**BOOTH DESIGN**

**Preliminary Concepts**

Not doing a complete design change this season

May test drive a new design at a couple of events, but not at all events

*Seeking feedback – constructive criticism*

Concepts –

 Not be ashamed of who we are, we are a high-priced product

 We need to elevate the experience for the prospect

 Be careful not to make it look too high priced, or that customer is funding fluff

 Make sure the imagery accurately represents our clientele

 Don’t be afraid to look different from all other vendors

Current design feels like looking at garage sale

Start with a blank slate

Fabric wing – “embracing” visual image

Countertop fitted into the wing (with draping around it to facilitate storage inside)

 Would break down to duffel bag size

Trend in trade show design is creation of listening centers

 Display areas that can be specific to subject or age/grade ranges

 Statuette icons that represent subjects (globe for Core, etc)

 Additional bistro tables in booth space (without chairs)

Significantly less product displayed

 Add digital element to be able to demo/display more variety of product

Emphasis is not on the books but rather on the SCC/Assistants sharing their knowledge/experience

 Not trying to provide a rest stop for convention attendees

Mini-catalogs to fit each station, with small number of books displayed

Find a way to make the prospects think that they came, saw and touched the books

At one station, have a picture of a full Core stack to show the whole thing

But on the counter display the books/IG for one day’s assignments

Has the feeling of entering a home with special rooms that I can visit

Visitor’s center environment rather than a store – it’s about your experience

Can add silk plants to soften the effect, several other options for inexpensive dress up

Need a different contact collection method – can’t use old fashioned card in this set up