

## **The best possible locations when exhibiting at a tradeshow**

Location can dramatically increase the traffic at your exhibit. Best locations are where the visitors have to pass to get into the show, such as the show entrance, on the way to the restrooms, and near the concession stands.

When it comes to repeated exposure to visitors walking the aisles, an island works best. This is where you have a space that is surrounded on all four sides by aisles. You get a chance to get the visitors coming and going.

At a recent building supply show, a manufacturer of hardwood flooring set up a twenty by twenty foot island covered with the company's beautiful flooring product. The island became a popular shortcut to the restrooms. This helped the supplier demonstrate the versatility and sturdiness of his product.