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# LowerMyShowCosts

## The Big Shift

**Your next trade show booth should be designed like your kitchen,**  
and NOT a highway billboard ...

Conventional wisdom has long suggested that booth design should be driven by interrupting the attendees attention with lights, motion, bold graphics, magicians, etc., to bring attendees and prospects into your booth.

But, given the number of marketing messages we receive daily (in the tens of thousands), and the attendees resistance to walking through the trade show, **is it reasonable to think** that our display booth can compete with the millions of dollars already being spent to capture attendees attention? Is a booth ENOUGH to interrupt attendees attention and get them to stop in our booth? Is waiting until the attendee is in the trade show city, in your exhibit hall, on your aisle, near your booth, too late to capture the attendees time and attention?

**What if we could** leverage the already internalized social habit of gathering together in the kitchen, and design our booth (conceptually, not literally) with the intent of meeting in the kitchen by pro-actively inviting our guests (prospects and clients) to join us there at a given time for a specific purpose?