

PLAN YOUR WAY TO TRADESHOW SUCCESS... AT A GLANCE.

Your Booth and The Human Factors!!

Ergonomics is the study of arranging things for humans. Often exhibitors will use human interaction by design. A basic understanding of the HUMAN FACTORS will help make your demonstration more effective!

1.

SIGHT

Can the prospects see your booth, graphics or demonstration? Are your graphics, visual aids large enough? What are the different viewing angles? Is there enough light? Can you use light, sight or vision in some way to enhance your demonstration?

2.

SOUND

Besides the dull roar of background noise, words and language make up the majority of what you will hear at a trade show. Therefore, it is very important to choose your words carefully. Keep your message simple, relevant and repeat it often!

3.

TOUCH

If your product can be demonstrated by allowing your audience to use it, DO IT. Demos that utilize the hands-on approach will consistently outsell a demonstration that could have - but didn't - encourage hands-on participation.

4.

SMELL AND TASTE

If possible, leverage these two spectrums of the senses. Items like fresh brewed coffee, popcorn and cookies are always a big hit on the trade show floor.

Contact Us:
1.360.779.1962, Ext. 1006
4120 West Windmill Lane, 109
Las Vegas, NV 89139
info@steelheadproductions.com

www.steelheadproductions.com

 **STEELHEAD**
EXHIBIT EXPERTS | RENTAL SPECIALISTS

Steelhead is committed to helping event managers execute successful trade shows. Please don't hesitate to contact us for a quote.

www.steelheadproductions.com/contactus.php