

# FROM RENDERING TO REALITY

## PLANNING YOUR CUSTOM TRADE SHOW



RENDER



REALITY

At Exhibit Concepts, every custom trade booth design starts with strategy. We use an **interpretive design** approach to help brands create unforgettable experiences that not only capture attention but inspire action.



### STRATEGY & STORY

First, we'll work with you one-on-one to define your goals and the story you want to share with your audience.

- ▶ What **business outcomes** do you want to achieve? Lead generation, product showcase, customer meetings, etc.
- ▶ **Who** is your audience?
- ▶ What do you want your audience to **do, think, and feel**?

Once these questions are answered, every detail of the design becomes intentional.



### EXPERIENCE & ENGAGEMENT

Your trade show exhibit shouldn't just look great. It also needs to connect with your audience in a meaningful way.

We design experiences that:

- ▶ **Create a natural flow** that moves visitors through the exhibit
- ▶ **Highlight key moments** for education, engagement, or conversion
- ▶ **Make it easy and organic** for your sales team to connect with attendees

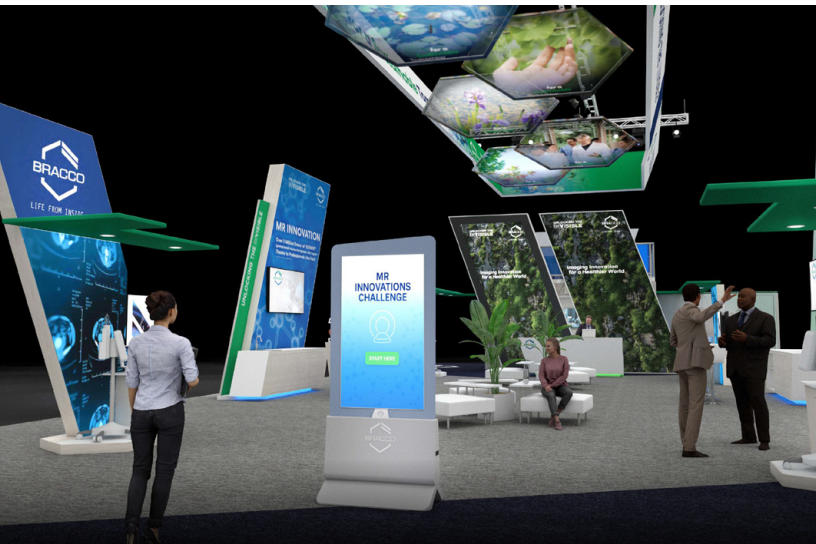


### MUSEUM-QUALITY FABRICATION

We combine strategy, storytelling, and creativity with our expertise in immersive, museum-quality builds to help you get the most out of your trade show investment.

Our team delivers:

- ▶ Expert engineering and craftsmanship
- ▶ High-quality, durable materials
- ▶ Reliable performance that withstands the wear and tear of the trade show circuit



RENDER



REALITY



### READY TO GO BEYOND THE BOOTH?

See how our team can help you get the most out of your trade show investment.

[EXHIBITCONCEPTS.COM](http://EXHIBITCONCEPTS.COM)