



DIGITAL SIGNAGE

CONTENT FOR TRADE SHOWS



Trade Show Success Starts with Great Digital Signage

Trade shows have evolved from conventional exhibitions into vibrant, interactive hubs of innovation and networking. In this digital age, where attention spans are shorter than ever, the role of digital signage has become paramount. Visual information reigns supreme. A well-executed digital signage strategy grabs attention, stirs curiosity, and initiates engagement.

In a bustling trade show environment where every booth competes for attention, digital signage is your megaphone. It captures attention and projects your messages, promotions, and brand identity in an engaging and captivating manner. Having the right equipment and the right look is not enough — you need quality content to fully harness the potential of digital signage. In this guide, we will show you how to develop successful digital signage content for trade shows.

Elevate Your Trade Show Experience

Digital signage offers benefits that can revolutionize your trade show experience. Traditional static displays can't match the versatility and dynamism of digital screens. These screens are a magnet, drawing visitors with eye-catching visuals, animated graphics, and vibrant content. Think of every picture, infographic, video, word, and sound that's part of your digital signage as your content. Not only is this content dynamic, but you can update content in real time to keep your digital signage messaging relevant throughout the trade show event, keeping attendees engaged and informed.

Perhaps the most compelling advantage of digital signage is its interactivity. Attendees are no longer passive viewers; they become active participants in your story telling. Touchscreen displays allow them to explore products, watch videos, and even provide their contact information for further engagement. This two-way communication turns casual visitors into potential leads and customers.



Start with Your Goals

Set clear objectives and goals for each trade show appearance. Digital signage is most effective when it aligns with your overarching aims for the specific event you are exhibiting at. Your digital signage content ideas should be strategically crafted to support objectives, such as:

- Increase brand awareness
- Promote a new product
- Gather leads
- Make sales

Before designing your content, consider the emotions you want to evoke in your audience and the key takeaways you want them to remember. Are you looking to inspire, educate, or excite? When you define these objectives from the outset, you can develop all your content to meet them and contribute to your success.

Tailor the Perfect Story for Your Target Audience and Venue

Let's look at some best practices for digital signage and tips on how to make the most of your digital signage content.



Know Your Audience

Success begins with a deep understanding of your target audience. Research their preferences, pain points, and interests to tailor your content accordingly. Are they looking for innovative solutions, cost savings, or improved efficiency? How does your product or service solve their problem or improve their lives? Your content should speak directly to their needs and aspirations.



Location Matters

The placement of your digital signage displays is critical. Analyze the flow of foot traffic at the venue as well as accessibility, the spacing, walls, and other obstructions. Position your screens where they will draw attention. High-traffic areas near entrances and intersections, or areas of interest within your booth are prime locations. If your signage is in an area where people will be waiting in lines, your content can be longer and more interactive. If your signage is in a high-traffic area, you'll be better served with quick messages and calls to action.



Craft Your Content Story

Every successful trade show exhibit tells a story. Your story should be clear, concise, and relevant. Start with a hook that grabs attention, then present information in a logical sequence that keeps attendees engaged. Whether it is the evolution of your brand, the unveiling of a new product, or a solution to a common industry challenge, your narrative should be compelling and relatable.



Choose the Right Hardware

Without the right hardware, you can't create an impactful digital signage experience for your trade show booth. Start by selecting display technology, considering LED displays, LCD screens, and touch monitors. Define screen sizes and mounts based on your booth's layout. Opt for media players that handle your content formats effectively. High-definition screens with touch capabilities can provide an immersive experience, allowing attendees to explore your offerings hands-on.

Media players are the engine behind your digital signage content delivery. Whether you opt for dedicated hardware media players or cloud-based solutions, make sure they can handle the media formats you plan to use and that they showcase your content appropriately. These players will be responsible for smoothly running videos, images, animations, and text, so their capabilities should align with your content strategy.

Direct-view LED signage (DVLED) is a great option for trade shows. It provides superior visibility over LCDs, with vibrant color, and tremendous contrast and brightness. DVLED signage can curve around walls, corners and other structures, and be used in almost any size. Also, compared to LCDs, the panels are lighter, last longer, and give off less heat.

If you're not sure what you need, Displays2go's extensive hardware offerings can help you create the perfect experience at your next trade show.

Nail the Visuals

01

Typography

Choose fonts that are not only on-brand but also easily readable from a distance. Avoid elaborate or overly decorative fonts that can hinder readability. Boldface, sans serif fonts are recommended. Use high-contrast color combinations for the type and background to improve legibility.

02

High-quality Imagery and Videos

High-resolution images and videos are essential for creating visually appealing content. Grainy or blurry visuals can detract from your message.

03

Brand and Design Guidelines

Consistency is important. Align your digital signage with your brand's visual identity — using colors, logos, and design elements that are recognizable to your audience.

04

Content Layout and Aspect Ratio

Display screens have varying aspect ratios. Design your content to fit different screen sizes without compromising its visual appeal.

05

Slide Intervals and Timing

Strike a balance between content variety and engagement. Change content on a regular basis by updating the text, changing the visuals and changing the order in which things appear. However, avoid overwhelming your audience with rapid transitions.

Get the Conversation Started and Collect Leads

Use digital signage to kick off a conversation. The goal is to take attendees from screen contact to eye contact.

Visual Appeal

Capitalize on the visual nature of digital signage by using animations, moving text, and dynamic graphics. These elements can capture attention and encourage viewers to stay engaged.

Product Demos

Interactive product demonstrations are a powerful way to showcase your offerings. Allow attendees to interact with your products virtually, giving them a taste of what your solutions can deliver.

Lead Collection

Encourage attendees to take action through compelling calls to action. Whether it's scheduling a demo, signing up for a newsletter, or entering a giveaway, make the process seamless and enticing.

Interactivity and Real-Time Social Media Content

Social media walls and user-generated content can transform your booth into a community hub. Trade shows are an ideal opportunity to create a buzz on social media platforms. Incorporate real-time social media feeds directly onto your digital signage displays. Set up real-time social media walls at your booth to showcase the ongoing social media conversations about the event. Attendees will be intrigued by the constant updates and be motivated to join the conversation, driving engagement and brand visibility.



Overcoming Noise

Trade shows often bustle with activity and noise, so relying on audio-heavy content is risky. Opt for visuals that can effectively convey your message without depending on sound. Attention-grabbing phrases on-screen that are personalized to your target market help to cut through the noise and attract attention to your booth. Use problem statements that your customers might identify with. In general, make sure to use captions, graphics, and animations to tell your story visually.



Other Techniques

Here are some other suggestions for trade-show success.

Coordinate your Display

Use coordinated table coverings, popup displays, banners, and other branded materials to create a consistent and inviting environment. When your booth's physical elements align with your digital signage, it enhances brand recognition and credibility, reinforces your message, and creates a memorable experience.

Create Eye Magnets

Use animated text and graphics in your digital signage to create movement and visual intrigue. These elements can serve as "eye magnets," guiding attendees' attention to specific parts of your display.

Use Content Promotion Strategies

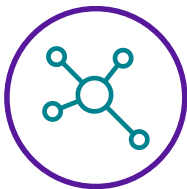
In addition to your on-site efforts, consider content promotion strategies that extend your booth's influence. Multiply your creative efforts by developing advertising campaigns that showcase your digital signage content through online platforms or industry publications. This helps to foster brand recognition and recall outside of the show. Employ customer engagement techniques such as gamified audience interaction or giveaways to encourage attendees to engage with your content.

Content Best Practices to Capture Audiences



Introduction to Your Company and Mission

Your digital signage content design should kick off with a powerful introduction to your company. Highlight your mission, values, and what sets you apart from competitors. This is your opportunity to establish an emotional connection with attendees. Use concise text, striking visuals, and perhaps even a short video to tell your brand story. Consider incorporating animated graphics that visually depict your journey from inception to where you stand today.



Event-specific Content

Your presence at the trade show is purposeful. Tell attendees why you're there and what you aim to achieve. Showcase the significance of the event to your brand and how it aligns with your goals. This could involve explaining a product launch, sharing a new initiative, or announcing expansion into a new geographic region. By connecting your brand to the event's theme, you create a sense of relevance and engagement.



Product Highlights, Promotions, and Awards

Use digital signage to give attendees a sneak peek into your product offerings. Use high-quality images, videos, and animations to showcase key features and benefits. If you're running promotions or have won industry awards, display them prominently. A visually appealing rotation of products, accompanied by their benefits and any special offers, can help generate new leads.



Problems, Solutions, and Use Cases

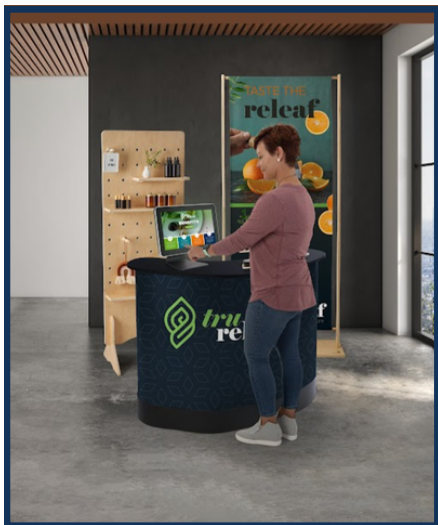
Attendees at trade shows are often seeking solutions to the challenges they face. Use your digital signage to address common pain points in your industry and present how your products or services can provide solutions. Visualize scenarios that resonate with your target audience, showcasing real-world use cases that highlight the value you bring. This type of brand-focused content can be particularly impactful in sparking conversations with attendees.



Collect Leads

Your trade show participation is incomplete without lead generation. Use your digital signage strategically to capture leads. Incorporate calls to action that prompt attendees to schedule a demo, request more information, or subscribe to your newsletter. You can make the process seamless by providing a QR code that attendees can scan to access a lead capture form. If you aren't using QR codes, keep the forms brief so that people can sign up quickly and easily. Because a diverse range of attendees will pass by your booth, offer different calls to action for different groups.

Engage Visitors with Interactive Content and Hardware



Interactive Touchscreens

Surveys, quizzes and games are fun and informative. Pose questions about industry trends or challenges and invite attendees to test their knowledge. Provide immediate feedback or poll results to keep people engaged.

Use this interaction to collect lead information. If possible, avoid long, free-form response forms and drop-down menus that can discourage survey completion and include your logo in the corner of each screen.



QR Codes & NFC Technology

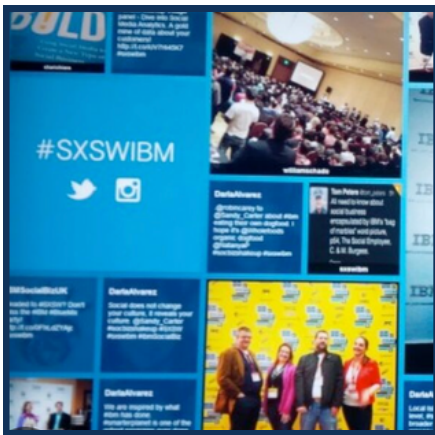
Integrate QR codes and NFC technology (near-field communication tools that enable communication between two electronic devices over a distance of 4 cm or less). Attendees can quickly scan these codes or use NFC to access additional resources like whitepapers, case studies, and product specs. This gives attendees detailed information without overwhelming the main display with excessive content.

Engage Visitors with Interactive Content and Hardware



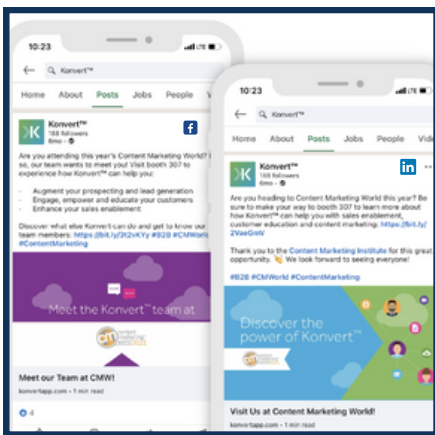
User-Generated Content

Turn your booth into a hub of attendee engagement by showcasing user-generated content on your digital displays. Offer free T-shirts or other swag to encourage attendees to submit photos, videos, and testimonials showcasing their interactions with your brand. Contests are a fun way to motivate people to give appropriate content. You can later use this user-created content as content inspiration.



Social Media Walls

Ahead of the event, create event-specific hashtags for the big day and encourage people to share their experiences and insights. Recruit social media influencers to do a promotional video or make an appearance. (A promotional discount might get them on board.) Set up social media walls that are auto-synced to display real-time posts using your hashtags. Display a call-to-action based on these messages and your goals.



Cross Promote

Extend the impact of your digital signage content by cross-promoting it on your brand's social media channels. Tease your trade show presence and digital content on Facebook, Twitter, and Instagram. This will pique curiosity and drive traffic to your booth. Digital signage and social media can create a dynamic synergy that amplifies engagement, extends your brand's influence, and helps attract your target market.

Industry Examples of Digital Signage Success

These examples demonstrate the versatility of digital signage content across diverse industries. By tailoring your content to your specific industry and target audience, you can create an immersive trade show experience that resonates with attendees and leaves a lasting impression.

Retail

Retail brands can leverage digital signage to display their latest collections, limited-time offers, and unique selling propositions. Engaging animations can showcase product features and benefits, enticing attendees to visit the booth for a closer look. Interactive signage can guide visitors through the virtual shopping experience, providing a preview of what the brand has to offer.

Healthcare

Digital signage takes healthcare brands beyond the conventional brochure. Dynamic displays can be used to highlight patient success stories, showcase medical services, and provide informative health tips. Engage your audience with interactive quizzes on health topics. QR codes can link to downloadable resources that provide in-depth insights into specific medical conditions and treatments.

Technology

For tech-driven companies, trade shows are opportunities to showcase innovation. Digital signage can serve as a canvas for displaying futuristic concepts, demonstrating cutting-edge features, and revealing solutions to industry challenges. Incorporate creative animations that explain complex technologies. Interactive demos can let attendees explore software interfaces or control virtual prototypes.

Hospitality

In the world of hospitality, digital signage offers a glimpse into the guest experience. Displays can highlight hotel amenities, local attractions, and guest testimonials. Engage attendees by allowing them to customize their ideal stay using interactive touchscreens. Visitors can explore room options, view virtual tours, and even make reservations on the spot.

Education

Educational institutions can showcase their offerings in a dynamic way. Digital signage can spotlight student achievements, highlight upcoming events, and provide insights into various programs. Interactive elements can allow attendees to take virtual campus tours, explore course catalogs, and even engage in mock online classes.

Automotive

The automotive industry can leverage digital signage to bring vehicles to life. Digital displays can highlight vehicle features, give customer testimonials, and offer maintenance tips. Interactive touchscreens can allow attendees to customize car configurations, explore interior designs, and virtually "test drive" vehicles through interactive simulations.

Food and beverage

Culinary brands can tantalize taste buds through digital signage content. Digital displays can showcase mouthwatering menu items, introduce talented chefs, and provide behind-the-scenes glimpses into the kitchen. Interactive touchscreens can let attendees create their own virtual meals, complete with customizable ingredients and cooking methods.



Make Your Next Trade Show a Success

First impressions are everything. In a sea of booths and exhibits, your digital signage content can make or break your ability to attract and engage attendees.

People at trade shows are deluged with sights and sounds designed to grab their attention. It's important to use every tool and technique available to make sure your message gets through. Attendees are more likely to engage with content that is relevant, visually appealing, and interactive.

Still not sure where to get started? Call (888) 778-1760 to speak directly with our digital experts. Whether you're upgrading your technology or a newcomer to the digital industry, we're committed to providing personal support and industry insight through every step of your journey.

Displays2go excels at helping you amplify your visual voice. We have the products and the expert advice to help you move your brand and business forward and make the most of any trade show.