

# Booth Presentation Tips

For:  
Texworld USA  
January 16 – 18, 2012

## Topics

- Overall Booth Presentation
- Signage
- Extras
- Booth Environment

## Overall Booth Presentation

- Ensure the booth is clean, visibly appealing and well presented
- The more branding the better
- The more unique in order to stand out from your competition the better
- Make sure your booth is big enough for your needs (cramming too much stuff in a small space makes the booth uninviting for buyers)
- See the follow photos for examples of “what to do” and “what not to do”

NO



YES



YES



## Signage

- Ensure Signage is professionally done
- Ensure all signs have correct spelling
- No hand written signs
- Look at producing multiple graphics/banners for booth which create a better overall impression to buyers
- See the follow photos for examples of “what to do” and “what not to do”

NO



NO



YES



## Extras

- Add small items to your booth to increase visibility and appeal such as:
  - Additional Furnishings (a counter for example)
  - Professional Graphics / Banners
  - Mannequins / Displays
- See the follow photos for examples

YES



YES



## Booth Environment

- Ensure your booth and staff are welcoming and inviting at ALL times
- Give Buyers time to look and reflect – Do Not Pressure
- No eating, sleeping, surfing the internet or talking on your cell phone in the booth (take those needs outside of the exhibit hall when necessary)
- And remember to always say Hello and to Smile!



Thank you for your  
attention!

