

2026

and beyond

Seven emerging trade
show & conference
booth trends





DIFFERENT BY DESIGN

The role of the trade show booth is expanding. It is no longer just a place to display products or generate leads. It is one touchpoint within a much larger customer journey.

Today's marketing teams use events to move prospects forward, strengthen relationships, and learn directly from the market. A booth must support all three goals at once.

Recent shifts are making this clear.

- More exhibitors are hosting meetings, demos, and events around their booth presence.
- Product teams are attending shows to gather direct customer feedback.
- Sales teams are prioritizing quality conversations over sheer traffic volume.

Strategically, how are you addressing these aspects?

We are seeing a direct impact in how booths are being designed. Layouts now need to support attraction, conversation, and feedback gathering within the same footprint.

Below, we share seven ideas we believe will keep trending in 2026 and beyond.

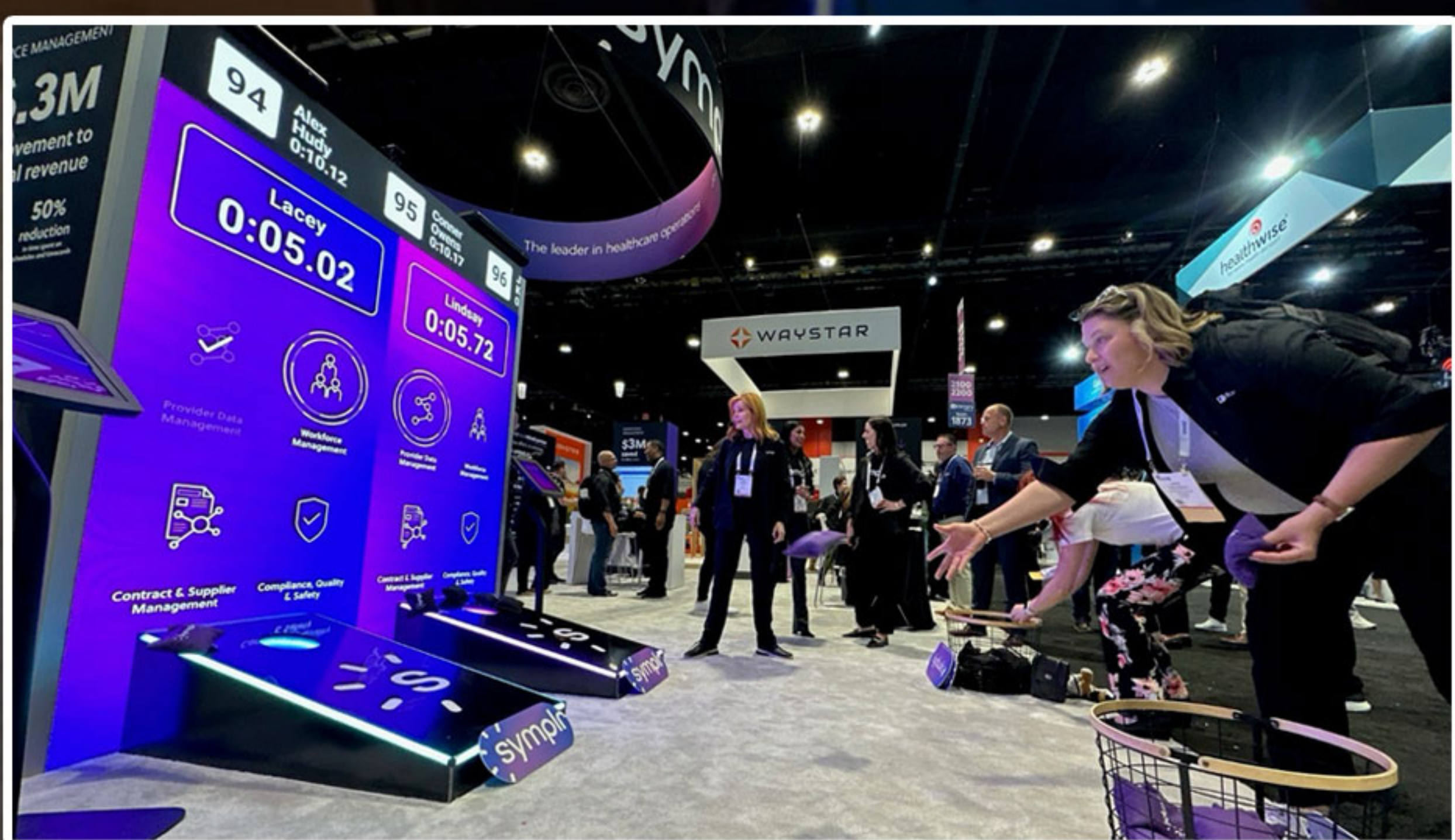
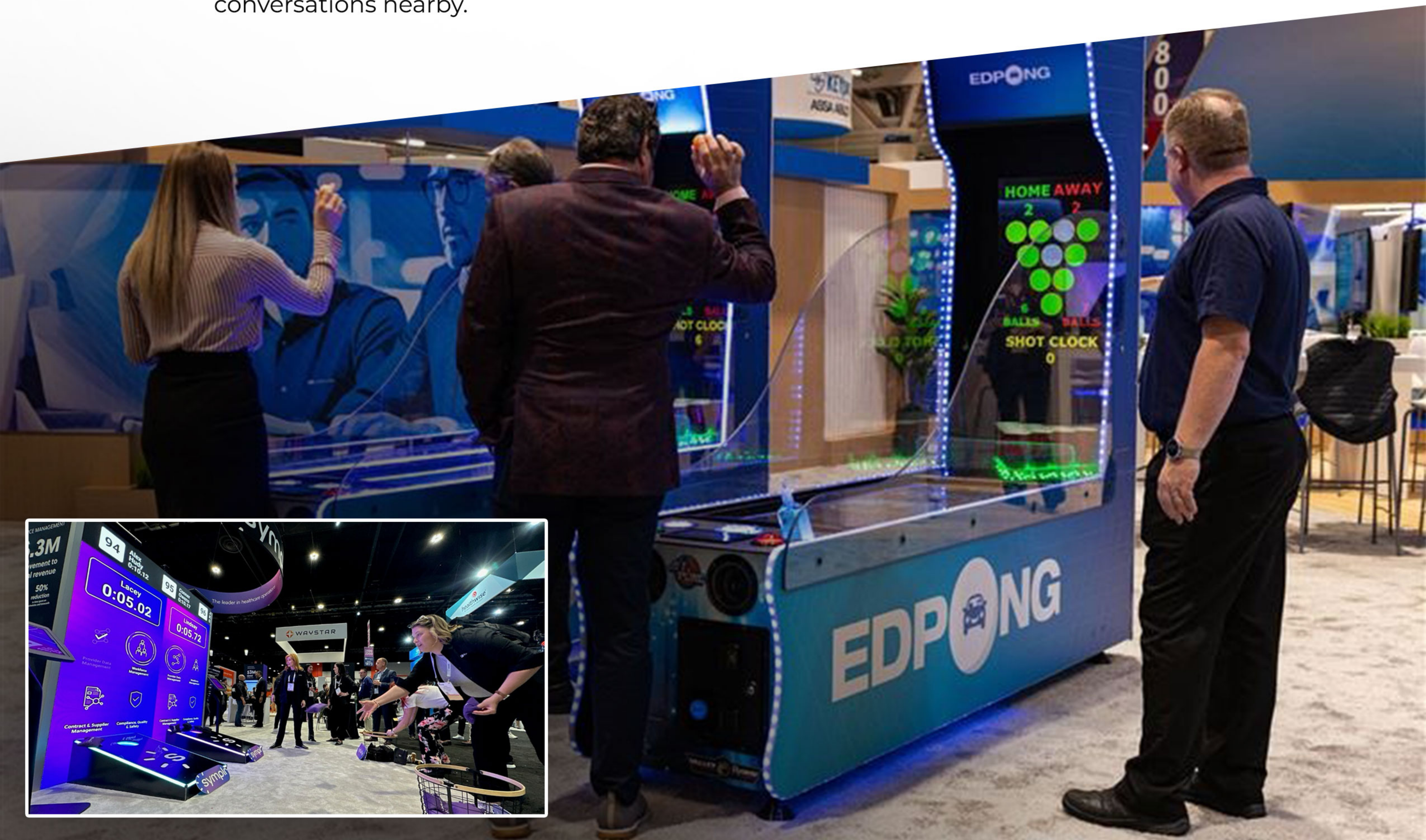
BRANDED

GAMES

Branded games are shifting from simple entertainment to guided engagement. Interactive challenges and activities can now help qualify visitors and start more meaningful conversations.

When designed thoughtfully, a game can reveal what prospects care about, how familiar they are with the product, and where they are in the buying journey. That information helps booth staff tailor their discussions in real time.

This shift is changing booth layouts by requiring dedicated activation zones that draw people in while still leaving space for follow-up conversations nearby.

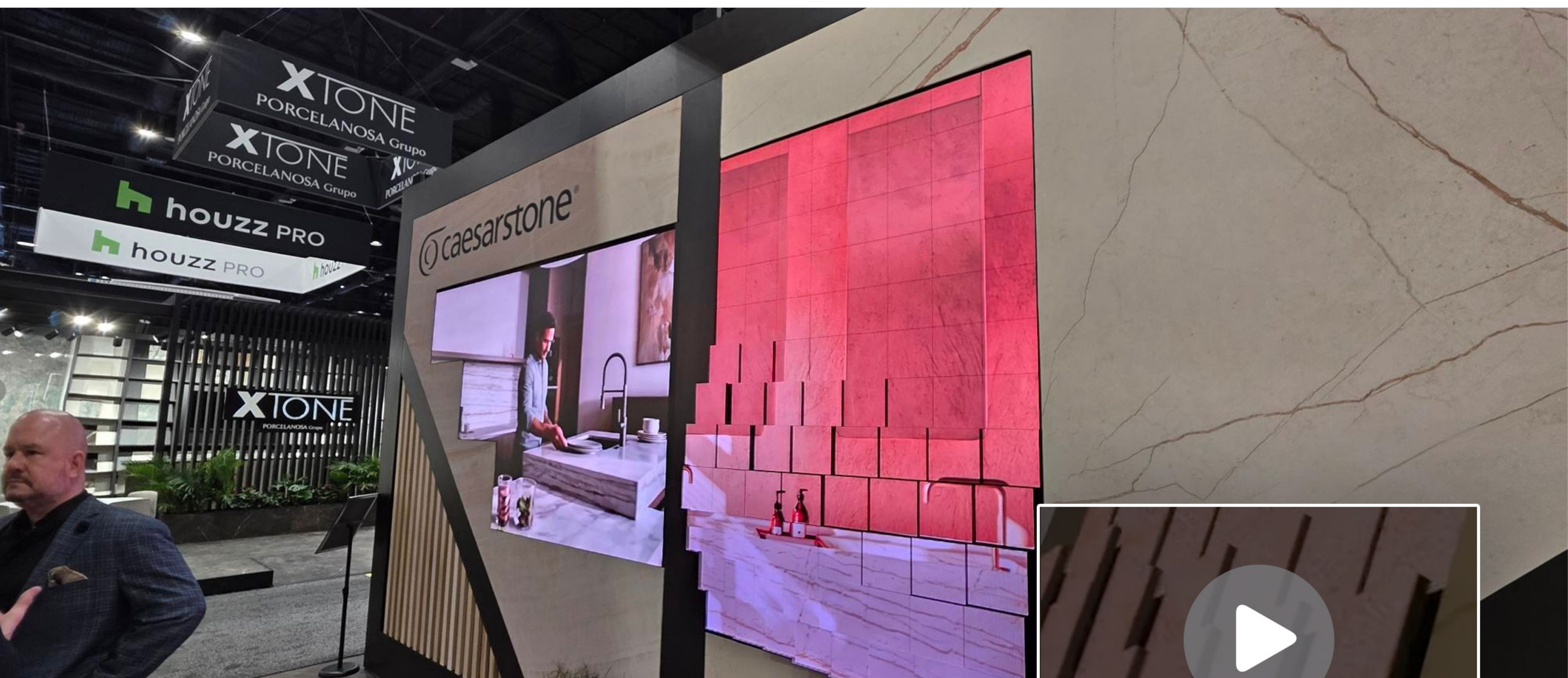


DYNAMIC USES OF LED WALLS

Dynamic LED walls are no longer just visual attractions. They are becoming flexible storytelling tools that adapt messaging throughout the show.

Teams can rotate content based on the audience, highlight different product benefits, or reinforce themes discussed in nearby meetings. This allows the booth to support multiple stages of the customer journey at once.

As a result, LED walls are increasingly integrated into structural elements, serving as both architectural features and messaging platforms that guide visitors through the space.



WATCH IT IN ACTION

KITTED SOLUTIONS

Exhibitors are attending more events across the year, each serving a different role in the customer journey. Some shows generate awareness. Others focus on deeper technical conversations.

Modular kit systems support this variety. They allow brands to adjust layouts and features depending on the show's objective while maintaining a consistent identity.

This is influencing design programs to include interchangeable meeting areas, demo counters, and open engagement zones that can be reconfigured based on show goals.



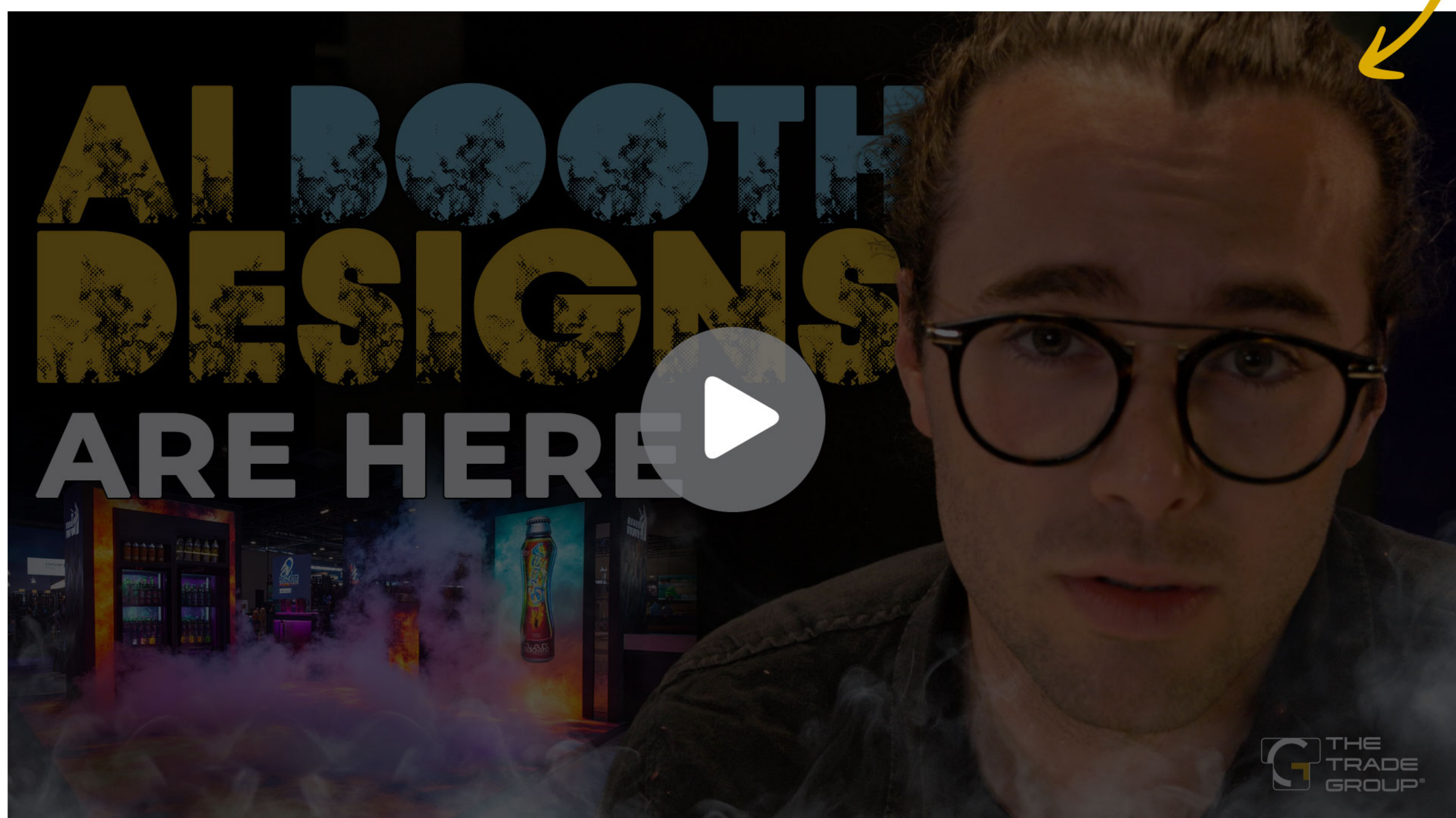
AI GENERATED DESIGNS

AI is changing how exhibit concepts are explored and refined. Design teams can quickly test multiple layout ideas based on different visitor paths, meeting needs, and engagement goals.

However, human expertise is still essential to ensure the space supports real conversations and practical workflows. AI helps teams visualize possibilities, while experienced designers shape the final environment around strategic objectives.

Watch this video for more information.

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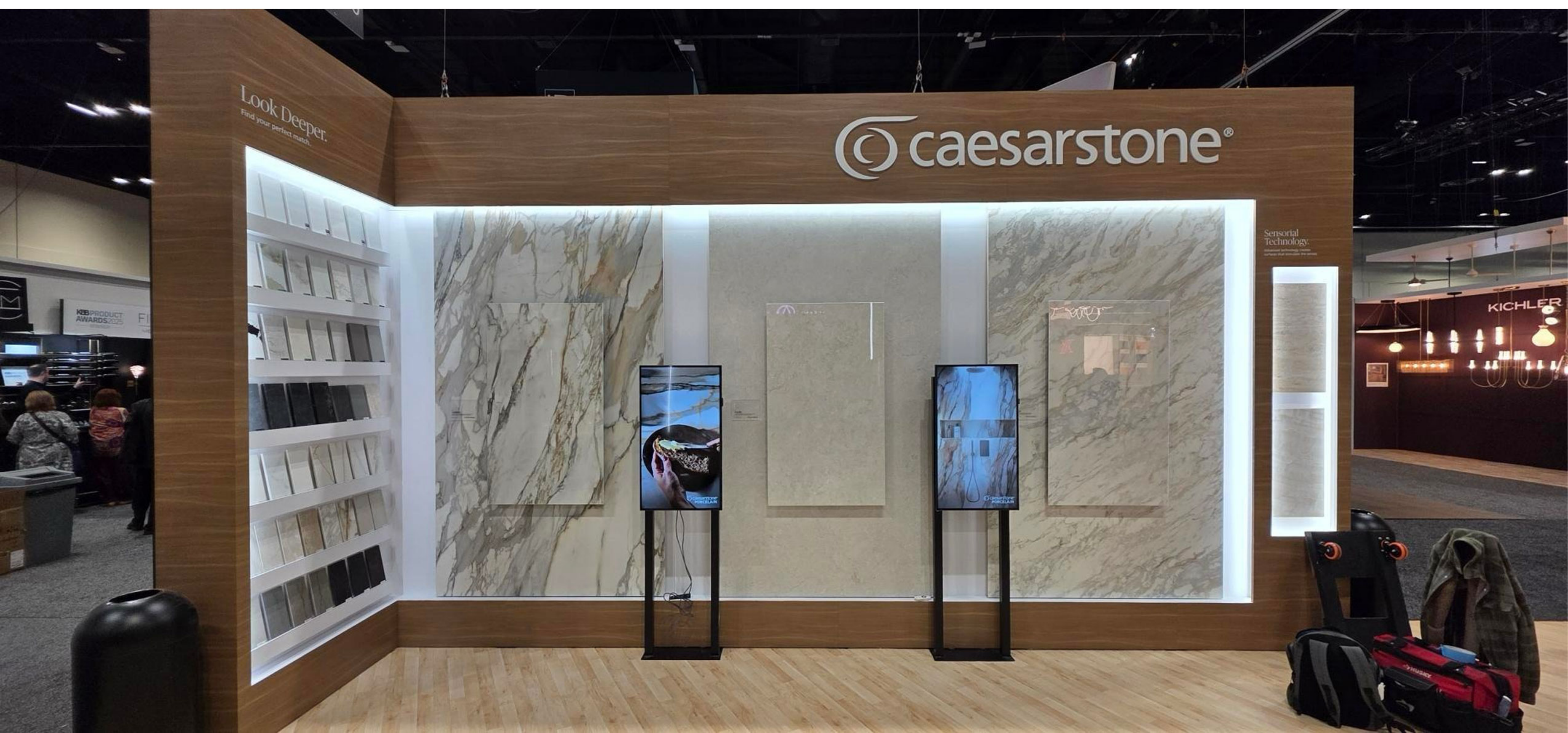


REAL-TIME SURVEY ACTIVATIONS

Many exhibitors are recognizing that the show floor is one of the best places to gather honest market feedback. Attendees are already evaluating products, comparing competitors, and sharing opinions during conversations.

Live surveys and feedback tools allow teams to capture these insights while they are still fresh. This information can inform product development, messaging adjustments, and future campaign planning.

To support this, booths are incorporating feedback kiosks, tablet stations, and semi-private discussion areas where visitors feel comfortable sharing detailed input.



CUSTOMIZED & BIG TICKET GIVEAWAYS

Giveaways are becoming more intentional. Instead of distributing large quantities of generic items, exhibitors are using select, higher-value gifts to reinforce meaningful interactions.

These items often follow substantive conversations or scheduled meetings, helping extend the relationship beyond the show floor. In this way, the giveaway becomes part of the customer journey rather than a standalone attraction.

This more strategic use of giveaways will keep growing in 2026 and beyond.



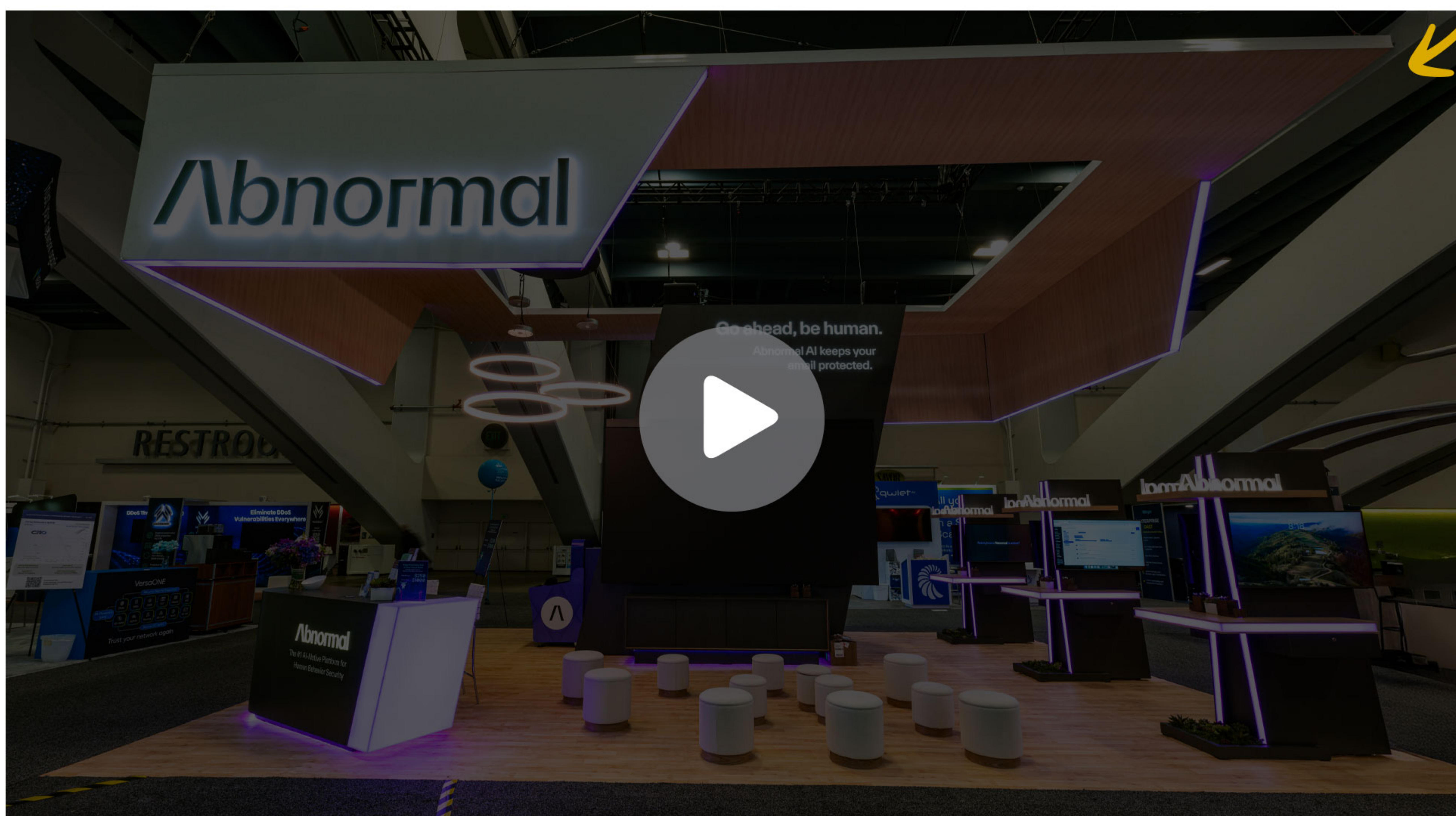
EXPERIENTIAL INTEGRATION

The booth is now one part of a broader event ecosystem. Hosted dinners, private demos, and off-site experiences are increasingly planned alongside the exhibit presence.

In this model, the booth introduces the brand and starts conversations, while surrounding experiences deepen relationships and move prospects closer to decisions. The space must therefore guide visitors toward the next touchpoint, not just serve as a destination itself.

As event programs become more integrated, this holistic approach will continue trending in 2026 and beyond.

WATCH ABNORMAL AI'S ACTIVATION AT BLACK HAT



WE CANNOT WAIT TO SEE WHAT YOU CREATE IN 2026

Whether you incorporate all seven trends into your 2026 strategy, or focus on the ones that best support your customer journey and product goals, we are excited to see how your program evolves.

**IF YOU WANT TO TALK ABOUT
YOUR NEXT EXHIBIT,
REACH OUT TO US!**

REACH OUT HERE



www.tradegroup.com



info@tradegroup.com



800-343-2005



2900 Genesis Way, Grapevine, TX 76051