

2010



# Exhibit Designs

## *Why does exhibit design matter?*

A well-designed exhibit is so effective at cutting through the trade show clutter and getting your message to your target audience. The average trade show attendee will spend 7 to 8 hours on the floor over a period of 2 to 3 days visiting an average of 25-31 exhibits. This leaves 5 to 15 minutes per visit. This gives you only 5 to 15 minutes to make a lasting impression that will give you an edge over the competition. Fortunately, design is not a completely hidden mystery, but is actually a process that VIP Exhibits has expertise to offer.

