



Booth Overhaul: Is Your Exhibit Costing You Leads?

1. Upgrade the Furniture

Outdated furniture instantly dates your space.

SourceOne continually expands and refreshes our rental inventory to ensure our clients have access to modern, on-trend selections that elevate their exhibit presence.

Research shows that attendees spend more time in booths that feel comfortable and welcoming. Exhibits that encourage meaningful interaction consistently generate more qualified leads than static displays.

Modern seating, clean lines, and intentional layouts create a more inviting atmosphere. The right furniture does more than fill space. It supports engagement.

Comfort drives conversation. Conversation drives results.

2. Refresh the Flooring

Flooring experiences the most wear over time, and attendees notice more than you think.

Studies show that attendees form first impressions within seconds of approaching a booth. Worn carpet or visible damage sends the wrong message before a conversation even begins.

Replacing carpet with a fresh brand-aligned color or upgrading to laminate or engineered flooring can immediately modernize your space. Flooring is one of the fastest and most visible ways to transform your exhibit.

SourceOne offers multiple flooring options, allowing you to refresh your look from show to show without investing in an entirely new structure.



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3. Add Strategic Audio

Trade shows are loud environments. Strategic audio helps define your space and capture attention.

Research indicates that multi-sensory engagement increases memory retention and brand recall. Subtle background music or product-focused audio can create an immersive experience without overwhelming attendees.

SourceOne offers wireless headphone technology that is ideal for interactive, high-impact product demonstrations. Combined with portable PA systems and microphones, you can deliver clear and personalized presentations in noisy environments, ensuring engagement without interference.

When executed correctly, audio becomes a competitive advantage.

4. Improve Your Lighting

Lighting influences perception more than most exhibitors realize.

Proper lighting increases product visibility, enhances graphics, and draws attention from the aisle. Exhibits that use intentional lighting often experience stronger booth traffic compared to those relying solely on standard hall lighting.

Strategic lighting upgrades can dramatically improve your visual impact. SourceOne helps clients design lighting solutions that highlight key messaging and create a professional, polished environment.

5. Resurface and Refinish

Surface damage accumulates over time, but replacement is not always necessary.

Minor scratches, chips, and cosmetic wear can often be repaired through resurfacing and refinishing. Maintaining your booth assets extends their



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lifespan and protects your return on investment.

A well-maintained booth signals professionalism and attention to detail. We help clients evaluate what should be replaced and what can be restored, ensuring smart budget decisions.

6. Modernize Your Digital Presence

Technology continues to shape attendee expectations.

More than half of attendees use mobile devices to gather information during events. Integrating digital tools such as video displays, LED panels, interactive presentations, QR codes, or live demonstrations keeps your booth relevant and engaging.

Digital engagement not only attracts attention. It improves measurable outcomes through stronger lead capture and more effective follow up.

SourceOne works with clients to integrate technology that supports sales objectives, not just trends.

Small Updates. Measurable Impact.

Trade show participation is a significant investment. Industry research consistently shows that face-to-face marketing remains one of the most effective channels for lead generation and relationship building.

If your booth looks outdated, it may be limiting your return.

An aging booth does not require a complete rebuild to stay competitive. Strategic upgrades can extend its life, strengthen first impressions, and increase engagement on the show floor.

Many exhibitors try to patch updates together on their own. The result is often inconsistent branding, missed opportunities, and unnecessary spending.



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At SourceOne Events, we evaluate your existing assets, recommend smart improvements, and execute seamlessly from planning through installation.

Because sometimes you do not need to start over.

You simply need to **Trade Up to a Better Experience.**

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