



Make Your Booth Stand Out

Booth Design

The first thing an attendee sees is the appearance of your booth.

- Have a welcoming booth design
- Incorporate your own products into your displays in an original way
- Be creative with your booth design to stand out from others
- Use welcoming colors to draw attention to your booth and set your exhibits' mood
- Hand out giveaways that represent your brand
- Humor can create a positive vibe around your booth
- Make sure attendees immediately understand what your company offers through booth design and signage

Draw a Crowd

Once your booth is set-up and inviting, it's time to draw a crowd. Drawing a crowd is one way to make your booth stand out! It's human nature to want to be where the action is.

- Prize drawings and contests
- Promotional giveaways
- Demonstrations
- Inviting a celebrity who is aligned with your brand
- Don't forget a smile and good eye contact go a long way in attracting people from the aisle to your booth

Engage Attendees

Make sure your booth is always staffed with knowledgeable team members. Since attendees are the ones who are interested in buying or learning more about your product, it is important to keep them informed and interested. Attendees state their #1 reason for coming to Vegas for MJBizCon is to meet with exhibitors like YOU!

- Literature with pictures
- Business Cards/Contact information
- Make sure to be engaged and not on your cell phone or laptops
- Make sure to step away from your booth to eat
- Set the tone of what you would like your staff to wear – matching shirts with company logo, name tags. Presentation is vital to looking professional.