

Trade Show Booth Design Outline

1. Objectives & Goals

- Define trade show purpose
- Identify primary goals (lead generation, brand awareness, etc.)
- Target audience identification

2. Booth Location & Size

- Booth dimensions
- Booth placement on show floor
- Accessibility considerations

3. Branding & Messaging

- Logo and identity placement
- Key brand messages
- Tagline visibility

4. Booth Layout & Zones

1. Reception/Welcome area
2. Product display/demo area
3. Meeting/Seating area
4. Storage space

5. Visual Elements

- Graphics and signage
- Lighting
- Furniture and fixtures
- Multimedia (screens, kiosks)

6. Interactive & Engagement Features

- Live demonstrations
- Giveaways/Promotional items
- Interactive technology (AR/VR, touchscreens)

7. Staffing & Attire

- Staff schedule and roles
- Uniforms or dress code
- Training requirements

8. Logistics

- Shipping and installation
- Utilities (electricity, internet, etc.)
- Storage and packing

9. Measurement & Follow-up

- Lead capture methods
- KPIs and success metrics
- Post-show follow-up plan