

## **The Influence of Media on the Methods and Techniques of Trade Show Booth Displays Design**

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### **Abstract:**

This research aims at presenting a systematic scientific model of the design of trade show booth displays that is applied in trade shows and malls. As well as presenting the innovative methods used to its design and application, using interactive designs that focus on the audience customers, by developing different forms of conduction with them, to increase the persuasion chances and change the customer's behavior towards the offered product or service.

We know that Advertising is one of the important elements of the marketing mix, that primarily intends to influence the consumer, and motivate his / her motivation to buy a particular product and become loyal to it. Since advertising design serves the goals and interests of both the designer and the client, we have to keep in mind the single most important goal towards the community, which is the message we use in an advertisement to the targeted customers.

Trade Show Booth Displays are considered innovative advertising tools that strongly emphasizes the corporate and product identity. This type of advertisement is active in the Malls, and specialized seasonal exhibitions. It can be installed in one particular place, or moved in the streets and open areas. Its function is to effectively present products to targeted consumers, to increase sales and maintain consumer loyalty. They come in many different types, applied at specific times and places using a strict marketing plan.

### **Research problems:**

1. What are the innovative methods used to design trade show booth displays in the era of media around the world?
2. To what extent do the different materials and technologies used in the design and implementation process of trade show booth displays are in accordance with innovative design mechanism?

3. How to make sure that the design process and implementation process of booth displays in Egypt are effectively integrated in a way that enhances the interaction between the human senses?

### **Research goals:**

This research aims to:

1. Learn about the innovative methods in designing and implementing booth displays around the world.
2. Develop the design of trade show booth displays to make the shape fit with the content of the advertising message and the company corporate identity.
3. Link the design process and the implementation process of booth displays using these innovative and interactive methods.

### **Trade show booth displays:**

The term "trade show display" is primarily related display windows of shops and stores, which help the passers-by to know what kind of products or services the shop offers. It is the most important part of the store design; because it is the first place where the customer meets the brand, and creates a specific impression of it. With the technological development that began in the 1840s, the design of shop window displays moved to a higher level by considering it as a theater stage where theatrical theories applied.

In order to define trade show booth displays that are intended for this research, three terms must be defined: Trade Show, booth, and displays.

#### **1. Trade show:**

- The Cambridge English Dictionary defines the trade show as:

"Trade Show: ALSO trade Exhibition, ALSO trade fair: an event at which companies show their products and services to customers and possible customers".

Therefore, a trade show can be considered as a public place where a group of companies competing in a particular industry offers a range of their products and services to the targeted customers.

#### **2. Booth:**

- The Cambridge Dictionary of English Commercial and Advertising words defines the booth as:

"Booth: An area, table, etc. set up by an organization at a fair or other event to show or sell its products or services".

Therefore, it can be considered an internal or external area, closed or open, from one side or all sides, which are designed by a specialized company for the purpose of advertising a particular company and selling products and services to the targeted customers.

#### **3. Displays:**

The Cambridge Dictionary of English Commercial and Advertising words defines a display as:

"- Display: noun: a collection of products or objects arranged for people to look at or buy in a store.

- Display: verb: to arrange goods or objects for people to look at or buy in a store".

This term is also used in conjunction with advertisements such as posters, product displays or packaging, also the term Display is used to describe any screen that deals with electrical signals, whether on a television, a computer or a smartphone.

Thus, the term "display" can be defined as organizing and arranging products or items in a particular place, so that the customers can view and benefit from it, and it is a process used to advertise a company that provides a particular service or product to a specific audience.

From the above, a trade show booth display can be defined as a display platform that may be closed or open in one or all sides, used for the purpose of advertising and promoting a particular brand. It is designed and implemented by a specialized advertising agency, offering products and services to the public in a new and different manner, which helps to increase the competitive advantage of the company in the associated market.

### **Planning the design process of a trade show booth display:**

Trade shows are part of the so-called "time based events", which cover everything from sporting events to corporate celebrations as they launch new products. An event can be described as an attempt to link corporate messages with useful information, incorporating fun, trigger positive emotions in the soul, and being seen as the booster and jet engine of trade. When used correctly and thoughtfully, sales can be accelerated. The base of the design process is planning, and there are several key areas that are focused on planning the design phase of the trade show booth display:

- Identify clear and applicable objectives.
- Specify the mental image to be displayed by the company.
- Analysis of the nature of the audience to determine the targeted group.
- Identify components and elements of the company's booth display.
- Determine the booth display area required to implement the design.
- Planning advertisements used in the display window.
- Planning the design and implementation budget.

### **Types of booth displays:**

A booth display in an exhibition or commercial center "mall" is a three-dimensional presentation of one or more products under the umbrella of a particular brand. The selection of the booth display depends on several factors, including the design budget, the number of people working in the display area, the number of customers expected to visit the company's booth, and the constraints imposed by the trade show management on the design in terms of heights and spaces. Through the marketing experience of many companies, marketing experts concluded that it is preferable to design the booth display on the basis that the actual area of the design in terms of architectural blocks, furniture and appliances covers only about 30% of the total area of the booth. However, it is also not necessary to multiply the unused spaces architecturally so as not to give the wrong impression of the booth display in a way that opposes the implementation of desired objectives of the presentation. According to the International Association of Exhibitions and Events (IAEE), there are several different types of booth displays:

1. Linear (In Line) Booths.
2. Corner Booths.
3. Perimeter Booths.

4. End-Cap Booths.
5. Peninsula Booths.
6. Split Island Booths.
7. Island Booths.
8. Extended Header Booth (6.10m) or longer.
9. Multi-Story Booths.
10. Mobile Booths.

### **Booth display elements:**

All booth displays are a composite interaction of a number of different elements that are formatted in the design space, such as structural elements, raw materials, images, posters, colors, lighting, acoustics, and various media. The wide variety of raw materials and techniques used in design, which develop very frequently in short time due to technological development, offers the possibility to study many design options to suit the mental image to be explained by the exhibiting company.

### **The techniques used to design booth displays:**

Our relationship with space is not neutral, as spaces evoke emotional responses. For the booth designer, each design decision affects the design scenario and results in visitors interacting with it in different ways. Whether it is through shape, space, surfaces, raw materials, sound, or lighting, the space can be exploited to develop an atmosphere that stimulates emotions and stimulates the senses to interact. By developing an understanding of the relationship between a man and the surrounding space, the designer can control the nature of space in order to support the scenario chosen for design. The display window can be considered a stage, which can apply theatrical techniques, scenography techniques, or interactive techniques. Each of which helps to stimulate the interaction of the audience with the booth display.

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