

**BUSINESS  
SHOW MEDIA**

INTERNATIONAL BUSINESS EVENTS

**A GUIDE TO**

**PREPARING  
YOUR BOOTH**





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# INTRODUCTION

In this presentation, we'll walk you through the different booth types and what each one offers.

Exhibiting is an incredible opportunity to showcase your products, meet buyers face-to-face, and strengthen your brand—those in-person moments can turn interest into warm, valuable leads faster than anything else. But without a compelling booth, that impact can quickly disappear.

A successful booth starts with clear goals, strong branded visuals, and an open, inviting layout, supported by thoughtful elements like technology, lighting, a reception area, meeting spaces, and storage. Together, these features help you create an engaging, memorable, and accessible experience for every visitor who steps into your booth.



# THE IMPORTANCE OF **IMPACTFUL BOOTH DESIGN**

When visitors enter an exhibition, research shows they make a decision about a booth within just four seconds—deciding almost instantly whether they're interested in the products or the brand.

This shows just how crucial booth design is: it's not just about aesthetics, but about creating a clear, engaging, and memorable experience that immediately captures attention.

The layout, visual hierarchy, branding, lighting, and even the flow of the space all influence a visitor's first impression.

A well-designed booth can draw people in, encourage them to engage, and turn casual interest into meaningful conversations and valuable leads. Conversely, a poorly designed booth risks being overlooked, no matter how strong the products are.





# 5 KEY ELEMENTS

- 1 Lighting
- 2 Floor Space
- 3 One Clear Message
- 4 Color
- 5 Graphics



# WHAT IS PIPE & DRAPE?

A pipe-and-drape booth setup gives you a defined space on the show floor with basic framework and draping, offering a simple, flexible foundation you can customize to fit your needs.

Pipe-and-drape booths are ideal for exhibitors who want a clean looking, functional structure that can be easily personalized with branded graphics, shelving, signage, lighting, and other display elements.

If you plan to bring in a third-party vendor to enhance or modify your pipe-and-drape booth, it's important to let us know ahead of time. Keeping your account manager informed ensures that all guidelines, safety requirements, and deadlines are met so your setup runs smoothly and stays on schedule.

Choosing a pipe-and-drape option gives you a budget-friendly, adaptable solution that still allows you to make a strong, memorable impression at the event.





# WHAT IS A SPACE ONLY?

A space-only booking gives you an empty area on the exhibition floor, providing a blank canvas to create a fully custom-built booth. Space-only booths are ideal for exhibitors who want complete control over the design, layout, and branding of their booth, allowing for unique, eye-catching structures that truly represent your business.

If you plan to use a third-party booth builder to construct your space-only booth, it's important to let us know in advance. Keeping your account manager informed ensures that all rules, regulations, and deadlines are met, helping your build go smoothly and stay on schedule. Choosing a space-only option gives you maximum flexibility to make a bold, memorable impact at the event.