

3 Ways to Ensure Your Exhibit Experience Is Lit



Ideas to Take Your Booth from Basic to Brilliant

Creating an irresistible exhibit experience involves mastering the art of audio visual (AV) and learning how to apply the latest and greatest techniques. In this guide, we'll explore three key areas: LED, lighting, and audio.

Our experts weigh in with ideas and best practices to help you transform your booth into a showstopper that engages visitors, achieves business goals, and maximizes your exhibit investment.





LED: Engaging Visual Experiences

In today's screen-dominated world, brands are competing for attention. The impact of LED displays can set your booth apart visually and create a more immersive experience.

Whether you opt for large LED panels or smaller screens, these multimedia marvels can significantly enhance attendee engagement. And they're more affordable and accessible than you think.

Here's how to make the most of LED displays:

Think Big. Think Small. Think Smart: Choose LED panels or video walls based on your booth size and goals. From grandiose multimedia spectacles to intimate presentations, LED screens come in all sizes to fit your needs.

Design Like a Producer: A well-thought-out setup ensures seamless execution and maximum impact. When designing a multimedia experience, consider the space required for equipment, verify necessary resolution and brightness levels, and keep in mind what's easiest to manage. *(Tip: A dedicated partner takes out the guesswork making each decision easier!)*

Get Interactive: Level up your experience by providing interactive videos that encourage involvement from your attendees. Try touch-screens, motion sensing tech, or provide engagement during and after the event by using QR codes.



2

Audio: Amplifying Your Message

Strategic sound can elevate your brand impact. Here's how to turn up the volume on your booth (without bringing the house down):

Harmonize: Set the mood with music that aligns with your brand, theme, and the emotional response you want to evoke in your audience.

Synchronize: Align audio and lighting cues for a multisensory experience, engaging attendees on multiple levels.

Sensorize: Utilize motion sensors to activate sound when attendees approach, grabbing their attention in a fun, effective way.





Rental Spotlight

Don't settle for less just because you're renting. These ideas can apply to any size or structure. With the right strategic direction, you can take your space from basic to brilliant.

3 Lighting: Illuminating Brilliance

Strategic lighting can transform your booth's ambiance.

Here's how to light up your space:

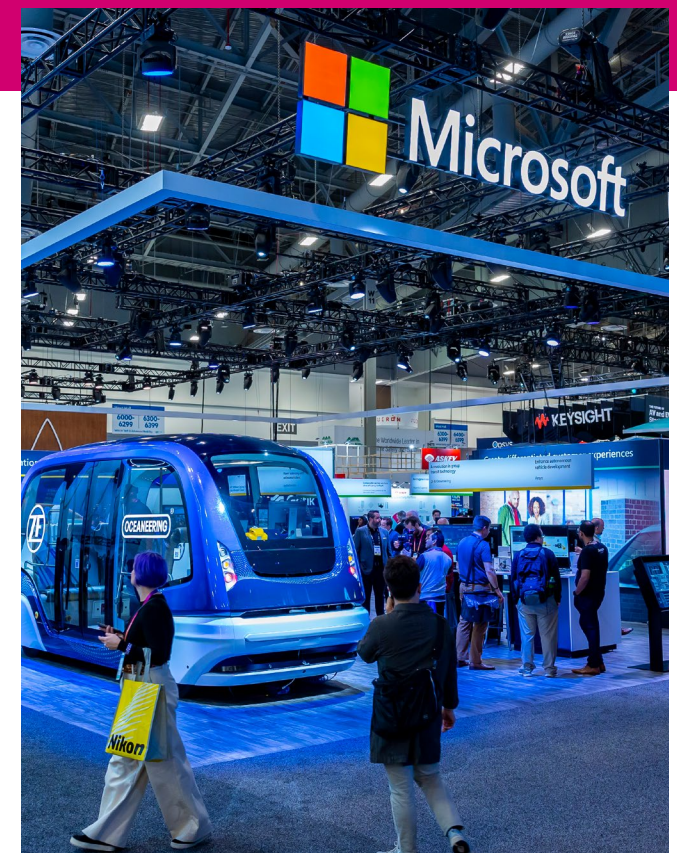
Prioritize Your Focus: Prioritize lighting needs based on your goals. Determine which areas need to shine the brightest and focus your lighting efforts there.

Brand with Light: Ensure your lighting complements your brand's colors and message, creating a cohesive visual experience.

Bright from the Ground Up: Consider lighting from below as a low-cost option that avoids rigging fees. Consult your AV partner for innovative suggestions.



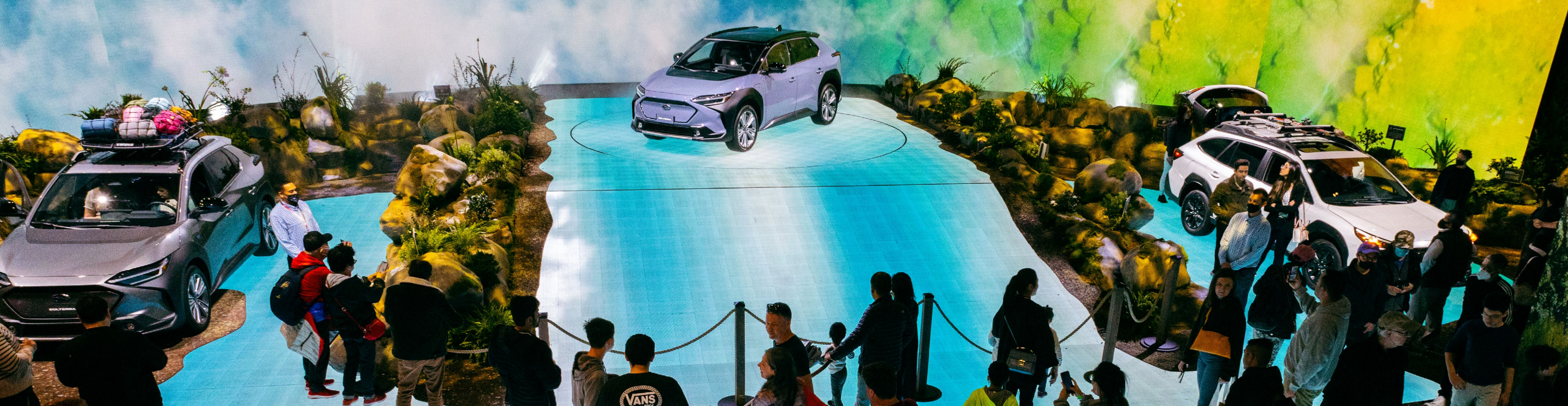
Pro Tip: Your AV team can also help you and your designers brainstorm cost-effective solutions that can help turn your lighting dreams into a visual reality.



Next Level AV –

Project the Wow!

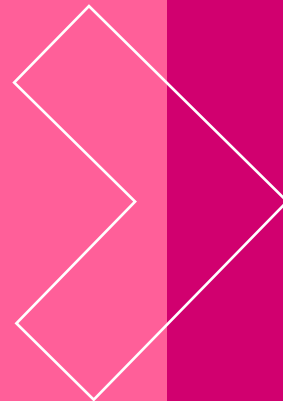
Consider incorporating projection mapping to transform various surfaces of your exhibit structure into temporary screens. This innovative approach allows you to create an ever-changing environment, displaying a variety of messages and graphics.



Making your booth work for you

Don't just showcase your products — immerse your audience in an unforgettable environment that ensures an attendee experience that's truly lit.

Need an AV partner that can help your brand capture emotions, inspire, and ensure a vibrant impression that lasts well beyond the event? We can help.



Want more?
Get smart about creating
engaging exhibits.

[Download our Ultimate Guide](#)

[Request a consultation](#)