

Choosing a trade show booth that reflects your corporate style

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by Eric Lindmeier Picking out a portable trade show booth for your company can be a difficult and challenging endeavor. Follow these simple hints and suggestions to make your booth selection process go more smoothly. When your company participates in a trade show, your trade show booth says more about your corporate image than you might imagine. How you're represented makes an impact on important people in your industry – the people who make the decisions. It's important to make the best impression you can but how? You need a professionally designed trade show booth that grabs attention – in a positive way. But with literally thousands of options, how do you narrow down all the choices and pick the trade show booth that best represents your company? There are three main factors to consider: size, style and price range. Trade show booths come in all shapes and sizes: You can go with a small 10 –10-foot booth or a monster 30 –100-foot booth that will dwarf all the surrounding displays. You can even splurge on an extravagant 50 –50-foot booth. Of course, the booth you select (or design) will ultimately rest on the needs of your business, its overall corporate style and budgetary constraints. There are nearly as many styles to choose from as there are companies participating in trade shows. You can get a simple booth with a backdrop and maybe wings on either side and perhaps a countertop or two. Or you can go all out and custom design a really elaborate booth with display areas, conference space and a reception foyer. You'll want to configure your trade show booth to be inviting and approachable – but you also want it to appropriately characterize your business. Make sure the style of your booth suitably represents the company, its products and goals. One other thing to keep in mind is that trade show booths not only come in all sizes and styles, but in a wide price range. For instance, you can design a basic trade show booth that is fully functional and professional looking for less than \$500. On the other hand, you can go all out and spend hundreds of thousands of dollars on a custom-built bi-level trade show booth with dozens of options and features. Of course, unless you happen to be in charge of marketing for Microsoft or Ford, that might not be an option you can consider. Ah, here's a nice middle ground! Consider a nicely appointed portable trade show booth that won't put a permanent dent in your marketing department's budget. If you're willing to spend a few thousand dollars (to upwards of \$15 or \$20,000), you can get a really nice trade show booth that will showcase your company and its corporate image in a positive light. Regardless of the size and style of booth you design or select, be sure it appropriately represents your business and your industry. If you choose well, you will have a portable trade show booth you can proudly depend on for many years to come. When shopping for your trade show booth, be sure to check out the idea gallery at Expo Marketing (www.expomarketing.com) for inspiration and suggestions. The design pros at Expo Marketing can work with you to design the booth that's just right for you. About the Author: ExpoMarketing.com specializes in Trade Show Booths for Expositions. For more information visit their site for Custom Exhibits. You are welcome to reprint this article – but get your own unique content version here.