

Trade Show Designer, How to Choose the Right One?



Trade show is one of the most influenced marketing trends nowadays, it could be gathered people together and bring them out of their home to the trade show space. Among the digitalization, trade show is one of a kind that couldn't be replaced by the digital ages and this is why trade show still take its place in a business world today. To invest through trade show activity is to put more interests into the cost. This investment could stimulate brand awareness greatly but it's also costly too. There will be some question like "How to invest it properly?" or "How could we seek the capability trade how?" or "How to choose trade show designer?", to answer those questions, the issue could separate into 2 major issues which are 1. Understanding your own expectation and 2. Get the right trade show designer.

Understanding Your Own Expectation

First of all, the entrepreneur must be understood for the purpose of their trade show activity and expectation which are essential. In order to create a wonderful space for the booth, working with designer must specify the entrepreneur's need as much as they can. The information, needs and specification will create a theme for booth and activity which lead to a better product's image creation with an outstanding position. The booth represents space for the product that affect to the customer perception. To create such an effective booth is to communicate with the designer about the detail as much as the entrepreneur can for the best outcome in long run.

The completely specify information and detail could control theme and work's direction which forge a strong brand image and limit



the work's scope, also maintain designer's work direction. While the designing process is progressing, plenty of interesting ideas or choices could be occurred which theme and direction will be filtered these factors. To communicate with designer with precisely information, the references are important.

One another essential factor is the budget for trade show. The goal and the cost could be opposed to each other for many times. The budget will be controlled over everything for show trade activity, for example, the material, booth structure, decoration, prize for the activity and the cost of proper show trade. The summarize of internal factors before choosing organizer should be as follows:

- Understand about what are you expecting from the show, for example, reaching, brand awareness, image or just sell your product
- Setup theme for your booth through specify essential information in order to create strong direction of design while the idea should have reference for better communication within team
- Consideration on the budget you have
- Use the budget as a beginning and followed by booth and product's theme to filter any idea that pop out
- Simulate the booth's design through 3D software and recheck with the theme idea and how should it answer the call of your expectation

Get the Right Trade Show Designer

To get the best outcome for your booth, the entrepreneur must gather information about their own need and specification in order to choose designer. To evaluate the potential of trade show designer as the first priority, many information must be settled first and then choose the best fit designer. The factors to considering the right designer are as follows:

- Former successful trade show experience
- Deep and vast knowledge about product
- Capability to create booth's gimmick and caught attention of targeted visitors
- Market and trend's sector knowledge for the product
- The experience in trade show business and the specified sector
- Can finish work on time in every procedure

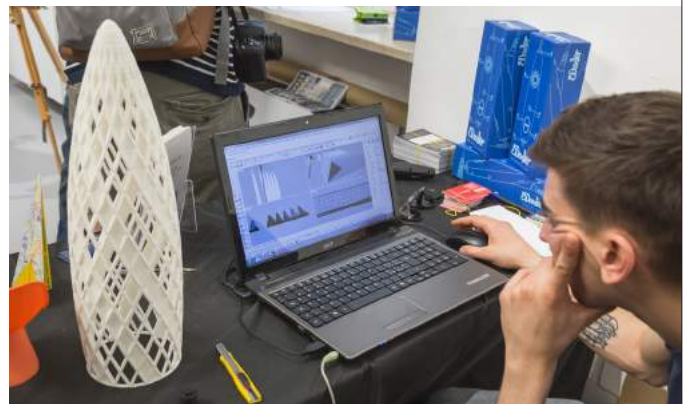
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- A skill to present with 3D simulation software
- Number of staff
- A unique feature of the booth that designer could offer
- The ability to control cost
- Responding from former clients and booth visitor
- Designer has evaluation method for visitor satisfaction
- Good communication and cooperation skill



To evaluate the value of designer, the entrepreneur must be provided through clear information from the entrepreneur and the capability of designer to catch the product's characteristic and turn into the booth.

To gain the full capacity from the investment for trade show, preparation must be provided with reliable source, strong characteristic of booth's appearance, effective marketing and recognize advertising which the organizer must do the marketing and advertising for the whole project.