

## POPUP DISPLAY DESIGN TIPS AND TRICKS

A PopUp Display normally covers the entire back "wall" of your space. This means that a properly designed PopUp Display provides you the opportunity to make a bold statement about your company and your most important product or service.

A PopUp Display not only serves as a backdrop to your display, but gives your area definition, and allows you to focus attention on a specific image.

Well designed popup displays make a powerful statement about your product or service.

Of course it is possible just to throw the popup up against the back wall, stick a table in front of it, spread out your brochures, and away you go. But you can do better than that. Pay special attention to the space requirements and the specifications of your popup display, then design your space around it.

### 1. Maximize the dramatic impact of the design

First, since you want to maximize the dramatic graphic impact of your PopUp, you probably won't want to clutter the area directly in front of it. Yes, you have limited space to work with. But rather than putting a table directly in front of your most valuable asset (the PopUp), it is usually better to create two separate areas to either side.

If you will be working the booth alone, then have a "distribution area" on the "incoming" side (the side most of the traffic comes from), and a "sales area" on the other side of your space. This will help both you and your visitors. They will be able to pick up brochures, samples, etc. from the distribution area without intruding on your one-on-one conversations taking place in the other area.

This will give you a semblance of "privacy" -- as if this were possible at a trade show -- when you pitch your more important prospects

If there are two of you working the booth, then you should have two self-contained sales stations -- one on either side. In other words, make use of your space intelligently. Don't clutter up the middle, if you can help it.

### 2. Focus on your "Primary Product Message"

Your PopUp display should do double-duty as both a backdrop, and your most important vehicle for promoting your company's presence and your "Primary Product Message". Stand back from your display for a second and look at it from the perspective of the casual passerby. What is he or she most interested in?

First, since she has come some distance to see a number of specific exhibits, chances are she is looking for a familiar name or logo. Don't disappoint. Use striking trade show graphics to display your logo prominently near the top of the display. That way it will be as visible as possible above the heads of the people standing in front.

### 3. Use a slogan

The same goes for your "primary product message". Try to boil your product or service down into one or two words that you can focus on. This could be a product logo, especially if it is well known and easily identifiable.

But it could also be a two or three word phrase -- much like a "slogan". If you can't think of anything creative, then just take your primary product and stick an adjective in front of it (or a short phrase behind it) that gives it some "zing" ...like this...

Hair Cuts with Class  
Sausages with Sizzle  
Beautiful Old World Gardens

Keep it to four or five words. The objective is to have it near the top of your display, on one, or at most, two lines, where it will get maximum exposure.

### 4. Use simple, bold graphics

So that takes care of the top 1/3 or so of your display. The rest should be devoted to enhancing or illustrating the "primary product message". Forget about using lots of text to actually tell people about your product. If the show is successful, you will spend most of your time blocking the view of your display, and prospects won't be able to see it anyway.

Use some creativity when designing your popup display or trade show booth. Usually you want to find one or two large striking images and integrate them into a colorful background. The best designs often use just one large image.

The important thing to remember is that people are not going to walk up to your display and start reading the information on it. That is why a "graphic" approach is much more realistic than an informational approach.

Don't stick a bunch of information-intensive graphics on your display because you think that will give you more communication bang for your buck. It won't. The situation, the environment, and the motivation are just not right for this to happen. Your PopUp is a very specific kind of "billboard", and it should be treated that way.