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How to Design a "Wow!" Trade Show Booth Without Spending a Fortune

Steve Miller, Robert Sjoquist

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How to Design a "Wow!" Trade Show Booth Without Spending a Fortune Steve Miller, Robert Sjoquist When you exhibit at a trade show, you’re in competition with everybody else. The average attendee who walks the show is exposed to a mind-boggling array of sights and sounds. You need YOUR booth to cut through the clutter. Get a head start by designing a "Wow!’ booth, using the tips in this powerful book.

This book starts by explaining the "why" of booth design, and how to avoid the traps that many exhibitors fall into. The authors explain why you have just one chance to get the prospect in your booth. They also tell you how use your booth to send the right message, one that will make the attendee want to stop. The book takes you through the "how" of booth design - from planning and budgeting, to choosing a designer, to making the maximum impact by creating a "visual speedbump." Whether or not you have a big budget, you can use the information in this book to design a booth that will stand out from the crowd.

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