

# EXHIBIT BOOTH DESIGN CHECKLIST



## DEFINING THE PURPOSE

- Identify the main objectives of your booth (e.g., brand visibility, lead generation, attendee engagement).
- Understand the brand's identity and values to align them with the booth's purpose.

## MAINTAINING BRAND CONSISTENCY

- Choose consistent color schemes, fonts, and messaging.
- Ensure design elements reflect the brand's identity.

## ENHANCING VISUAL APPEAL

- Select bold colors and large visuals.
- Invest in high-quality signage and graphics.
- Align decorations with the brand's theme.
- Plan lighting to enhance appeal.

## PLANNING LAYOUT AND COMPONENTS

- Sketch out a preliminary layout of the booth.
- Identify key areas for product displays, seating, and information counters.
- Plan Signage.
- Decide Interactives.

## MANAGING ATTENDEE TRAFFIC

- Design layout for natural traffic flow.
- Strategically place key attractions.
- Arrange clear, directional signage.

## FACILITATING PRODUCT INTERACTION

- Design interactive stations for product trials.
- Designate zones for product demos. Consider hands-on workshops or sessions.

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Website: [www.cortevents.com](http://www.cortevents.com)

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## CREATING A WELCOMING ATMOSPHERE

- Train approachable, knowledgeable booth staff.
- Arrange comfortable seating and interactive activities.
- Include personal touches (refreshments, charging stations, giveaways).
- Create networking and socializing spaces.

## LEVERAGING RESOURCES

- Explore resources like CORT Events for booth design.
- Consider customizable furniture and professional graphics.
- Leverage online design templates and planning resources.

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