

How's your booth can caught visitor attention?



Among the transforming society to digital ages, trade show is one of the few businesses that still caught people's attention and generate plenty of capital. This is a great opportunity for business to gain more customer which visitor's impression is the key to success. This activity could promote your business and raise the competitive capability greatly.

To join the event with your booth, impression must be created to visitors under limited time which you need to compete with the other booth and crowded people. To find your place for the visitor to recognize, unique characteristic must be presented.

The booth is representation of your product and company which interesting information is an issue that must be considering. The factors for consideration are as follows:

- **Lighting:** Human eyes always caught an attention for the light. Light's composition could be emphasized the object and created specify perception which effect to brand and product image. Lighting can create dimension of the object and space while light's intensity and color also effect to visitor's emotional.



- **Keep Product at the Eye Sight:** With limited time to present your product, it's needed to be stay at the eye sight level. Catchy decoration and right position will support the image and feature of product while the visitor would take more time at your booth which mean more opportunity to sell or create more promotional for the product.

- **Banner:** The banner should communicate the summary of your product with clear and directly in order to catch the information easier whether the image, product, feature, color and product's characteristic.

- **The Scent:** Besides the eyes, nose is also an important factor that support the show greatly. The scent you wish to use within your booth shouldn't disturb the perception of visitor or nothing smelly in your booth at least.

- **Create Space:** Most people always look over the space. To place objects into booth are not enough, those objects must be composed through composition and condition. The exhibitor must think as a visitor who've got interested in your booth and think about how could that happen? what do you want them to think or feel when they stepped into your booth? or what should be on their left, right and why. This is space management under limited area which based on the result from visitors.

- **Strong Dressing Theme:** The outfit of your staff should be unity and related to the booth theme.



- **Use Technology:** Business could get more advantages via the technology, so why not? With plenty of opportunities and methods to applied technology to your booth for present and support your product, you have to choose the right one or at least attention caller, for example, motion picture presentation or motion sensor for interactive with visitor.

- **Booth's Harmony:** When you put every best thing into your booth, it doesn't mean the outcome would be great as you wish. The sufficiency is the key for the booth outcome. Every element within the booth must work together which disruptive composition wouldn't be allow. This is an upper step for space management which doesn't depend on the logical or function only but the respond of visitor is expected to be good as you feel.

- **Put the Right Staff:** While you invest in the booth as maximum potential, the staff is also turn key for trade show. If the incompetent staff at the booth, for example, bad English or communication skill. The staffs will be represented as company image and any benefits from the trade show are depend on them.

All of the factors that presented are aiming for support and create a strong brand image which also create impression for visitors under limited time and crowded people. Use the voice to caught an attention is a good way but still need to think about making trouble for the other exhibitors. Thus, gift way activity could use as alternative choice to drawing attention to the booth too.

Source:



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