

Exhibitor 2010 - Trade Show Exhibit Design Trends for 2010

This year, 300 of the world's largest trade show exhibit companies came together at the Mandalay Bay Convention Center in Las Vegas to showcase their wares at the "trade show about trade shows" Exhibitor 2010. Exhibitor Show offers exhibit companies the opportunity to see and show the latest trends in trade show hardware, soft scapes, technology and graphics. Continuing education from conferences, seminars, and of course, hands-on contact are worth the trip on their own, but companies can showcase new products, express boundless creativity, and tout their best services all under one very large roof.

Exhibitor 2010 exhibit design trends focused on simple, efficient, creative designs, unique and cost efficient in style and stature; abiding by the old theory of "less is more." Advancing graphics technologies allow companies to print flawless graphics on fabric, utilizing the medium to cover everything from signs with curved frames and odd shapes, to ceiling drape. As many exhibit companies have learned, lightweight fabric graphics are very effective for cutting exhibiting costs while accenting the three-dimensional branding of companies.

The show hall appeared to be "a sea of white," as a blank canvas was by far the most popular trade show exhibit color. Exhibitors commonly complemented their designs with attention grabbing light emitting diodes, or LED lighting. If white was the new black, then the color hue of the year was turquoise. Combining serene blues and invigorating greens, turquoise gave exhibits a luminous and inviting look. Attendees were reminded of soothing tropical waters - a calming escape from the stresses of everyday trade show life!

The exhibit industry has experienced dramatic setbacks in the past few years. Many exhibitors chose to down-size their booth size and space and focused more intently on the customer experience. "Getting the most from the space you're in." was key. Several innovative companies took to the sky and hung their booths by the rafters! Hanging big signs, lights, truss and whatever other booth properties they could elevate, allowed exhibitors more space on the show floor for cozy seating arrangements. Exhibitors delegated quiet zones and mini areas within the booth for one-on-one conversations away from the chaos of the busy trade show.

In an attempt to bring in more revenue, some exhibit companies are now producing environments, such as lobbies and museum exhibits, in addition to traditional trade show exhibits. Interior office spaces are great places to use existing exhibit materials too, with banner stands, pop-ups and fabric displays performing double duty.

Exhibitor 2010 was a very interactive show. Booth models, cartoon characters, comedians, and celebrity look-alikes were present, adding a friendly-touch to exhibits. In addition, interactive technologies, such as touch screens and games were used to drive traffic, keep traffic and collect the all-important lead information. One final trade show exhibit trend that has taken off the past few years is "going green." Everything from lights to flooring can be purchased eco-friendly, and Exhibitor 2010 allowed exhibitors to showcase their latest "green" products and solutions. Recyclable booths, energy efficient lighting and even walls covered in a soil-less growth medium allowing living plants to cover vertical surfaces! This trend will only grow as consumers continue to be smart about how they impact the planet by reducing their carbon footprint. It's not just talk anymore - it's expected.

Laarhoven Design, partnering with e4 Design, focused their graphics on attracting customers thru their stomachs! S'more chocolate, cookies and marshmallow were oozing off exhibit walls and into the hands of attendees hungry for S'more information! A record setting number of leads were generated from the event as one of the most successful Exhibitor shows on record for the two companies.

Overall, another eye opening year at Exhibitor! Look forward to even more exciting new ideas in exhibiting in 2011.