

# Optimizing Smaller Booth Spaces

How to meet attendee expectations  
and achieve exhibit goals.

Freeman<sup>1</sup>

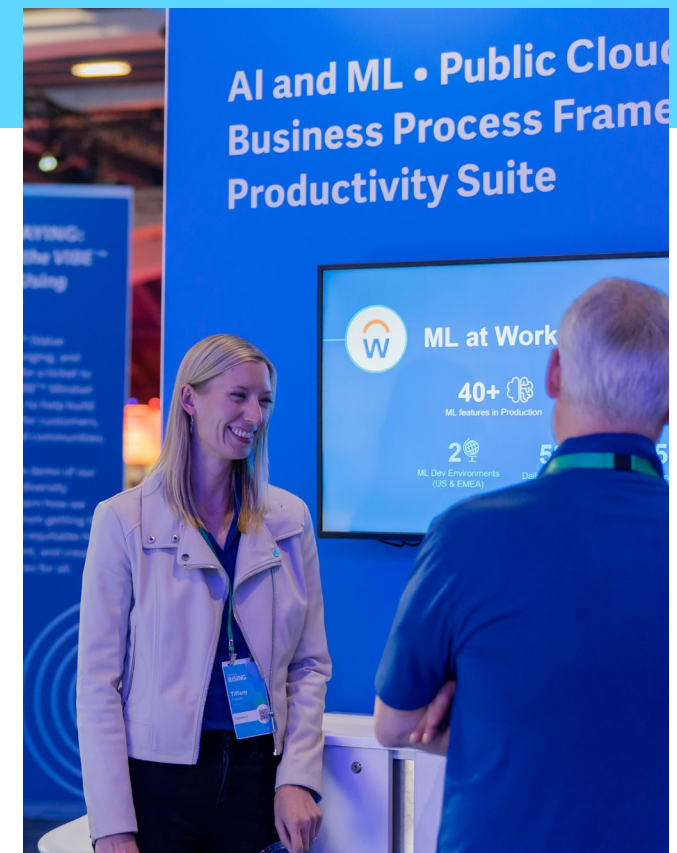
Visit us at [freeman.com](https://freeman.com) © 2024 Freeman. All Rights Reserved.

# Big ideas that fit any size exhibit

Layout and design play key roles in creating a memorable booth experience. But size doesn't have to. Align your objectives with your attendees' needs, and you can have a successful exhibit no matter the size.

The purpose of your booth, the types of conversations you have, the attendee experience — these are all examples of what will impact the success of your booth more than size.

To help you get bigger results (and generate quality leads) from smaller booth spaces, our experts created this collection of tips and best practices based on your goals and today's attendee expectations.



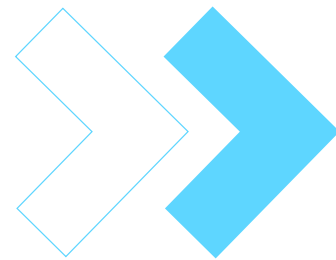
If your goal is to

## Showcase new or existing products

### Use your booth to put products in the spotlight

- Include your product's size and weight when determining display type, shelving, and space.
- Make sure your booth includes lighting that puts your product(s) in the spotlight.
- Leave enough space around your product(s) to showcase them and to sell on the spot.
- Launching and/or displaying a high-value product? Hire security.

**FYI TIP** Attendees prefer to discover new products in person via samples and demos versus online.



Type of product	Product example	How to display
Large, heavy product	Machinery or heavy equipment	Install a pedestal with open space for attendees to walk around product.
Small to medium products	Consumer goods	Build shelving or a wall case into your exhibit structure.
Smaller products	Jewelry	Add display cases with lighting to enhance products and make them sparkle.



If your goal is to

## Promote and grow your brand

### Use your booth space to engage long term

- Include at least one meeting space (or pair of chairs) to meet with prospects.
- Train your booth team or use an event tech solution to track quality leads.
- Showcase your products with AV that draws attention and encourages interaction (refer to the previous section for additional showcasing tips).

**FYI TIP** Attendees are drawn to hands-on demos and giveaways (think sustainable).



#### Type of engagement

#### How to set up

##### Demo

Plan for AV (lighting, microphones, speakers, etc.), counter space, and an area where attendees can gather to watch or participate in product demos.

##### Gaming

Turn your booth into an interactive experience with games or use technology such as an app or QR codes.

##### Swag

Look for functional giveaways that are more environmentally friendly such as reusable water bottles or recycled tote bags.

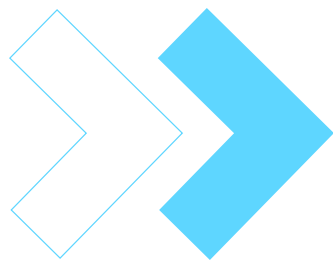
If your goal is to

## Network and make meaningful connections

### Use your booth space to identify potential partners and learn about their pain points

- Plan for various types of meetings depending on attendee needs — small groups, semi-private, private, one-on-one.
- Include furniture that supports the kinds of conversations you intend to have with booth visitors.
- Plan for AV and event tech needs to present your brand and expertise.

**FYI TIP** Attendees prefer topic-specific and personal-interest meet-up opportunities over speed meetups.



Types of interaction	How to make room
<b>Formal meetings</b>	Add a semi-private meeting space with office furniture.
<b>One-on-one conversations</b>	Include a private meeting space or add dividers to create semi-private spaces.
<b>Longer, casual conversations</b>	Bring in softer furniture to add comfort and add greenery to make the environment feel more soothing.
<b>Small groups</b>	Include table and seating for educational conversations.



If your goal is to

## Educate through thought leadership

Use your booth space to showcase your brand's value proposition

- Align the type of presentation and length with the appropriate furniture.
- Determine your AV needs based on the types of presentations (looping video, sound, speaker/expert presentation).
- Include a private or semi-private meeting space for those partners who want a more personalized connection.

**FYI TIP** Attendees appreciate informal networking areas as well as after-hour events.



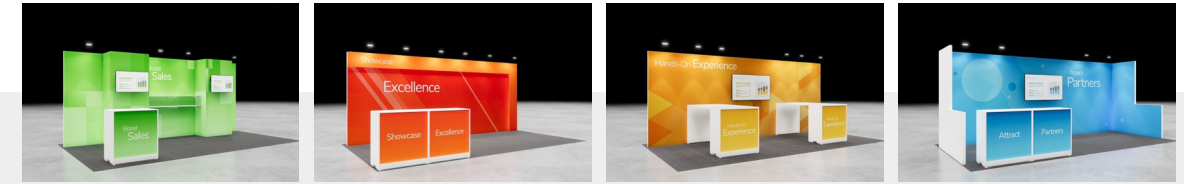
Optimizing Smaller Booth Spaces

Type of presentation	How to share info
Speaking presentation	Include seating options such as ottomans, benches, or chairs. Use larger screens for viewing and a microphone to break through show floor activity.
Personal demos (1:1 or 1:2)	Add a stand-alone table or one built into your exhibit structure with seating and a screen that's visible.
Quick or self-serve demos	Incorporate a touch screen that's built into your exhibit versus a kiosk.

# Find the booth that's best for you

When it comes to picking the right kind of booth, you've got options. Choose from ready-to-go rentals to exhibits with more customized elements.

For a quick overview, check out this chart to find the right booth designed to help you meet your event goals.



	<b>Showcase products</b>	<b>Promote brand experience</b>	<b>Networking</b>	<b>Education/Thought leadership</b>
Rental sizes	10x20 - 20x20	10x10 - 10x20	10x20 - 20x20	10x20 - 20x20
<b>Semi-private meetings</b>	✓		✓	✓
<b>Casual seated conversations</b>		✓		✓
<b>Product demos</b>	✓	✓		
<b>Large format graphic branding</b>	✓	✓	✓	✓
<b>Storage space</b>	✓		✓	✓
<b>Group presentations</b>		✓		✓
<b>Individual presentations</b>	✓		✓	✓

# Booth truth

Space shouldn't limit your booth's big opportunities

With the right setup, focused content, and knowledgeable team, your exhibit will be optimized to create a long-term connection between your brand and attendees, whether you have a little space or a lot.



## Ready to design a small exhibit with a big payoff?

Let's chat

Freeman<sup>1</sup>

© 2024 Freeman. All Rights Reserved.

