

STALL HOLDER TIPS AND TRICKS

HINTS AND TIPS

- Consider the following when designing your exhibit.
- First impressions are vital, and you must capture visitor attention within the first few seconds of them reaching your site
- Use props and signage that are professionally designed to stand out among others
- Shoddy and cheap displays discourage interest
- Your exhibit must encourage participation and interaction to have people stop, look and listen
- Sight, sound, touch, light, and colour (in moderation) attract attention, overuse or excess destroys interest
- There should be space for visitors to interact with your product, a small, cluttered site discourages entry
- Presentation materials should not act as barriers to entry to your site
- Your message should be obvious, clear, and understandable