



Blue Water Promotions is highly motivated by you getting the ultimate return on your investment of time and money. We believe your booth should be inviting and approachable. Here are some general guidelines to follow, in order of importance:

- *Make sure you have a sufficient quantity of business cards, literature, and brochures.
- *On the floor, use painter's tape to set up the outline of your booth space. Set up a mock booth display, experiment with various set ups to see what works best.
- *Be prepared to engage people walking through the event. Welcome comments, suggestions; seek input. Initiate the conversation.
- *Have a visual attention grabber, or 'wow factor' in your booth. Be creative.
- *Network with other exhibitors at the event. Those relationships could lead to a continual source of revenue by connecting your product or service to new customers.
- *If applicable, bring samples of your products. Product sampling is proven to be highly effective for piquing interest.
- *Inform people of your product's features and benefits. Show how your product was made. For services, explaining the process and the effectiveness is recommended. Be prepared to effectively and succinctly tell your story.
- *Allowing people easy access to your booth will be more inviting. A space with too many display items will be less effective.
- *It is beneficial that your booth space allows people to walk in or thru the space. This is not an absolute, but does apply particularly for exhibitors who are retailing from the event.
- *If retailing, present/promote your hottest sellers. Space is limited, so you want to present the very best. For cash and carry, make it easy for the consumer; avoid items too bulky or large to carry by hand. There are exceptions, of course, for furniture and some large home décor items.
- *While the aisles are carpeted, your booth space will not be. Floor covering isn't required, but it does dress up the space. Even a carpet remnant works quite well. The dimension of your booth space will be 8' x 10' or 10' by 10'.
- *Color and contrast will visually accent your booth space. Use color to grab attention. Also take into consideration the color of the aisle carpet and drapes at the event.

For more booth space ideas and/or questions [email](#) Andrew MacDonald.