

# Exhibitor Tips:

# DISPLAYS & GRAPHICS



# The Art of Successful Trade Show Displays & Graphics

## Tips for Success

Sending the right message can seem a daunting and overwhelming task at first, even for experienced exhibitors. We want you to make the most of your exhibit space, so here you'll find some of our top tips for creating displays that tell your story and graphics that appeal to your customers. For inspiration, see how [AGS Creative Services](#) has done this for thousands of exhibitors.

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### Exhibits that Brand

**Top Tips for produce an attractive, uncluttered exhibit consistent with your company's marketing campaign.**

- Use color, light and movement to attract attendees to your exhibit.
- Retain attendees in your booth using presentations, demos, or "info-tainment", and a well-trained exhibit staff to convey your corporate message and answer attendee questions using active listening skills.
- Keep your exhibit open and inviting; don't block more than 20% of your aisle space with counters, walls, or excess exhibit staff. The rule-of-thumb for staffing your exhibit is one staff person for every 50 square feet of open space in your booth. Consider upgrading to a larger booth. Check out AGS' large collection of [off-the shelf exhibits and custom designs](#).

### Graphics That Appeal to Your Market

**Top tips for using high-impact graphics that focus on your prospects' needs and wants.**

- The "look" of your graphics should impart your overall marketing strategy (integrated marketing) and specific show message.
- Leverage your best ideas from other media (advertising, print media, promotions, giveaways, etc.) into a consistent presentation to gain brand recognition.

- Plan your exhibit graphics as large, colorful “visual speed bumps” to attract attendees’ attention and communicate your message. Don’t confuse graphics (billboards) with signage (bulletin boards).
  - Effective graphics create an interest in your product or service by telling potential prospects what you can do for them in approximately 3.5 seconds, the time it takes to walk past a 10’ x 10’ booth space: Use graphics to state your unique selling position (what differentiates you from competitors): Use graphics to qualify who you want to meet (“Dealers Wanted”) and discourage those timewasters you don’t!
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## GOT QUESTIONS?

AGS Exhibitor Services

Monday – Friday from 8am – 5 pm EST

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**Plus find extra guides in our [Exhibiting Toolkit](#)**