



Superior Show Service Inc.

Innovations in Exhibits

Trade show exhibits are trending to straighter architecture made out of aluminum framework and graphic panels including welcoming and relaxing colors. There has also been a trending toward incorporating light woodgrain into exhibit panels and flooring.

Exhibitors are finding that integrating electronic picture frames or television displays into their exhibits have been very cost effective as they can change out information from show to show. Your brand should be displayed prominently so that attendees can glean your name and information from a distance. Using broad, eye catching graphics for any printed material will ensure that your exhibit stays relevant no matter how long you keep the graphics. It also helps out the environment because you are not throwing the signage away after each event.

Ensure that you create a space that invites people in to have a conversation. The number one goal of trade shows is to interact with the public and let them know what you are all about. Think about incorporating some couches or other soft seating into your space to help get people relaxed into your exhibit.

If you are looking for a company to help you create the perfect exhibit space for your brand, check out [Superior Show Service Inc.](http://www.superiorshow.com) We are here for any event rentals or large format printing that you might need for your next event. Call today toll free at 1-888-417-4449, or info@superiorshow.com.