

Exhibit Tips

Planning

- Pick a message that can be easily demonstrated or illustrated, and outline the most important points.
- If you can choose a location for your exhibit, pick a place likely to attract your intended audience.
- Find out how much space will be available for your exhibit and what the room set-up will be. Will tables, chairs, signage or table skirts be provided? Will there be electrical outlets?
- Decide if you will need lighting, slide projectors, computers, tape players or other electrical devices to effectively convey your message.
- Sketch your exhibit ideas before you start to build. This will give you a rough idea of size, materials and layout.

Design

- Set up your exhibit to read from top to bottom, left to right like the pages of a book.
- Make sure background material isn't distracting, illustrations are big and bold, and lettering is easy to read. Follow this guide for lettering sizes:
 - Lettering Viewing Distance
 - ¼ inch - 8 feet
 - ½ inch - 16 feet
 - 1 inch - 32 feet
 - 2 inches - 64 feet
- Use horizontal lettering, not vertical.
- Use real objects, demonstrations or models to add life to your exhibit (but be prepared for potential breakage or theft).
- Keep your message brief and to the point so viewers can digest it in just a few seconds. To convey more detailed information, pass out brochures.

Exhibitor Tips

Persons tending an exhibit should:

- Be neat, polite and helpful.
- Wear a name tag.
- Make sure the exhibit is functioning correctly.
- Stay to the side, out of the way.
- Stay with the exhibit.
- Be prepared to answer questions, or tell people where they can get more information.
- Keep the area clean.

If your exhibit is unattended, check it periodically to make sure everything is working correctly, replace printed materials and keep the exhibit area clean.

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