

# Your booth can be a tradeshow knockout.

Events are worth while when planned with strategy and ♥  
Follow these tips to elevate your brand recognition and slay on the show floor.

## Multiple Impact Points

- With PromoCentric, your event space can be H2T branded with your logo (**click here to explore 100's of tradeshow items in our virtual showroom!**)
- Use tables and chairs to block off an area you don't want traffic (like where you're keeping your personal items), while ensuring your booth is spacious enough for comfortable interaction
- Avoid cluttering it with excessive displays



## Imagery is Everything

- For a more memorable event use photos and less words  
QR codes on your signage makes accessing the important stuff easy
- Be an event standout by supporting a theme throughout your entire booth
- **Our design team can help draw people to your booth with bold, crisp imagery (even light-up options like this one)**



## Hit All the Senses

- Don't forget that engaging guests with fun games, live demonstrations, music, sounds or even scents can make your booth unforgettable

## The 3 Second Rule

- Remember the 3 second rule:  
Customers in the aisle make a decision in less than 3 seconds about entering a booth to engage

