

INTERMEDIATE

Do you get my point?

Hiro tells Johnson he doesn't like the way the products are displayed.

He suggests some changes.

Hiro : I don't like the new laptop there.

Johnson: Why no?

Hiro : I think it should be here -- in front.

Johnson: Why?

Hiro : Because.

Johnson: Because why?

Hiro : Because always put the new products in front.

Johnson: We? You mean people from the home office?

Hiro : Yes, and you should do the same.

Johnson: But this market is different. Do you get my point?

Hiro : Yes, I see what you mean?

Vocabulary	Meaning
emphasize	to highlight the importance of something specific
evoke	to call to mind
likely	probable
literature	written art
memorable	important, should be remembered
metal	an element that forms a base by combining with oxygen, is usually hard and heavy.
passive	not active
possible	can be done
service	work done for the benefit of another
convey	to move something or communicate a message
audience	the people who gather to see or hear a concert, play, speech or other performance.
attention	mental focus; concentration

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Visual Concepts

- Try to design a booth that is memorable and evokes emotion from the event attendees. Give a full experience, not a passive sales pitch.
- Focus on your target audience and design your booth to appeal to them. Make it clear what product or service you are offering.
- Take advantage of the back walls of trade show displays to wash your booth in a color that sets the mood.
- Limit the main colors to three or less; the same applies to textures used in your booth such as brushed metal, matte vinyl, and clear acrylic.
- Even if your booth is small, be sure to light it adequately especially for a large trade show. Without light, exhibits suffer in an expo hall.
- Use multimedia (animation, video, audio and interactive kiosks) for attention grabbing impact.

Graphic Design

- Use graphics from your products or marketing literature for your trade show booth design. It will help create a consistent branding image.
- For smaller displays, emphasize one strong point. Use a larger display if you need to convey more information.

Text Layout

- Make sure your text is large enough to be read from a distance.
- Place text in the upper half of your display design, so people standing in front of the booth won't block it.
- Don't place text over textured backgrounds that make it difficult to read.

Promotional Items

- Giveaway gifts should pertain to your business and appeal to the target market, imprint them with your company's logo and contact information.
- If possible hand out useful, high quality gifts—they're more memorable and more likely to be used after the show.
- Choose a trade show gift that you can keep giving after the event, in case you have some left over.
- Make sure you have plenty of business cards. More are handed out at a tradeshow than any other item.