

The Original WEDDING EXPO™

Creating a Booth that Sells!

You don't need to spend a lot of money to create a booth with pizzazz. Exhibitors often create imaginative attention-getting and successful booths with materials they already have at home or in their stores. To stir your creative juices, here are some ideas for creating a dynamic booth of your own.

COLOR CAPTURES ATTENTION

Using inexpensive fabric, sheets or curtains to add a vibrant color to your back wall and tables can help your booth stand out from the standard black & white draping of the show. If you plan to change the color of your back wall, be sure to hang your material *over* the black and white draping provided. This is easy to do with pins or clips.



GREAT SIGNS MAKE GREAT BOOTHS

Although we provide each exhibitor with a basic sign, investing in larger, more colorful, and more informative signs will definitely pay off! Remember, you only have about five seconds to capture the attention of people in the aisle — so the most effective signs include large type and a simple message.



USE THE BACK WALL TO MAXIMIZE DISPLAY SPACE

Hanging products or photos on the back wall helps draw people into your booth and makes a great statement from the aisle. You can hang lightweight items from the pole at the top of the back wall or purchase a simple grid system. Free standing signs and easels also work well.



OVER-THE-TOP BOOTH DESIGN

As long as you do not block the view to adjacent booths, you may add structural or decorative elements to your booth up to 8' tall. Going “over the top” adds drama and interest to your space.



BRING YOUR PLACE OF BUSINESS TO THE SHOW

If you have a retail store, salon, or showroom, bring the “look” of it to the show! Having lots of items on display encourages brides to come in and browse. Demonstrations and samples also attract traffic to your booth.



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