

**Skyline**®

**INSPIRING PEOPLE TO  
CREATE IMPACTFUL  
EXPERIENCES**



# **How to Design and Execute a High-Impact Inline Exhibit**

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# Welcome

WELCOME TO YOUR  
TRADESHOW JOURNEY.

We understand the challenges of standing out in an inline booth. That's why we've created this guide filled with practical insights and tips to help you create an impactful experience that will leave a lasting impression on attendees.

Let's work together to shape your show-stopping experience!



# Getting Started

## Tips for First-Time Exhibitors

Entering the world of trade shows can be an exciting yet overwhelming experience, especially if it's your first time exhibiting. Whether you're new to the scene or need a refresher, these tips will help set the stage for a successful trade show experience.

1

### Start Planning Early

Your trade show journey begins long before the event itself. Ideally, you should start defining your trade show program about a year in advance. Secure your booth space at least six to seven months before the event. Early planning ensures you have the best chance to book a prime booth space and gives you ample time to prepare.

2

### Define Your Purpose

Ask yourself, 'Why are you exhibiting at this trade show?' Understanding your purpose allows you to set specific goals and objectives. This will help you measure your success and refine your strategy for future shows. A well-defined purpose ensures your efforts are aligned across your entire trade show program, and plays a role in how your booth is designed to support your objectives.

3

### Understand Your Competition

Research what your competitors are doing at trade shows. Understanding their strategies and marketing tactics can provide insights on how to differentiate your brand and stand out on the trade show floor. This knowledge can be crucial in positioning your booth and messaging.

Some trade shows are organized by vertical market or industry, so you may be limited with your choices. Understand how the show floor is organized, identify where competitors or exhibitors that you know are, and determine if you want to be near them or in a more prominent location.

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### Know the Show Guidelines

Trade shows have guidelines, especially for inline spaces, regarding sight lines and height restrictions. Understanding the layout of your booth space and the rules of the trade show will help you optimize your booth design.

Inline spaces come with specific guidelines that are widely adopted across most US trade shows. These rules, established by the International Association of Exhibitions and Events (IAEE), ensure fair visibility and a cohesive look on the exhibition floor.

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### Guidelines for Inline Exhibit Spaces:

- **8' Overall Maximum Height:** Your booth height cannot exceed 8 feet to ensure uniformity and prevent overshadowing neighboring exhibits.
- **4' Maximum Height in the Front (Within 5' from the Aisle):** To maintain clear sight lines for attendees, any structure or display in the front 5 feet of your booth must be no taller than 4 feet.
- **Maintain Clear Sight Lines:** Arrange your display materials in a way that does not obstruct the view of neighboring exhibitors.
- **Variations for Larger Booths:** If you have an inline booth larger than 10 feet, you might be eligible for a variance on these rules. Always check with your show organizers beforehand for approval.

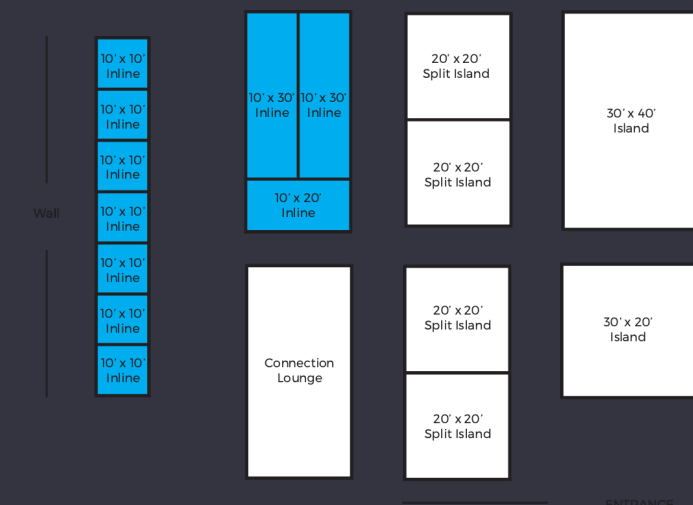
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### Choose the Right Booth Space

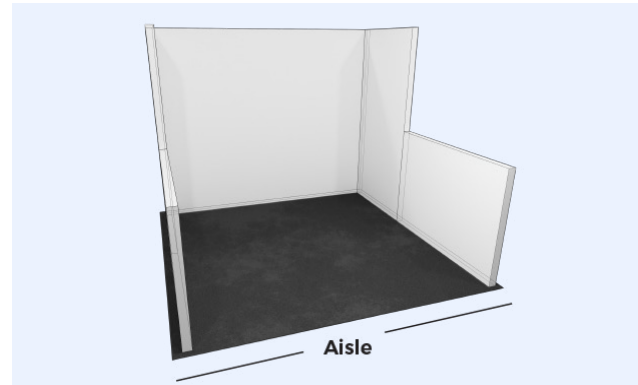
Selecting the right booth space is vital. Consider the traffic flow, proximity to entrances, cross aisles, and nearby attractions like business lounges or food courts. These elements can significantly impact the visibility and traffic to your booth. If possible, position your booth near high-traffic areas or close to the entrance.

## Study your floor plan & choose wisely!

If you're considering expanding your space, an inline booth offers the flexibility to grow from a 10x10 to a 10x20 or even a 10x30 without the commitment of a large island space.

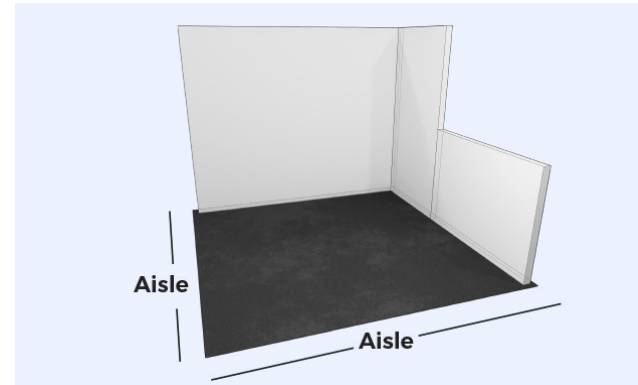


# Inline Booth Layouts



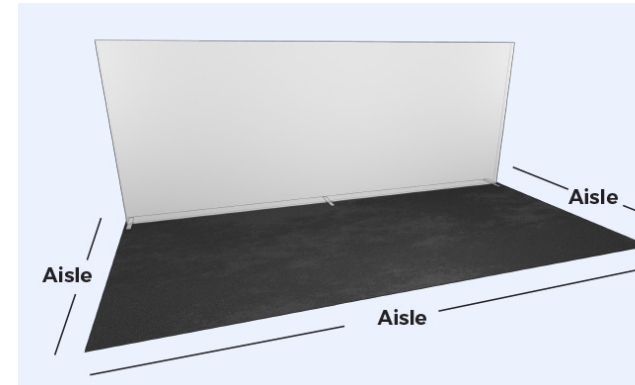
## Standard Inline Booth

A 10x10 booth with neighbors on both sides, open to one aisle. Keep your messaging focused on the aisle for maximum visibility and consider using side panels to define your space from neighboring booths.



## Corner Inline Booth

Positioned at the end of a row of inline spaces, a corner booth offers two open sides facing the aisles, providing better visibility and branding opportunities. These spaces are ideal for higher visibility but are limited and often reserved early.



## End Cap Booth

A 10x20 booth at the end of a row, open to aisles on three sides. This premium space allows for high visibility, greater flexibility in traffic flow, and more branding opportunities but comes with a higher cost.

**A custom modular system allows you to adapt your booth to various footprints.**



# How to Design Your Inline Booth

With limited space, your inline booth design should be concise and impactful. Think of your graphics like a billboard—use bold, simple messaging that can be absorbed in 3-5 seconds. Focus on your key messages and use clear imagery to reinforce your brand and effectively capture attendees' attention.

- ✓ Prioritize clarity.
- ✓ Keep it brief.
- ✓ Use simple language.
- ✓ Focus on key messages.

## Example: Sunday Night Foods 10' x 10' booth

The logo is strategically placed in the upper left corner and key message in the top right corner, easily readable from left to right and visible from a distance. As attendees approach the booth, additional key messages capture attention along with vibrant images of the product.



## Example: Agari Attendee Journey 10' x 20' booth

**Traffic Flow:** Traffic flows from the front right corner, with a desk for booth staff to greet attendees and begin qualifying the lead.

**Demo Stations:** Two demo stations are positioned on the back wall, with space for one-on-one conversations and allowing for a smooth flow of traffic.

**Presentation Area:** The far left-hand side of the booth serves as a crowd-gathering area and presentation space. The back wall is slightly angled on the left side to guide the traffic flow.



### Creating an Attendee Journey

It's important to consider how attendees are moving through your booth space and what they're engaging with and learning from the experience. Ask yourself the following questions when developing the attendee journey:

- How are you drawing attendees' attention from the aisle?
- What do you want them to do and see inside your booth?
- What do you want them to learn about your brand and take away as they leave your booth?

Determine how you will facilitate interactions with your booth staff, identify high traffic areas, and capture and qualify leads throughout the experience.



# How to Design Your Inline Booth

## Elevating Your Brand with Unique Design

In a row of booths, it's important to distinguish your brand and include unique features that make your booth stand out.



## Example: Lighting

3D logo at the top of the booth captures attention. An alcove below with a backlit orange graphic brings light and a pop of color to an otherwise dark area. Contrasting darker graphics along the backwall emphasizes the backlighting more, creating balance and ensuring key messages stand out.



## Flooring

Flooring is one of the largest graphical canvases that you have in an inline booth. It's a great way to incorporate logos, textures, and colors that play off the design of your booth. Rental flooring provided by most shows is gray or black carpet, so using colored carpet, vinyl, or a logo decal can separate you from the crowd.



## Example: Flooring

Using wood tones and white flooring with accents of blue creates a cohesive look and feel and complements the booth layout.



## Lighting

LED lighting and backlighting is a popular trend in exhibits of all sizes. Lighting brings vibrance to your graphics and draws attention to the key messages in your booth.



## Interactive Experiences

How do you elevate the attendee experience and bring motion and fun into your booth? Including interactive features creates a more memorable experience with your brand.

# How to Amplify Your Exhibit with Digital

In an inline space, you have limited real estate and there's only so much you can display on booth graphics. This is where digital integration becomes crucial to telling your brand story. Digital elements allow you to extend your story and engage your audience beyond just the physical space.

The attendee journey moves from merely walking through your booth to interacting with a more comprehensive, immersive experience. Combining tactile engagement with digital storytelling is effective in creating memorable experiences. While someone might not remember every detail of what they see in your booth, they'll likely recall unique interactions.



## ROI and Analytics

One of the advantages of digital activations is the ability to measure ROI and gather analytics. As marketers, we're often asked to justify our trade show spending and measure the success of the show. Digital activations help us track how well we performed, what goals we achieved, and insights that allow us to adjust for future shows to increase engagement.

## Scalability of Digital Solutions

Digital solutions grow with you. You may be at the starting line of your trade show program or making plans to expand your trade show presence. With a variety of digital activations, you can easily start small and add more as your program grows. You don't need to overhaul your entire exhibit as you progress; your digital activations evolve with your needs.

## Capturing Leads and Enhancing Brand Experiences

One of our primary goals at trade shows is to capture leads and enhance brand experiences. Digital solutions play a significant role in this. Whether you're looking for a monitor, touchscreen or gamification experience, digital activations are tailored to fit your needs.

# Key Digital Solutions for Inline Booths



## LED Posters

LED Posters are an emerging trend and provide a modern alternative to traditional pop-up banner stands. They are vibrant and eye-catching, with movement to capture attention as attendees walk down the aisle. LED posters can display videos and images, enhancing your brand's presence. You can connect multiple LED posters to create a larger display and repurpose them for different events, such as VIP gatherings.



## Touch Screen Kiosks & Monitors

Touch screens are becoming increasingly common in exhibit programs. They offer an interactive experience, allowing attendees to engage directly with content, such as product videos, brochures, and infographics. This trend towards digital reduces the need for printed brochures, which often don't make it home with attendees. With a touch screen, attendees can interact with the content, select what they're interested in, and it's emailed to them instantly.

### Example: LED Posters

We combined a large, static, backlit graphic in the center with LED posters on either side. The posters are raised to maintain a consistent height and play videos of Florida beaches and resorts, creating a dynamic and engaging visual experience.



### Touch Screen Analytics

Touch screens also provide valuable metrics. By tracking what content attendees are interested in and how they interacted with it, you can gather insights into what resonated most with your audience. This data is beneficial for your sales pipeline, as it helps identify qualified leads based on their interactions.

### Gamification & Engagement

Incorporating digital games like spin-the-wheel or memory match on touch screens is another effective way to engage attendees. These games enhance the attendee experience and collect valuable information for lead generation.

### Touch Screen Formats

**Touchscreen Table:** Invites attendees to interact with content in a more personal way at their own pace and is a great way to foster conversation with booth staff. The features of the table, including the puck design, can be customized to your brand.

**Standalone Kiosks:** Placed at the front or back of your space, touchscreen kiosks attract attention and encourage interaction.





# Key Digital Solutions for Inline Booths



## LED Walls

LED walls are a large, immersive digital canvas designed to attract attention. They are becoming a very popular and more affordable digital solution and are scalable to fit the specific needs of your booth. They offer a dynamic way to display your brand message through video, images, and presentations.

### Dynamic Concepts with LED Walls

A recent trend is creating dynamic, immersive experiences with LED walls, like simulating forest perspectives where 3D trees appear to be coming out of the screen. This type of content is memorable and makes a significant impact on the show floor.

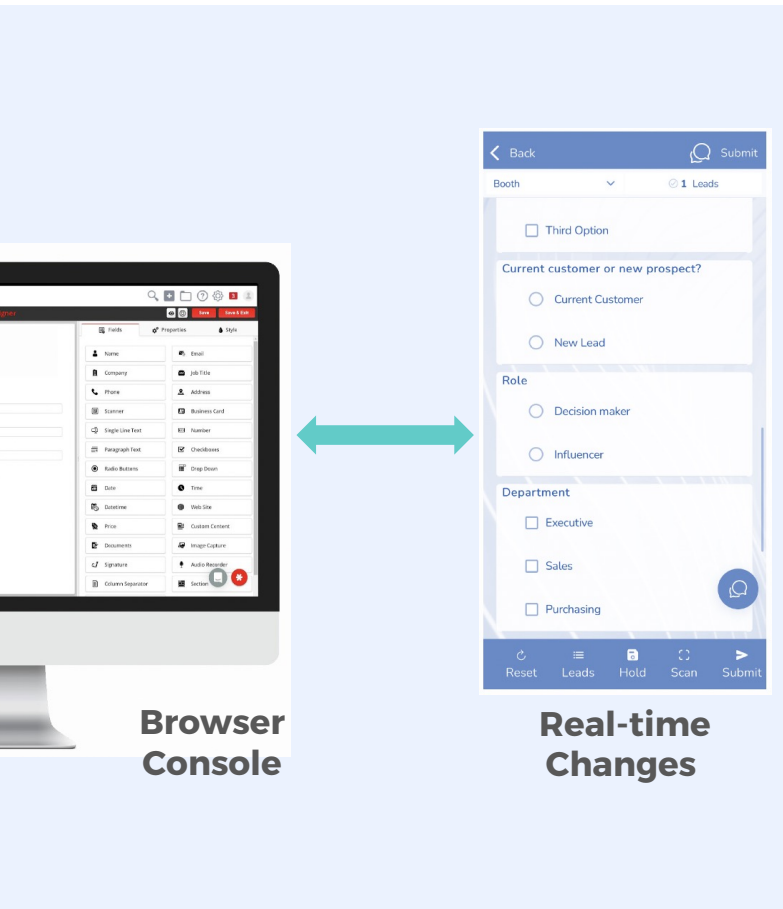
### Content is Key

The success of an LED wall depends on the content. Investing in high-quality videos, animations, and storylines is crucial to attract your audience and effectively tell your brand's story.

Incorporating digital solutions into your exhibit enhances the attendee experience, creates memorable interactions, and ultimately drives better results for your trade show presence.



# Key Digital Solutions for Inline Booths



## Universal Lead Capture

Unlike traditional show badge scanners, Universal Lead Capture (ULC) lets you capture leads directly on your mobile device. This tool is highly customizable, offering a more efficient and tailored approach to lead generation.

### Customization & Qualification

One of the key features of ULC is the ability to be programmed through a web portal, where you can drag and drop brand-appropriate elements and questions. It also supports progressive profiling, meaning the questions adjust based on the respondent's answers. This ensures that you gather relevant information unlike traditional methods where you're often stuck with a rigid set of questions, some of which may not apply to the attendee.

### Unlimited Accessibility

Universal Lead Capture is accessible to everyone on your team. All your booth staff can have it on their phones, enabling them to capture leads, not just in the booth but throughout the entire show. Whether you're at a networking event or even at the airport, you can capture a lead right on the spot.

### Real-Time Integration with CRM

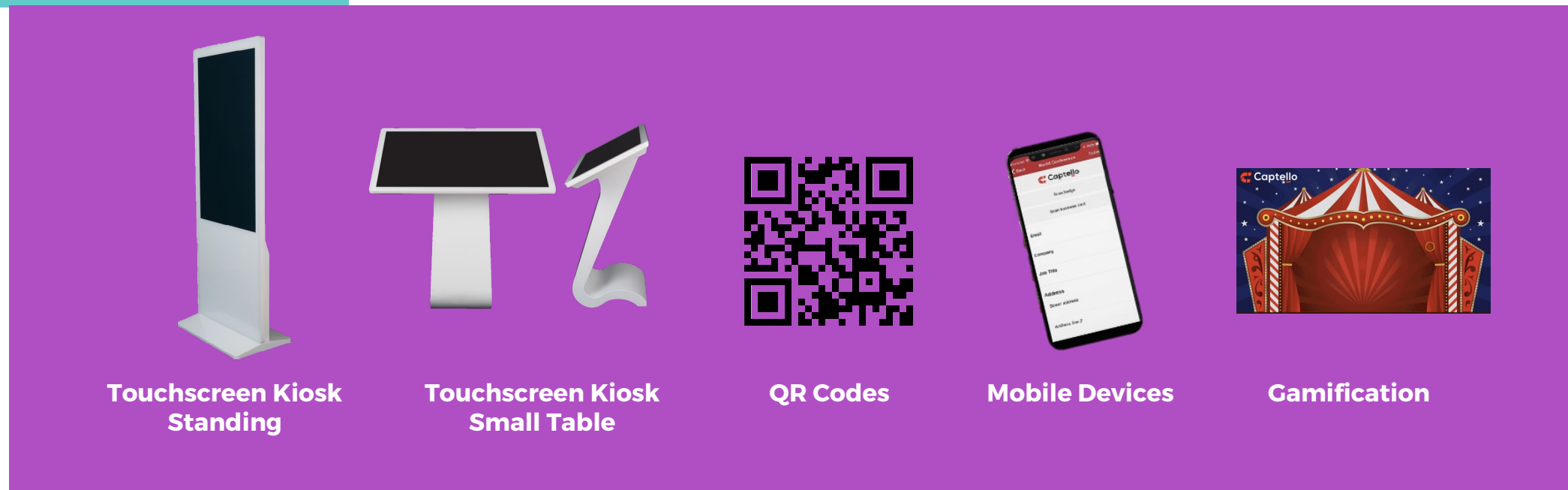
Another advantage is its ability to send digital content, such as PDFs or videos, directly to the attendee's email. You can track whether they opened the content or forwarded it. The system also integrates seamlessly with CRM platforms like HubSpot, Salesforce, or Dynamics. This means leads can be automatically uploaded into your CRM in real time, eliminating the need to manually filter and upload Excel sheets after the show. This automation saves time and ensures your leads are instantly available for follow-up.

### Lead Capture Methods

**Touchscreen Kiosks and Tables:** These can include forms for attendees to request documents, providing a seamless way to gather their information.

**QR Codes:** QR codes have become increasingly popular. They can link attendees from the digital environment to a dedicated landing page, allowing you to track engagement and collect information.

**Gamification:** Digital games not only engage attendees but also help in qualifying them. To play and potentially win a prize, attendees provide their information, which you can then use to gauge their interests and sales potential.



Touchscreen Kiosk Standing

Touchscreen Kiosk Small Table

QR Codes

Mobile Devices

Gamification

Want to learn more? We hosted a webinar on Universal Lead Capture, which you can find [here](#).

# How to Extend Your Reach Beyond the Trade Show

## The Role of Pre-Show, At-Show, and Post-Show Communications

When you're in an inline space and surrounded by a long line of booths, the importance of consistent communication—pre-show, at-show, and post-show—cannot be overstated. It's essential to view this communication as part of your attendee journey to create a cohesive experience. This journey begins with the very first announcement of your presence at the show and continues through your sales team's interactions after the show.



## Integrate with Your Overall Marketing Program

Think of this journey as holding hands with your entire marketing program, both before and after the show. The goal is to maintain a consistent brand experience from the first interaction through the entire customer lifespan.

## Pre-Show Communication

Start by developing a strong pre-show communication strategy.

By building awareness that you'll be at the show and inviting people as the event approaches, you create a cadence that increases the likelihood of attendees finding you on the show floor.



## The Importance of Inviting Attendees

Inviting attendees is crucial. According to the Center for Exhibition Industry Research (CEIR), 80% of people who attend trade shows do so because they were invited. This statistic is especially important when you're in an inline booth. It's essential that people know where to find you and understand why they should make the effort to visit your booth.

## Developing a Compelling Invitation

Your invitation should be eye-catching and visually aligned with your booth design. Personalize it and include pertinent information, such as your booth number and a clear call to action. Give them a reason to visit—whether it's a demo of your latest product, a fun giveaway, or a chance to meet with you one-on-one.



# Maximizing Engagement on the Show Floor



## At-Show Amplification

Once you're on the show floor, you can further amplify your presence through consistent messaging across social media, media interviews, off-site events, and networking opportunities. This consistency should extend to your booth, where digital content from your marketing programs, web content, and sales enablement materials can be leveraged to create a cohesive experience.

### 1 Branding Consistency Across All Materials

When it comes to branding in the booth, it's crucial to maintain a consistent visual and message hierarchy. From the high-impact graphics in your booth to your awareness pieces, invites, and post-show emails, every element should reflect your brand. A helpful exercise is the "logo swap test." View all your materials and cover the logos. If you can still identify them as part of your brand, you're clearly communicating your key messages.

### 2 Leveraging Design Elements

To achieve consistency, leverage strong logo placement, high-impact images, consistent fonts, and color schemes. Even in a small 10x10 inline booth, consistent use of these elements can create an impact far greater than the booth size.

### 3 Content Creation and Distribution

Your booth should be a two-way street for content—displaying existing content and creating new content to share. If your communications team is onsite, they can conduct press and client interviews and gather industry insights to develop content for your post-show communications, maintaining the momentum and consistency of your message.

4

### The Power of Frequency and Consistency

Research has shown that it takes a frequency of around 21 touchpoints to move the needle in marketing. However, this frequency doesn't need to come from just one source, like a digital ad or trade show presence. You achieve this frequency by being consistent with your brand and messaging across all marketing tactics.

5

### Staff Training

Your booth staff is your most important brand-building asset. No matter your budget, the people in your booth are crucial for driving face-to-face conversations. Staff training is essential—everyone should be clear on why you're at the show, what you want to accomplish, who your target personas are, and what your unique selling proposition is. It's also important to establish guidelines for handling media inquiries, ensuring that the right people are talking to the press.

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### Engaging Attendees

Ensure your booth staff is well-prepared to initiate conversations, qualify prospects, and make the most of every interaction. Universal Lead Capture makes it easy to gather and organize leads, but it's important to train your staff on how to use this tool effectively. Also, consider extending your booth's impact beyond the show floor by streaming interactions, hosting sales meetings from your booth, or organizing sponsorship activations and off-site events.

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### Leveraging Additional Opportunities

Don't overlook opportunities for press events, customer networking dinners, and receptions. These can be fantastic add-ons that stretch your event dollars and make a lasting impact on your key audience.

# Maximizing Engagement on the Show Floor

A well-executed inline exhibit can have a tremendous impact. From pre-show invitations to post-show follow-up, consistency and strategic planning are key.

## Post-Show Communication & Follow-Up

### 1 Timely Follow-Up

After the event, it's crucial to step into post-show communication promptly. Send out a thank-you email that stands out from the flood of post-show messages attendees will receive. Let them know what to expect next—whether a salesperson will follow up, an invitation to another event, or something special you're sending them. The goal is to ensure the conversations from the booth flow smoothly into ongoing sales discussions and your post-show follow-up is as strong and consistent as the rest of your marketing efforts.

### 2 Lead Scoring & Sales Handoff

Make sure you're properly scoring your leads and getting Marketing Qualified Leads (MQLs) into the hands of your sales team immediately following the trade show. Trade show leads have a short shelf life, so it's essential to act quickly. Holding daily post-show meetings with your staff can help ensure that when leads are handed off to sales, they come with detailed notes on the conversations that have taken place, allowing sales to continue the dialogue effectively.

Trade show leads are often more qualified than those generated by other marketing tactics, thanks to the deeper face-to-face conversations that occur on the show floor. The key is to promptly integrate this data into your CRM and follow up with the appropriate sales actions.

By using the tools and strategies provided here, you can make your inline exhibit stand out at the trade show. Whether you're creating a striking visual display or crafting digital stories that engage and convert, the insights in this guide will give you an advantage and deliver real results. It's your time to shine!



As one source for all your exhibit needs, Skyline manufactures custom modular exhibits and offers a full range of services, providing you with everything necessary to create brand-elevating experiences. Our exhibits offer the perfect blend of custom design and modularity, providing flexibility, scalability, and the creative freedom to make a lasting brand impact.



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