

How to Make Your Booth Stand Out

Thousands of qualified attendees flock to the Travel & Adventure Show each year in search of the perfect vacation. While they may have a destination already in mind, you, along with exhibitors from other states and countries will compete for the opportunity to persuade them to visit your destination or utilize your tour services. Wow your audience, draw a crowd, and ensure that your show is a success!

Booth Design

Your booth's appearance is the first aspect that potential customers will look at when walking the show floor.

Be sure to design your booth with bright colors, clean, crisp pictures of vacationers enjoying your product or even using video to attract show goers.

Make your booth more inviting with open space and even a place to sit while discussing your product. The more appealing your booth is, the more likely you get attendees to stop.

Also, make sure attendees can *immediately* understand what you are marketing through your booth design and signage.

Looking to create signage, banners, or hanging signs? Reference the **Exhibitor Kit** to see all the signage options available to you. The decorator can create anything you need. Make sure to submit your orders before the Advanced Discount Deadline to save money!

For a variety of furniture options, reference the Exhibitor Kit to customize your booth layout and upgrade the standard booth package to make your booth your own.

Draw a Crowd

Once your well lit, bright colored, inviting booth is set up and the show begins, it's time to start getting attendees to your booth. Drawing a crowd to your booth is one way to make your booth stand out to other attendees as they wander the show floor. It's human nature for people to "want to be where the action is."

Prize drawings and contests, promotional items and even a hands-on display of your product or attractions are all great ways to build volume around your booth and attract more than just the occasional wanderer.

But also, don't forget that **a smile and good eye contact goes a long way in attracting people** from the aisle to your booth!



This RV Company brought in a vehicle for attendees to check out before their next road trip!



Not only did this exhibitor hold a prize drawing at her booth to attract attendees, she also made the rule that the winner had to be present to receive the giveaway!

Tip

50%

of attendees who pass your booth without stopping still take away some sort of impression of your exhibit.

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Engage Visitors

One of the most important aspects to making sure your booth stands out among the rest is engaging your visitors. Since your booth visitors are the ones who are buying your product, it is essential to keep them informed and interested.

Be sure to have plenty of sales literature on your tabletop. Of course you want your booth staff to be talking to the attendee, but since the odds are they will be visiting more than just one booth, giving them something to remind them of what you talked about is imperative to making sure they remember your destination as something they want to seriously look into.

Make sure that your booth is staffed by knowledgeable staff members at all times. **93% of attendees state that their #1 reason for coming to the show is to meet with exhibitors like YOU.** If an attendee shows up with questions that your booth staff can't answer, the likelihood of them booking their trip with you become slim.

Last but certainly not least, make sure your staff is presenting itself in the right manner. Staff should be standing at all times and shouldn't be on their cell phones or laptops unless they're going through something with a visitor. Eating should also be done at the Exhibitor Lounge which is located at every show in the Show Office. Enforce a dress code for staff members. From matching shirts with your company logo to simply the same colored clothing, presentation is vital to looking professional.



These travel product exhibitors dressed up as flight attendants and brought in actual airplane seats so attendees could get the full experience when testing out their pillow and mask. Engaging and Fun!



This exhibitor had a very simple method to engage with attendees. A video, narrated by the owner, looped all day. The video allowed attendees to imagine themselves being on this tour...it was fascinating how many people would stop and watch and listen to the commentary and then stay to ask more probing questions.