**Appeal to Their Senses and Their Interests**

Create an open, inviting space that resonates with your customer, and make sure you don't box in too much of your space with [tables](http://www.siegeldisplay.com/trade-show/booth-furnishings-supplies-accessories/table-covers-runners) or [displays](http://www.siegeldisplay.com/trade-show/trade-show-displays/tabletop). For every [10' by 10' booth](http://www.siegeldisplay.com/trade-show/trade-show-displays/free-standing) you have, you’ll have about four seconds to grab a person’s attention. That said, your booth doesn’t have to be big or [expensive](http://www.siegeldisplay.com/trade-show/trade-show-displays/economy-displays) in order to be effective. On a chaotic trade show floor, a calm sanctuary can be particularly appealing, and this can be achieved using a minimalist aesthetic. Think outside the box: Existing materials such as product packaging can be creatively arranged into quirky art pieces that catch people’s eyes while reinforcing your brand.

Make sure your signage is [well-lit](http://www.siegeldisplay.com/trade-show/booth-furnishings-supplies-accessories/lighting-sound), easy to read, and features logos, colors, and [branding](http://www.siegeldisplay.com/trade-show/trade-show-banners-stands/) that are recognizable to the people who already know you. Your messaging should also be solution- and benefits-oriented, telling the customer at a glance [what you do](http://www.siegeldisplay.com/trade-show/promotional-materials) and what’s in it for them. Avoid vague business jargon and don't be afraid to be specific—you don’t need to appeal to everybody, just your target audience. It’s actually to your benefit to weed out those who aren’t real prospects, as time is money, and you have only a limited amount of time to make contact with solid leads that will actually generate business.