

6 Tips for Better Trade Show Display Graphics

When designing trade show display graphics the following six simple tips are key to success.

David Edis-Bates March 2010

If you are involved in the design of display graphics yourself, rather than outsourcing the design process to others I have found these tips invaluable, these tips are still important when you use third parties as a check on their work.

Six Design Tips

- Get noticed. You've only got a second or two. Use color and a catchy tag line to grab attention.
- Display your company name/logo prominently.
- Tell succinctly what you do.
- Promote one benefit that you have that is better than your main competitor
- State clearly why a prospect should stop and spend time with you – what's in it for them.
- Keep in simple. Make your point simply and get them to talk to you.

How to apply these rules.

Evaluate trade show displays of others, either at exhibitions or on designers website or looking at examples of display designers work.

Rate how well they meet the six tips, which designs impress you the most and which styles are the best suited to your needs.

Consider how much time you spend looking at each one (probably not very long). Most prospects will spend only a second or two looking at your display to judge if your product or service interests them.

You can create draft display graphics in house or by professional third party designers based on the above and then assess them against the six tips.

You could also check that the design meets the following test. Ask several people (say at east three, better still if not connected with your company) to look at the design for 5 seconds and ask them

- (1) would they stop to look at your display,
- (2) what's your company name,
- (3) what do you do, and
- (4) what's one benefit that you can offer them.

If they answer all the questions you have the makings of a working design for production - if not, it's back to the drawing board to correct deficiencies.

About the Author

David Edis-Bates, C.Eng MIET has spent more than 30 years in export related activities around the world, lived in Taiwan for 4 years in the 70's and in China for the past 5 years. He also taught part time in further education for several years in the UK and is currently CEO [EdisAV for Audio Visual Prpducts](#) who design and manufacture audio visual products.

Extracted from several articles.

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