



## How to Design an Immersive In-Booth Visitor Experience

By Jefferson Davis, *Competitive Edge*

One of the most important questions you can ask in planning your exhibit is, “*Who is our ideal visitor and what do you want them to experience, remember and do?*”

A crystal clear answer to this question will help you create a unique and compelling exhibit experience that attracts more of the right attendees. An experience that helps your company, products and services stand out from the crowd, more effectively communicate your messaging and increase visitor recall.

There are basically two types of exhibits: static and interactive. A static exhibit does not fully immerse or engage the visitor. An interactive exhibit immerses visitors in a multi-sensory experience. The more a visitor can see, hear, touch and interact with your product or services the more impact it will have.

Exhibit Surveys, an independent tradeshow and event research firm, found that 69% of attendees rate product demonstrations and stage/theatre presentations as a key factor in influencing exhibit memorability and recall.

Here are six tips to help you create a successful live presentation or demonstration:

- 1) Develop content relevant to your target audience—think about who your target audience is, what their top-of-mind concerns and priorities are, and how your product/service addresses those needs.
- 2) Be creative—the creative approach should match your audience’s taste and your company’s brand.
- 3) Remember the message—the creative concepts used should always further your key messages and never obscure them.
- 4) Show, tell, prove and get them to participating in any way possible by pushing buttons, holding things, answering questions, seeing before and after images or anything else you can think of.
- 5) Keep it short—7 minutes or less. Give them the buzz not every detail.
- 6) Have a strong call to action and pull through to the rest of the booth



**Jefferson Davis, President of Competitive Edge** is North America’s leading exhibiting productivity expert. Since 1991, his results-focused, process-based approach to addressing critical exhibiting success factors has helped clients generate over \$800 million in combined exhibiting results. Jefferson provides highly-intensive exhibit consulting and staff training services guaranteed to deliver results. For a no-obligation discovery meeting, [schedule a 30 minute meeting here](#).