



# BOOTH CAMP

BROUGHT TO YOU BY NOBLE WEST:  
WELCOME TO BOOTH CAMP!



## YOUR ESSENTIAL TRADE SHOW SURVIVAL GUIDE

Trade show success depends on careful preparation and a clear strategy. *Booth Camp* is your trusted guide to navigating the show floor. From mapping out goals and designing a standout booth, to equipping your team and making meaningful connections, Noble West ensures you have the tools, tactics and creative flair to thrive. With our checklists and tips, you'll stay on course, avoid pitfalls and turn your trade show journey into an epic expedition. Ready to embark? **Let's make this adventure unforgettable!**



### EXHIBITORS CHECKLIST TRADE SHOW SUCCESS TIMELINES

#### 90 DAYS OUT: CHART YOUR COURSE

- Define event goals: lead generation, brand awareness or partnerships
- Finalize booth design, layout and promotional materials
- Secure vendor contracts (e.g., booth construction, printing, ads/sponsorships, rentals)
- Train your booth team on messaging and engagement techniques

#### 60 DAYS OUT: FAN THE FLAMES

- Promote your attendance on social media and through email campaigns
- Finalize and test lead capture tools
- Pre-schedule meetings with key prospects
- Refine sales presentations and organize promo materials/giveaways

#### 30 DAYS OUT: PACK AND PREPARE

- Double-check booth materials: banners, signage, A/V equipment and supplies
- Assemble your survival kit:
  - + Mini toolkit (screwdriver, scissors, chargers)
  - + Cleaning supplies for booth upkeep
  - + Snacks and water
  - + Business cards
- Confirm travel, dinner reservations and accommodation for your team
- Work to secure meetings with business leads

#### AFTER THE SHOW: REFUEL AND REFLECT

- Organize and prioritize leads
- Send personalized follow-ups within a week
- Host a post-show debrief to evaluate goals and gather insights
- Share content or insights from the show to keep the conversation going



### ATTENDEE CHECKLIST TRADE SHOW SUCCESS TIMELINES

#### 90 DAYS OUT: CHART YOUR COURSE

- Identify your goals: networking, learning or sourcing solutions
- Research exhibitors and create a list of must-visit booths
- Book accommodations and register for the event
- Plan your travel logistics

#### 60 DAYS OUT: MAP YOUR SCHEDULE

- Review the event agenda and highlight relevant sessions or functions
- Schedule meetings with key exhibitors or industry leaders
- Brush up on industry trends and prepare talking points

#### 30 DAYS OUT: PACK YOUR SURVIVAL KIT

- Business cards
- Comfortable shoes and professional attire
- Reusable water bottle and quick snacks
- Portable phone charger
- Event app downloaded and ready to go

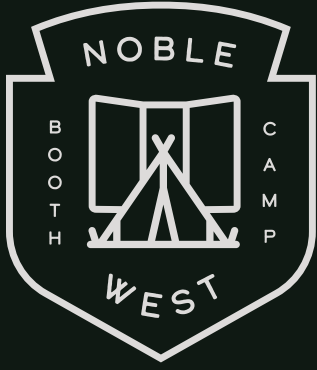
CHECKBOX TRAIL



TIMELINE PEAK



PACK YOUR TOOLS



# BLAZE THE TRAIL: CREATIVE TRENDS IN TRADE SHOW BOOTH DESIGN

Trade show booths are evolving into immersive experiences that draw attendees in with bold visuals and rich storytelling that feel as inviting as a campfire. From bright and shiny accents and dreamy colors to playful, unified team attire, the focus is on creating vibrant, memorable spaces that spark connections.



## BRIGHT AND BOLD BOOTH VISUALS

Booth design trends favor vibrant, happy aesthetics that combine metallic elements with dreamy pastels or rich, saturated colors. To make your booth pop:

- Use metallic accents like gold or silver for signage or display frames to catch the eye
- Blend playful hues like pinks and corals with bold visuals for a modern, upbeat vibe
- Incorporate inviting and eye-catching lighting effects like LED accents
- Be intentional with your storage plan so personal items and back stocked snacks don't clutter the look



## AUTHENTIC AND WARM ATMOSPHERE

Attendees increasingly seek emotional connections with brands. Infuse your booth with storytelling elements that reflect your brand's heritage and values and create space for connection.

- Develop a visual journey of your brand's story or impact, blending imagery with tactile or multimedia experiences
- Create a cozy, inviting space using homey, organic textures or plants and comfortable seating



## STYLISH AND APPROACHABLE BOOTH STAFF

Unified and creative attire for your booth team helps reinforce your brand identity and invites conversation.

- Choose stylish uniforms that echo your booth's aesthetic
- Emphasize comfort with a twist. Consider playful jumpsuits, branded bomber jackets or even matching Crocs



## LOOKING FOR MORE GUIDANCE?

At Noble West, we specialize in crafting unforgettable trade show experiences that amplify your brand. Let us help you navigate your next event with confidence and creativity.

Reach out today at [wearenoblewest.com/contact](https://wearenoblewest.com/contact) to start planning your next trade show adventure! Mention Booth Camp in the message and score a 30-minute consultation to maximize your brand's attendance at upcoming industry events like Expo West.

