

Published based on [Finishing Up Your New Trade Show Display](#)

Finishing Up Your New Trade Show Display

After your trade show booth display has been selected, think about how to complete the design. It is important to choose additions that optimize your display stand layout to help make sure you accomplish all of your booth design goals.

There are lots of choices to make when completing your exhibit booth design. Remember when you're buying the display accessories that they need to match each other and help support your plans for upcoming booth activities.

An easy way to make your booth stand out from your neighbors is to use custom carpeting; the different color will mark your space, and if the booth carpet has your company name or logo on it, that will make it even more obvious.

In addition to clearly delineating your booth space, carpeting - with padding underneath it - will help keep your staff energized through the long days on their feet. If they are limping and exhausted by the end of the first day of the show, they will be far less effective workers. There's a definite difference between spending all day on your feet on a concrete floor compared to a padded and carpeted space - even visitors to your trade show booth will enjoy the chance to rest and relax a bit.

You're probably exhibiting at a trade show to sell products and services. A trade show counter or podium will be an important aid to your plans; they will provide a place to display and demonstrate your products and capture leads - both of which are important parts of your trade show plans.

Portable display counters provide space for your demonstrations and product displays, as well as for your lead-capturing devices. There are many varieties of exhibit counters available, some of which allow for graphics to be wrapped around them, giving you more signage options. Some trade show counters provide you with additional storage space which can be locked and which can cut down on storage fees paid to the trade show.

If you are exhibiting with a table top display, then every inch of your display matters, including the trade show table cover on the table. Choosing to use the table cover provided by the trade show is a choice to blend in, not stand out, and will likely be a source of disappointment and possibly even embarrassment.

A custom table throw might be a very good investment; instead of blending in with your neighbors, a high quality table throw with your company name and logo on it will help promote your company and help you stand out and look different than your neighbors.

Choosing the right final touches for your trade show booth is an important part of your overall booth design. Don't skip this step when creating your booth design plan - every little bit is important.

Looking to find the best deal on [custom table throws](#), then visit www.American-Image.com to find the best advice on [Printed Table Coverings](#).

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