

# Booth Design Checklist

## Step-by-Step Planning

### 1. Understand Your Space

- Confirm booth size and exact dimensions
- Ensure all elements fit within your footprint (no aisle use)
- Plan layout based on booth type (5x10, 10x10, corner, etc.)

### 2. Build Your Foundation (Walls & Floors)

- Decide on hard walls or upgraded draping
- Design your back wall as your main brand feature
- Add flooring (carpet, rug, or modular) for a polished look
- Keep all elements clean, finished, and within height limits

### 3. Plan Your Layout

- Create a clear, open entrance
- Map customer flow (entry, browsing, checkout)
- Ensure space for multiple visitors
- Include small storage space within your booth setup if possible
- Position yourself without blocking the experience

### 4. Design Your Lighting

- Order electrical and plan outlet access
- Use multiple light sources (ambient + task)
- Light key products evenly (no shadows)
- Choose a consistent lighting tone (warm, cool, neutral)

### 5. Use Vertical Space

- Add shelving, risers, or hanging elements
- Place signage above eye level
- Build layers from table to upper focal points
- Avoid overcrowding – keep displays clear and intentional

### 6. Apply Branding & Signage

- Display logo and brand clearly
- Communicate what you sell at a glance
- Use consistent colours and materials
- Ensure signage is professional (no handwritten signs)
- Label and price all products clearly

## **Final Pre-Show Checklist**

### **Booth Setup**

- All elements fit within booth boundaries
- Walls, fixtures, and displays are stable and secure
- Flooring is clean and properly installed (no trip hazards)

### **Lighting**

- All lights are installed and working
- No dark spots or harsh shadows
- Cords and outlets are safely managed
- Take advantage of the light check during move-in

### **Layout & Flow**

- Entrance is open and inviting
- Pathways are clear and easy to navigate
- Checkout area is functional and unobtrusive

### **Merchandising**

- Product displays are curated (not overcrowded)
- Key items are highlighted
- Vertical space is used effectively

### **Branding & Signage**

- Logo is visible from the aisle
- Signage is clear, clean, and within height limits
- Products are labeled and priced

### **Final Touches**

- Booth feels cohesive and on brand
- Surfaces are clean and uncluttered
- Staff area is tidy and minimal
- You're ready to welcome customers