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Consumer show branding that pops!

Ensure you stand out from the booth crowd



Our approach

Using our bold bright corporate colours and branding images we designed our booth to be both welcoming and eye-catching to visitors. A fun call to action tells everyone in 2 seconds exactly what we do.



Need help with your Consumer Show branding?

Contact Think3 Creative

We are here to help – call 416.788.6153 or email at hello@think3creative.com

88% of businesses

participate in a trade show to raise awareness of their brand.*

*Source: Spingo



Rules of best visibility - Do's & Don'ts

When approaching the successful design of a tradeshow booth - consider these guidelines:



The DOs

- ✓ **DO** place your logo at the top of your backdrop and materials allowing the best visibility and sightlines from afar. Ensure that all of your key messages are easily viewable by placing them higher than 3 to 4 feet.
- ✓ **DO** include your corporate colours and branding assets in consistent ways. Maintain a cohesive look in your graphics (generally use no more than 3 colors).
- ✓ **DO** include brand and contact information on the sides of your booth structure if applicable - this reinforces brand visibility.
- ✓ **DO** aim for a balance of about 40% image(s), 20% text, and 40% white space.
- ✓ **DO** limit the number of words on your backdrop & banners - feature your logo, contact info and a concise call to action; to grab attention and immediately communicate what you do. Your entire message should take 3 seconds or less to read and digest.
- ✓ **DO** Use an easy font category to read like Sans Serif, such as Helvetica and Futura. Use no more than 2 different fonts per graphic panel.



The DON'Ts

- ✗ **DON'T** include essential items in the bottom 1/3 of your backdrop and pull up banners - when a booth is well attended, the important info needs to be seen above the crowd. Placing essential content higher than 3 to 4 feet.
- ✗ **DON'T** fill your backdrop and banners full of information. If offerings change too many details could stale date your booth and your detailed points can be presented by booth staff. Your entire message should take 3 seconds or less to read and digest.
- ✗ **DON'T** use a lot of gradients throughout your design. Design trends such as gradients can go out of style and stale date your booth - keep the colour treatments bold and timeless.
- ✗ **DON'T** Use a lot of small photos. Large and impactful images will grab attention as opposed to being lost in the crowd.
- ✗ **DON'T** put chairs in your booth. While it might be tempting to give your team a place to sit, including chairs in your booth might actually detract visitors. If your team is seated, they might come across as disengaged, which can be discouraging for visitors. Instead, have your team ready to welcome visitors to your booth. If you're worried about tired feet, schedule shifts so that everyone gets a break.

Consumer Show Checklist

Make Sure Your Brand Stands Out In The Community

Use the following checklist as a guide for tasks and touch points throughout your Consumer Event planning.






Watch for the contact Think3 Creative icon
These are areas where we specialize - we are here to help!



Digital Checklist


Pre-Event

- Update your Google Business Profile with event details
- Update your website with event details
-  Design branded event posts for Instagram & Facebook
- Create social media schedule for event promotion
-  Design an e-newsletter with details of the event and send it to your client database
- Create a #hashtag for the event and include it with the event posting
- Set-Up online registration if hosting a private event vs. trade show
-  Develop an online Ad for the promotion of the event

During

- Take photos of booth set-up/products/ staff etc., and share on social media (Instagram Stories / Reels)
- Do live stories at the event

Post-Event

- Create and post a Reel of the event (Instagram)
-  Create and send out e-communication to leads obtained from the event
- Post winners of any prizes (if applicable)
- Follow other businesses attending consumer event

92% of attendees

visit a trade show to learn about new and exciting products and services.*

* Source: Spingo




81% of exhibitors

use email to follow-up with leads from a trade show.*

* Source: Display Wizard

Have Questions?

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