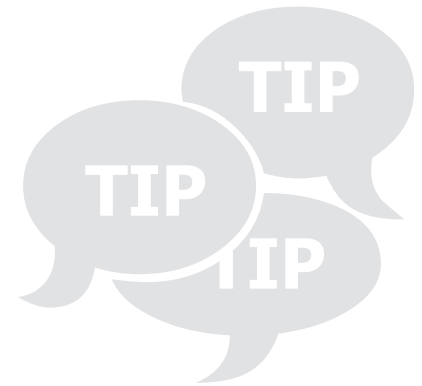


## Exhibit Booth Location

The location on the show floor of your booth has a real impact on your exposure – near the back and on the far side of the hall is rarely a desired location. If you sign up late, this is often where you will be placed – so once you know you want to exhibit at a show, sign up, review the show floor plan, and get your booth space request in early.

Here are a few considerations when choosing your booth location:

- ▶ What is your objective at the show? If quality time with each visitor is more important than volume of visitors, then it would be best not to be right at the entrance to the floor.
- ▶ What is your booth configuration? The size and configuration of your booth will play a factor in the location you pick.
- ▶ Know where your competitors are! If in your floor plan review you can tell where your direct competitors are positioned, decide whether you want to be near them, or distance yourself.
- ▶ Who will your neighbors be? When possible consider who will be next to you and not only what type of business they are, but when possible, what size and will they be offering presentations. It is never fun to compete with a sound system.



### **WHAT TO AVOID in the Trade Show Hall When Considering Your Placement:**

- Dead-end aisles
- Loading dock access
- Restrooms
- Obstacles (columns, pillars, fire equipment, etc.)
- Adjacent to a stage (that sound system thing)