FREE DOWNLOAD · TRADE SHOW BOOTH IDEAS

Booth idea shortlist and qualifying card

Pick three ideas, check each one, then print the card for every staffer.

SHOW _____ BOOTH SIZE AND TYPE _____ MAIN GOAL _____

1. Your three ideas

	Idea	What visitors see, do, learn, get	Pulls in	Rule checked	Qualifying step
1					
2					
3					

2. Can your team handle the crowd?

Hours the floor is open _____ x staff on duty _____ x conversations per staffer per hour (3, 4 or 5)

_____ = _____ conversations

If your ideas should draw more visitors than this, add staff, shorten the activity, or pick an idea that draws fewer, better visitors. About 50 sq ft per staffer: two people in a 10×10.

3. Rules to check before the show

☐ Tall pieces only in the rear half of a linear booth (4 ft limit at the front) ☐ No hanging sign unless you have a peninsula or island ☐ Sound under 85 dB at the aisle ☐ Demos and queues inside the booth ☐ Raffle approved ☐ Food and drink allowed

4. Qualifying card (cut out, one per staffer)

Before they walk away

1. What is your role in choosing this kind of solution?
2. What problem brought you to the show?
3. When do you need it solved?

☐ Note captured ☐ Meeting booked ☐ Demo booked

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Sources: AIA25 exhibitor education sheet (capacity, see-do-learn-get); IAEE Guidelines for Display Rules and Regulations, 2019. Shows adapt these rules; your exhibitor manual wins. Full guide: b2brain.com/blogs/trade-show-booth-ideas

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