

concepts to re-engage

EXPOSITION CONSIDERATIONS FOR A POST-COVID-19 WORLD

creating engaging solutions that our customers will find value in while entering this new tradeshow world

Our recommendations, continue to support our clients with their messaging and brand awareness, and assist in finding the best methods to develop engaging experiences as we all navigate through this time together.



we will

Provide resources and recommendations on possible solutions for exhibit layout, traffic flow, technology and materials to keep engagements strong, as is the need for a healthy exhibit space

Provide solutions that support current exhibit property and programs, to manage budgets

Assist our clients in strategically developing creative, engaging solutions to build confidence for guest attendance

Stay involved so we can continue to monitor and provide our clients with recommendations based on regulations governed by the local health department, show management, and venue

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1

the
space

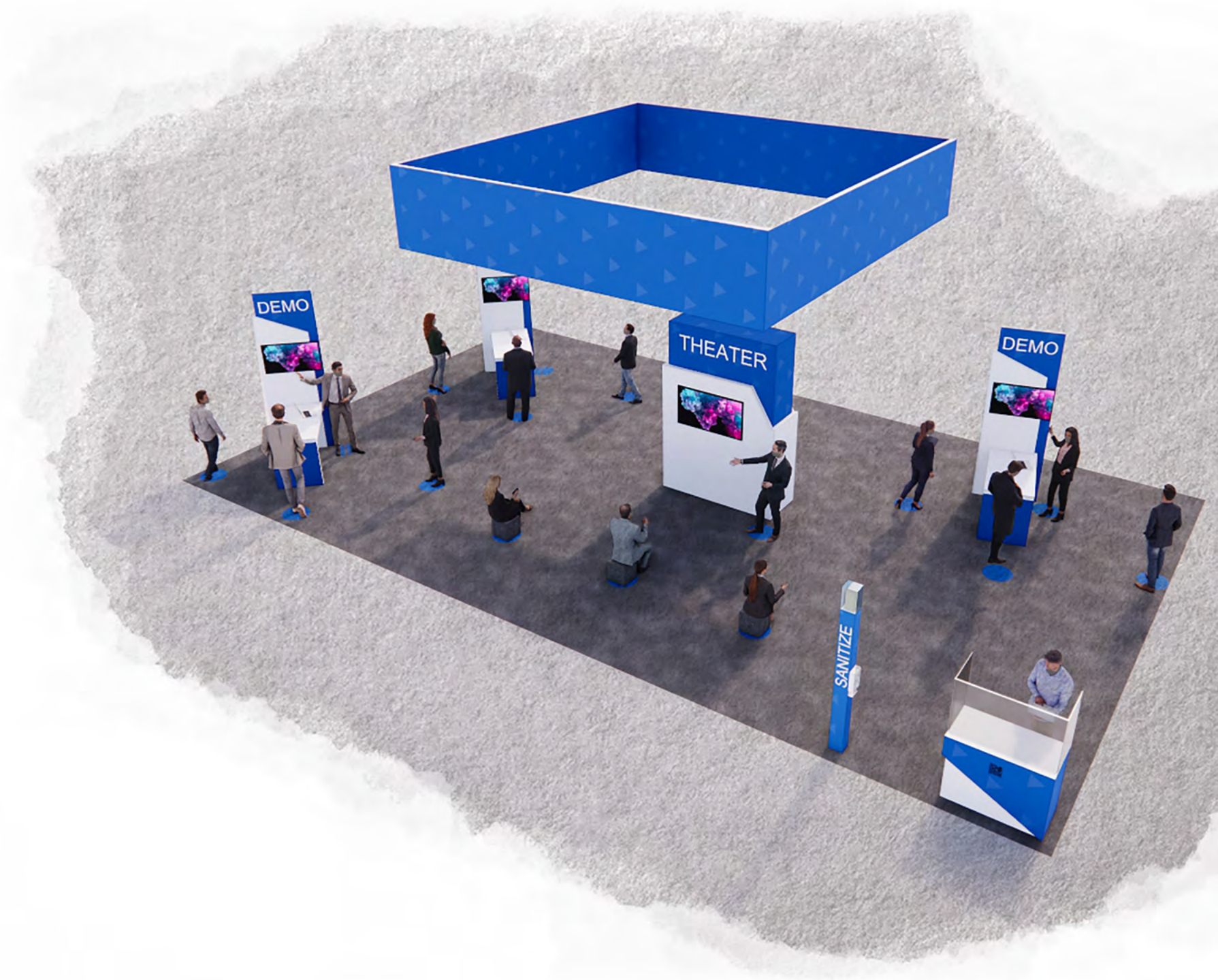
the space

Set up the space to still retain the journey while providing a visual guidance to easily understand the path and encourage social distancing

Designated and controlled entrance and exit points into booth

Use of floor decals for direction (with smaller attendance)

Use of stanchions for entry control



the visit

The space should visually provide an easily understandable flow through the booth and encourage the attendee experience

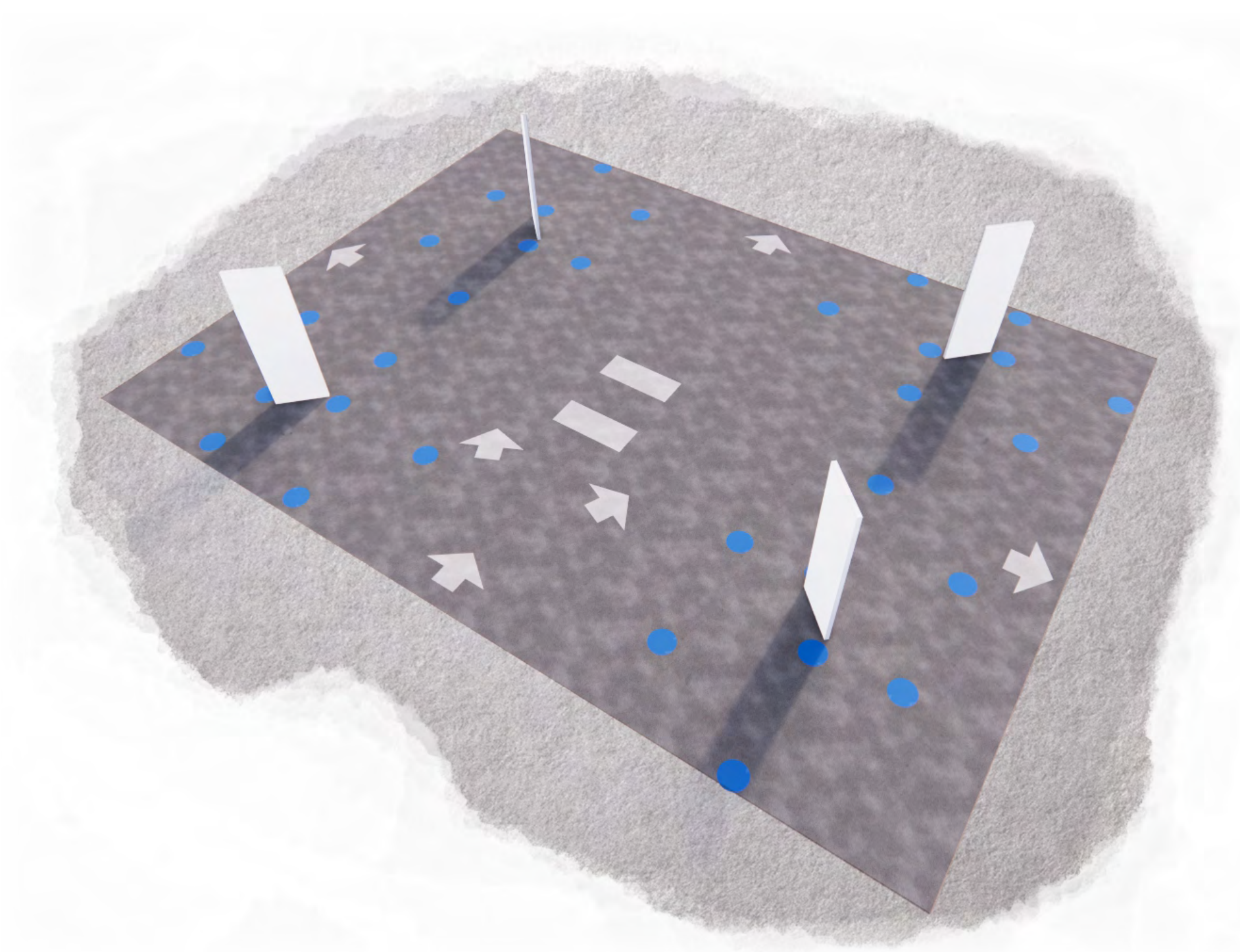
Set meetings / tours of the booth in advance – provide targeted attendees with meeting option in advance and time slot to get the most of time/visit

Carpet color change to show directional flow through space

Signage to gently remind attendees of social distancing throughout booth

Inlays around product or demos designating area required for social distancing

Use of dividers, greenery to guide flow through booth



the property

The property adaptations and suggestions also help maintain the flexibility with your current design and budget

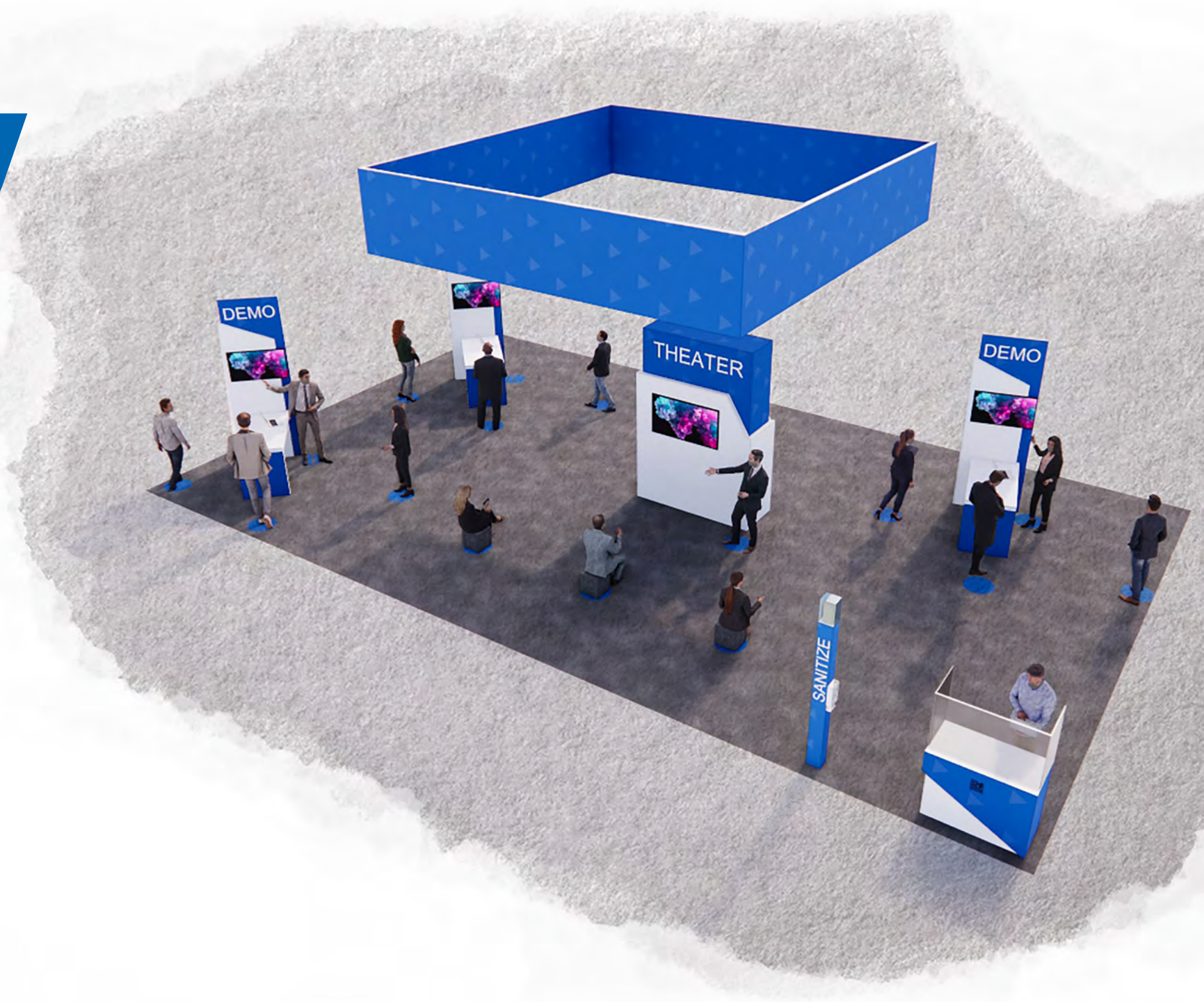
Solutions suggested are adaptable to current exhibit properties with the addition of minor adjustments to allow greater viewing and distancing

Semi-private meeting space with high clear /frosted acrylic walls

Meeting rooms with no ceilings

Eliminate soft furnishings and casual seating areas, to prevent prolonged time in the booth

Safe-distancing placement of stools for theater or demonstrations (if any furniture is needed) Use of stools covered in vinyl allows for easy disinfecting between demonstrations.



the engagement

Technology will continue to play a role in tradeshows and may become more mainstream as touchless areas will be preferred

Large LED wall for impactful story-telling

Gesture technology wall, motion sensing

QR/Barcodes on personal hand-held devices for sharing content, product information or business card exchange

Second screen, raised to allow demonstrations that provide more viewing opportunities by attendees

Hybrid conference rooms with capability for virtual meetings



2

the
concepts

demo display

Large monitor above to allow for more attendees to see the demonstration at a distance

QR code for non-touch product downloads

Presentation developed for gesture technology

6' radius from demonstrator indicated with social distancing circles inlaid into carpet

Secondary monitor on the back of the display for product graphic or additional display mirroring the demonstration



meeting room

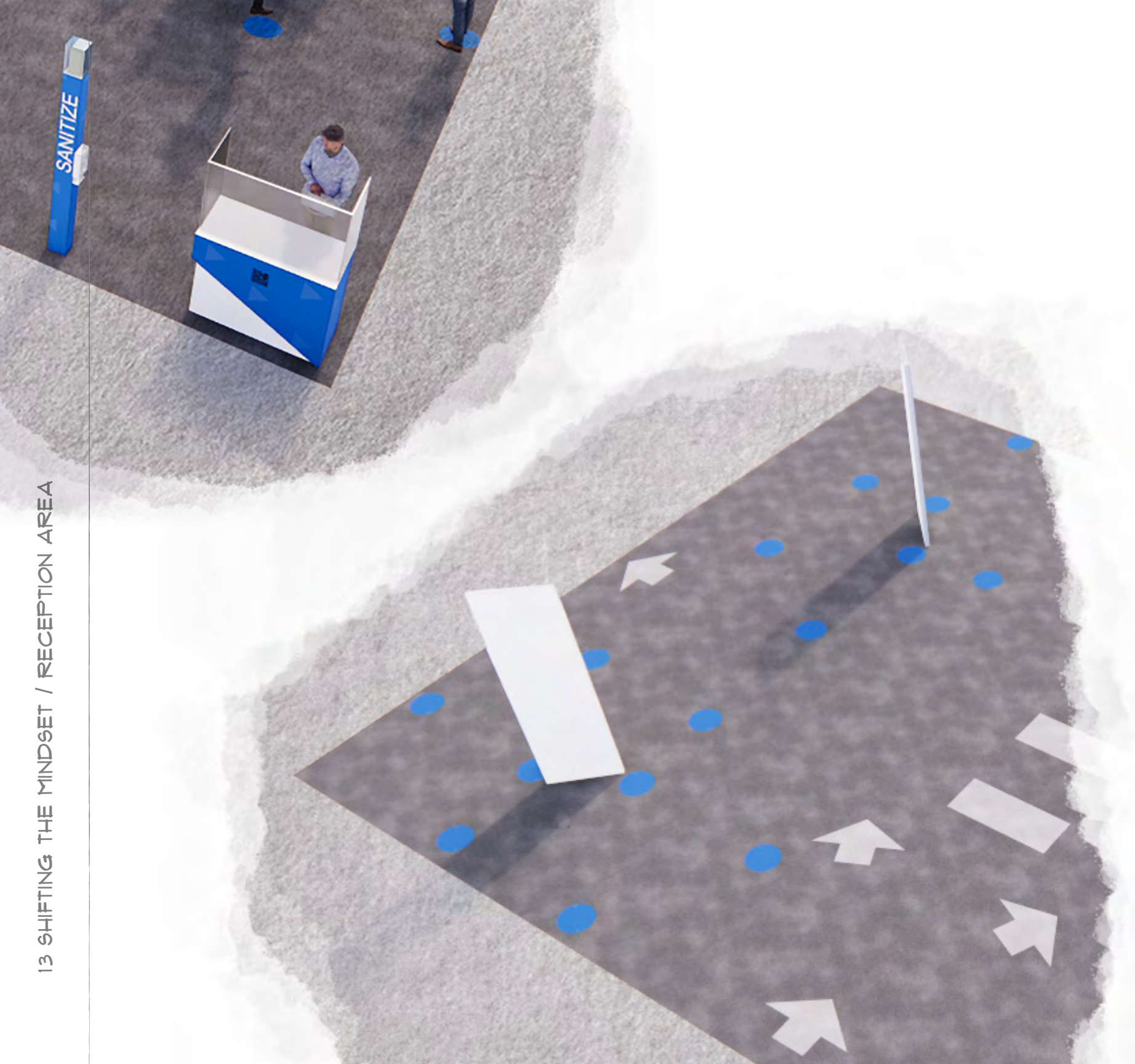
Large monitor for presentations

Seating limited and spaced for social distancing

Technology in meeting room can also accommodate a virtual meeting for those unable to attend

Large graphics for product information





reception area

Clearly marked flow of traffic into the booth and exit – best for enclosed booth, peninsula or inline to manage guidance

QR code on reception counter for business card capture or downloading company information

Reception counter with acrylic panel attached

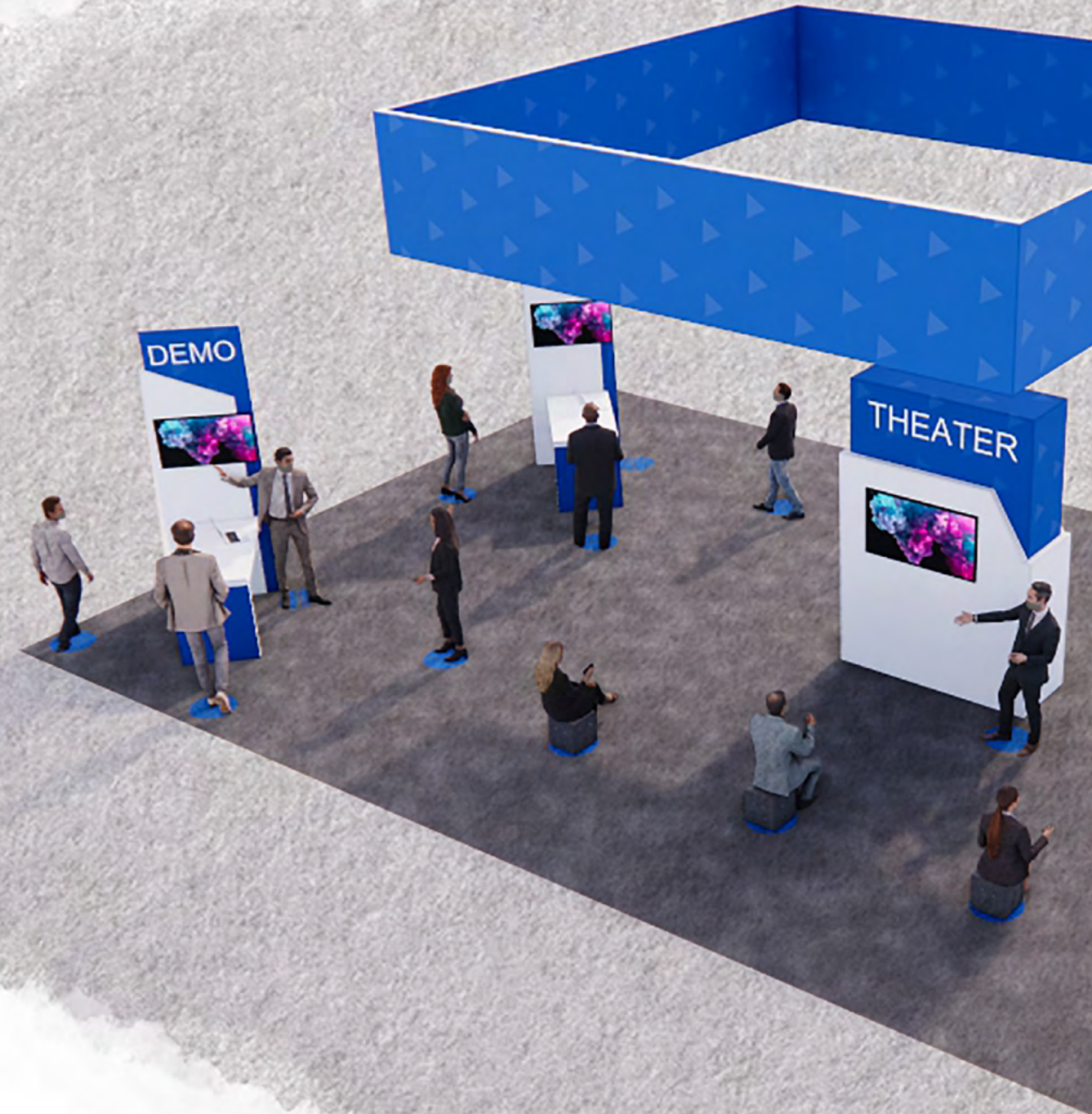
Hand sanitizer stations at entry and exit

presentation area

Safe-distancing placement of stools for theater or demonstrations
(if any furniture is needed)

Use of stools covered in vinyl allows for easy disinfecting
between demonstrations.

Seating cubes designed for one-person only seating
(no lounge furniture)



3

the
materials,
furniture, &
accessories

DISINFECTANT MATS

ACRYLIC WALLS/SHIELDS
THAT ARE REPLACEABLE

ELIMINATE SOFT FURNISHINGS
TO AVOID PROLONGED TIME
IN BOOTH SPACE, SINGLE
SEATING ONLY

USE OF HARD SURFACES
(LAMINATE, PLASTIC, ACRYLIC)
THAT ARE EASIER TO WIPE DOWN

USE OF HEDGES FOR
SEMI-PRIVATE OPEN AIR
CONVERSATIONS



4

the
giveaways

giveaway recommendations

Pre-packaged or wrapped: sanitizer spray, contactless door opener, pens, keychains, face masks, lip balm, mints.

Packaged sanitized hand wipes, or hand sanitizer to give out

Send promo items in advance to targeted attendees or those that can't attend

Send follow up package of swag to those that attended



5

other
considerations

other recommendations

Greeters to explain the new safety protocols

Booth staff to have packaged hand-wipes to use or give to attendees as leaving booth

Hiring standby to be wiping /sanitizing

Less booth staff needed if more meetings are set in advance



