■ **E X H I B I T**

Cardinal Rules for Exhibit Design

For help adapting these rules into a cohesive, creative design concept, please contact your account representative at EPI-Colorspace.

1. Use **one primary image** supported by a single message/headline; what we call the billboard approach. Why? Because people are visual first and your exhibit has only 3 to 5 seconds to attract the attention of your target audience at a show. Project something that's important to them, makes them want to come into your booth and ask for help and information.

2. In most instances your **headline** is more important than your name and/or logo. A good headline should express your exclusive product benefit. The best and most effective headline you can produce is one that **makes a promise to the reader**. A promise usually relates to quality, service or price. For example: "Nobody Cuts Computer Costs and Downtime, Like ABC Computers".

3. Because people are **visual first**, your primary image should visually express what your headline is saying. Your primary image and headline should always support and reinforce each other.

4. To stand out in the crowd of exhibitors and attract attention, your exhibit design needs to incorporate something that makes you visually **unique**. Silhouettes, 3-D, animation, revolving or backlit graphics, unusual or larger-than-life display props, special lighting effects or classy finishes like faux marble, brass or wood are excellent options.

5. Visibility is crucial at a trade show. Be sure to **light** your exhibit well. As the proverbial moth is drawn to the flame, people are naturally drawn to light (ambient hall lighting alone equalizes everyone). One of the best options involves backlit graphics which combine two proven marketing techniques: full-color graphics/photographs and the added dimension of (back) lighting.

6. Whenever possible always use the words "**New**" and "**Free**." Why? Because people attend tradeshows and exhibits to see and learn what's new within the industry. Also, "New" and "Free" are the two most powerful words in advertising.

7. Use **bright colors**. The trade show floor is no place to be conservative. You are there to attract attention and, based on industry research, visitors tend to stop or slow down at only one out of every four exhibits. Bright colors are one of the techniques you should use to get their attention.

8. **Address your prospects**. The word "engineers" boldly displayed in your headline or on the exhibit will attract more engineers to your booth. Use the phrase "Dealers Wanted" and you will attract more dealers.

9. **Diagonal lines** attract attention and **curves** create a feeling of stability and comfort. Use the subtleties of structure and graphic design principles to attract and influence your visitors.

10. Always design within a budget. Expensive and affordable exhibits alike should use several, and sometimes all, of these cardinal rules. Establish a **budget**, share it with us and insist that the first four rules above are always incorporated into your exhibits...**they work!!!**

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