

Dedicated to attracting customers





[Question] There is a booth that will "attract visitors". What booth number is it ?



[Answer] **The correct answer is "No. 4".**

Why are booths 1.2.3 not good ?

Visitor's thoughts

- What products are useful for my business ?
- What new information can I have ?

Exhibitors' thoughts

- Promote the company name rather than customer's benefits
- Preferable the nice space to look like a showroom
We want to create a nice space !

Misalignment with information visitors want

If a booth only emphasizes the company name and logo, visitors cannot understand **"the products exhibited and their benefits"** and **"cannot judge"** whether they are worth introducing.



It is difficult to attract visitors because they will pass by the booth without looking at it.

Why is our booth “No.4” better ?

Visitor's thoughts

- Is there a product that will help our business ?
- Are there any advantages to introducing the product ?

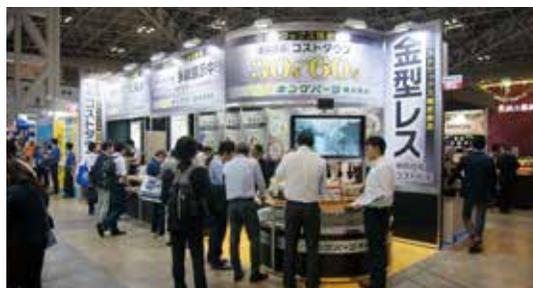
Our thoughts

- Specifically display the use of the product
- Specifically display the functions and benefits of introducing the product

Match with the information visitors want

The information is displayed on the signage to promote understanding of the commercial products.

Visitors can easily make a decision to introduce the product, and customer service is smooth and efficient.



**Easy to understand and find
It leads to attracting customers !**

“Effective Signage”

that allows visitors to understand products efficiently



Signage facing the aisle, displaying products and benefits in a large, prominent way

Visitors will not miss it

With our booth, you can see what products we are promoting even when it is crowded.

1 Sign placement that easily catches the attention of visitors

In order to appeal to a large number of visitors, proper sign placement is necessary, taking into consideration the location of the booth and the width of the aisle it faces.

2 Easy-to-understand expressions

Information is narrowed down and organized, and displayed in short, catchy phrases that can be understood at a glance to facilitate product understanding.

3 Stimulate the desire to solve problems

On-target signage information is instantly visible, stimulating visitors' latent desire to solve problems now.



You don't know what products the other booths are promoting.

A mere **30%** additional decoration cost increased the number of **business cards acquired by 600%!**

Before



- Due to poor aisle conditions, the number of customer service sessions did not increase and the exhibition ended.
- Results in about 50 business cards acquired.
- In the end, no promising business cards were obtained.
- It is not expected that the simple decoration cost of 2,550 USD will be recovered.

After



- Despite the poor aisle conditions, visitors kept an eye out for signs of interest and exhibitors and customers had many opportunities to interact.
- More than 300 business cards were exchanged, exceeding prior expectations.
- 20% of the business cards led to concrete business negotiations.
- The cost of 3,800USD for booth decorations was recovered.
- Realized the value of booth decoration more than the cost.

Business meeting opportunities **more than doubled** after reviewing the booth **from a marketing perspective!**

Before



- We set a goal of getting 500 business cards and managed to achieve it by going out into the aisles and talking to visitors, even those who were not interested in our booth.
- After the exhibition, all sales staff spent a week sorting out the superiority of the business cards.
- Only 10% of business cards led to business deals. In the end, only 1% of contracts were concluded.
- Ongoing business negotiations are waiting for the results.
- Spent 6,400USD on decorations, but ended up being told they didn't know what the exhibit was about.

After



- Business card acquisition target was set at 300 cards, and booth signage was entrusted to attract visitors, resulting in highly accurate business negotiations.
- Business cards acquired were processed between business meetings during the exhibition.
- Although 200 business cards were obtained, 40% of them led to business negotiations, and 10% were signed during the exhibition.
- Realizing that booth decoration is a marketing tool, even with a decoration cost of 3,800USD, we were able to achieve results.

Our price includes



Price Range

Booth size	Price Range
Within 3m×3m	150,000~190,000 THB (600,000~760,000 JPY)
Within 6m×3m	200,000~400,000 THB (800,000~1,600,000 JPY)
Within 6m×6m	450,000~650,000 THB (1,800,000~2,600,000 JPY)
Within 9m×3m	350,000~550,000 THB (1,400,000~2,200,000 JPY)
9m×6m or more	650,000~1,000,000 THB (2,600,000~4,000,000 JPY)

**Please contact us if you would like to receive
"only firm requests for quotation" for your exhibition !**

**We are committed to ensuring
the success of your exhibition**

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Exhibition Booth Design Japan Co., Ltd.



<https://www.exhibition-booth-design.com>