

As summer's heat cools to Fall, we get ready for a new round of trade shows. The easiest and most cost-effective way to update your exhibit is with a new graphic package. Here are some tips for creating effective graphics for your existing booth.

- Choose the a color scheme that reflects your corporate image and shows off your products in the best possible way.
- Select a substrate that is durable and lightweight for easy, affordable transport and storage. Rollable materials, such as Lexan, enable graphics to be packed with the exhibit.
- Create a design that communicates a clear, dynamic message and will draw visual attention to your exhibit space.
- Distill your product information into easy-to-read, bullet-pointed copy. Don't try to say too much on graphics.
- Strategically position graphics to guide traffic flow into your exhibit. Be mindful of the traffic flow patterns within the exhibition hall.
- Keep graphics, collateral and other visual elements of your presentation consistent with your corporate image and branding goals.