



Tip 1: Boost your *ADX20 Sydney* ROI with a Custom Booth

Industry research shows that 54% of visitors to trade shows come specifically to see new products and services, and 83% of visitors have the authority to purchase or influence buying decisions. This makes these events the perfect time to showcase your company. (Source: exposuregroup.com.au)

Custom booths are a great way to show off your new products and services and **boost brand visibility** to make sure your booth stands out from the others. They are **engaging** to show visitors and will leave them with a **memorable experience** with your company and brand.

If you are still in the planning process on what your booth will look like for *ADX20 Sydney*, here are some things to consider:

- The value of investing a little bit extra in your booth by customising it - more people, more often, for longer
- Custom booth ideas are endless - no two booths will look the same, stand out from your competitors
- A little decoration goes a long way. A lot of decoration goes even further!
- Attention to detail is key - a flawless execution will be remembered and talked about

