



ASDMARKETWEEK



INSPIRATIONAL GUIDE

HOW TO MERCHANDISE YOUR BOOTH TO GET TRAFFIC



EXHIBITOR RESOURCE





Similar to brick and mortar stores, products merchandised at a trade show need to be strategically and thoughtfully placed to attract attention, drive in traffic and maximize sales. It's important for exhibitors to design a booth that attracts visitors from afar and brings them closer to your booth. Once visitors are closer to your booth, you want to draw them in with compelling visual displays and engagements, such as a celebrity appearance, social media opportunity, samples and more.

This merchandising guide provides visual merchandising tips and techniques that can be applied to your next booth design to attract, engage and WOW existing and new buyers.



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CREATE A SENSORY SHOPPING EXPERIENCE

Shopping should be a unique and memorable experience that excites all five senses: sight, sound, touch, smell and taste.

SIGHT

Think about what you want your customers to see when they look at your products and booth design. Is your booth lighting bright enough for showcasing your products? Do you have signage that is easy for your customers to read and understand?

SOUND

Incorporating music into your booth display is a great way to attract customers and encourage them to take their time browsing. It's important to note that music can have a positive and negative effect on your booth, depending on your music choices. Select songs that are respectful and generally pleasing to all ears.

TOUCH

It's a natural instinct for customers to touch, pick up and observe products before purchasing. Create a booth environment that encourages customers to touch and engage with your products. When possible, display products at eye level to welcome customers to touch and observe.

SMELL

The smell of your space can both attract and deter people from entering your booth. Imagine walking into a bakery and smelling chocolate chip cookies, fresh out of the oven. Now imagine walking into a bakery and smelling burnt chocolate chip cookies. An enticing smell can provide a welcome first impression to customers while an unpleasant smell can push customers away. If your business doesn't contain consumables, consider plugging in a scent system to ensure your space smells pleasant and fresh to customers.

TASTE

Who doesn't love free samples? Allowing customers to taste and sample a product before buying is the equivalent of letting people try on apparel. Providing free samples helps customers engage with and learn more about your products. If your business doesn't offer consumables, consider having refreshments or snacks readily available for your existing and new customers.

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WHAT IS VISUAL MERCHANDISING?

Visual Merchandising is the key to ensuring that the products in our stores are set up so that it's easy to shop and understand the assortment of merchandise that we are selling. It also aims to highlight and feature special products, seasonal items & categories. Retailers and wholesale distributors can take advantage of

THE GOAL OF VISUAL MERCHANDISING IS:

- ① To attract, engage and motivate customers towards making a purchase.
- ② To elevate the perceived value of your products, services and store experience.



MERCHANDISING TECHNIQUES



REPETITION

Repetition creates visual continuity by displaying the same item more than once. This technique provides structure and can simplify a display's composition. If you're looking for consistency amongst your product displays, the repetition technique is the perfect start.





POWER OF 3

The rule of three is one of the most prominent visual merchandising techniques. Similar, complementary or identical products are often grouped together and displayed in sets of three, allowing the customers' eyes to look





COLOR BLOCKING

Exploring and pairing two to three different colors together to create a bold display is known as Color Blocking. For successful color blocking, try and keep colors in the same family such as pairing all neon colors or pairing





PYRAMIDING

The “Pyramid Principle” refers to a display that represents a triangular display. Typically, the largest item is placed in the center as a focal point and then the smallest products are placed on the outside. The pyramid technique can be created with a variety of products or identical products stacked on top of each other.



VERTICAL MERCHANDISING

Vertical Merchandising is the practice of organizing a display in vertical rows from top to bottom. This is an effective merchandising strategy that creates visual impact and naturally allows customers to view more of the product assortment at once. The vertical arrangement makes the products easy to see and reach at eye-level and hand-level.



FLAT MERCHANDISING

Laying products flat on a table or tray is a flat merchandising technique.



HORIZONTAL MERCHANDISING

Horizontal Merchandising is the practice of organizing merchandise from left to right. While this merchandising technique presents the product at or near the customer's line of sight, it also forces the customer to move from side to side in order to follow the display.





NEGATIVE SPACE

Negative space in a display or product presentation refers to the unoccupied areas or empty space surrounding the products being merchandised. Negative space is effective in allowing the eye to rest in between different products, and it is critical for making focal points stand out from their surroundings.

CROSS MERCHANDISING

Cross Merchandising is the practice of displaying complementary products from different categories together to create a cohesive statement and to promote additional revenue through add-on sales. This technique makes shopping convenient for customers by pairing up products that are indirectly





LIFESTYLE

Lifestyle merchandising is a technique intended to embody the values, interests, attitudes and opinions of a specific group or target market.





PROPS

Visual merchandising props have become an integral part of the design and planning process. Our attention span is shrinking to about less than a millisecond with all the multitasking we do these days which makes it that much more necessary to be bold with colors, shapes and props to get customers to focus on what you want them to see and do. Incorporating props into your booth such as mannequins or even a life size unicorn is a great way to create visual interest and communicate your style or point of view to buyers.



TECHNOLOGY & LIGHTING

Incorporating technology and lighting in your booth is a great way to make your booth stand out amongst a crowd. Lighting helps set the mood and style of your booth and technology helps attract and draw people into your booth. Utilize technology, such as video screens, motion lighting, tablets and more to give your customers a reason to stay in your booth and interact with your staff members.





FEATURE DISPLAY

Feature displays typically include a niche set of items that are of high interest to a specific target market. Feature displays should be placed near the front of your booth so that your newest and most valuable items are in the spotlight.





SIGNAGE

Signage, often referred to as “your silent salesman,” is an important part of making a great first impression. Quality signage is a simple and effective way to drive traffic towards and into your booth. Poor signage can overwhelm customers and cause confusion, especially if there is too much text. Make sure your signage is easily readable and consistent in font type, size and placement. Avoid using scotch tape to adhere your signage onto your fixtures and booth table and, instead, use remo

ENGAGING EXPERIENCES

Here's where you pull everything together. You want to engage the buyer in every way possible. Going back to page 3, see where you can use the five senses to really "wow" someone that sees your booth. If you can create Instagrammable moments, cool social media opportunities, a chance to be part of an event or provide something interactive, you are ahead of the game.





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