theme of booth which reflect branding of your business.

Giving up freebies

Whether it is business promotion of even before 10 year or present, giving away freebies always works well for creating good market image of your brand. It is not possible that giving away business catalogue or company brochure would achieve this goal; one has to think one step deeper and choose other important freebies which people can actually use in their regular life. Free diary, calendars, t shirts or notebooks are ideal choice of freebies being used in modern marketing. One also needs to think about the ROI which can be achieved distributing these freebies and its impact. No matter what you are giving up as freebies, you should print detail business information on those freebies so people can easily contact or rememorizes your business when they see them or use them at home.

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