



## BEST PRACTICES FOR A GREAT TABLETOP DISPLAY

There's an art to setting up a great tabletop display... and plenty of ways to mess it up. See below for some best practices to avoid pitfall and make the most out of your display at PSTC Tape Week!

### Minimize use of text

A tabletop display's text should be restricted largely to your brand name and a very few words, such as a motto or tagline. First and foremost, it should appeal on a solely visual level to draw people in.

### Make the Graphics Big, Bold, and Clear

Your graphics are front and center. Again, like a movie poster, you want to try to *visually* convey a message such as what your company is about, the big problem your product solves, or the sort of feeling, vibe and image your product is trying to inspire.

### Lighting Sets the Stage

A well-lit set of graphics and table will draw people in and make it more clearly the center of attention.

### Consider a Logo Tablecloth

A simple custom logo tablecloth thrown over the table, draped to the floor, makes it look much more professional and "well-tailored". Particularly if the legs and feet of the table aren't visible.

### Don't Over Clutter with Literature

Use some simple literature display stands flanking the tabletop display to hold anything intended to be taken away. Consider integrating a tablet stand or two around the edges of the tabletop, particularly if you're using it for collecting contact info.

### Use retractable banner stands (but not too many)

Retractable banner stands are some of the most cost-effective and reusable pieces you can add to an exhibition booth. By putting them either next to or parallel to your tabletop, you make it appear larger while also having more opportunities for graphics and branding.





## **BEST PRACTICES FOR YOUR TIME AT TAPE WEEK!**

- Facilitate strategic discussions with your current partners
- Network and meet potential new partners
- Take advantage of "Disney Springs" (located directly across the street from hosting hotel) to celebrate successes with current partners, or to help new partners gain a better understanding of your company through hosted dinners. Reservations strongly recommended.
- Innovative Poster session: Provide details as to your new products and technologies during the Poster Session (Welcome Reception). Set up booth appointments in advance. Advanced RSVP Required
- Save on shipping with bringing limited products and booth materials