Traditional Booth Designs

Traditional booths require more work than modern booths, but that extra work enables the traditional booth to have some personality. Figure 72 provides an example of a traditional booth that contains a booth (backdrop and table), booth person, banner, plants, a dog, a couple of white rabbits, and a bottle of wine – all placed on a San Francisco skyline background.

We built our traditional booths using Envato Elements' trade show booth mock-ups and Adobe PhotoShop.
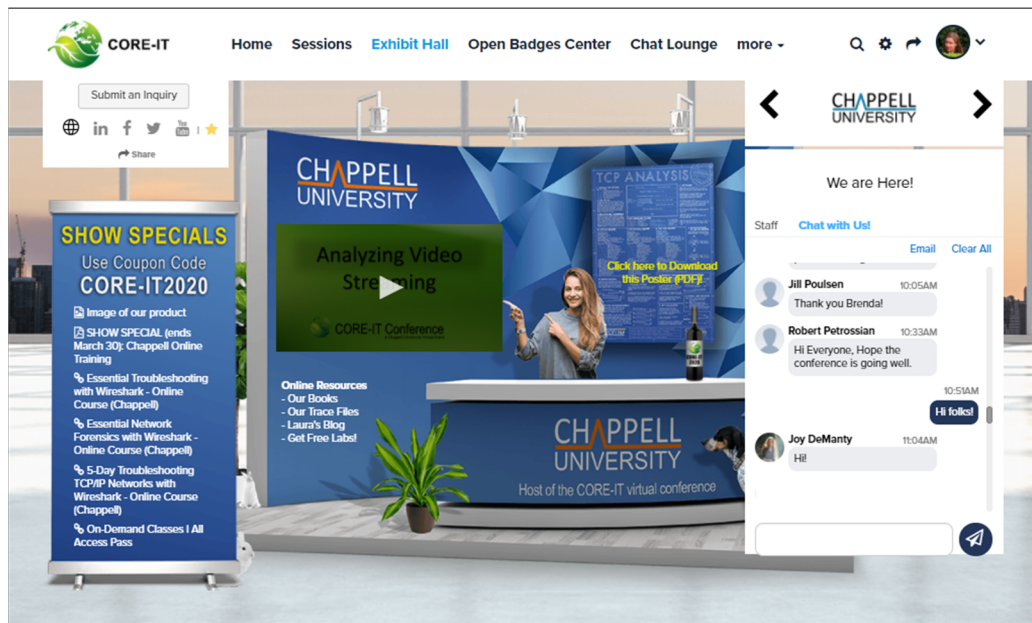

Figure 72. Traditional booths have more personality than modern booths.

We choose traditional backgrounds for the CORE-IT event to bring personality to our event. We branded booths with the exhibitors' logos, colors, and elements related to the company.

Some booths included fun items such as a fish tank, a disco ball, a Darth Vader Lego Minifigure, and more.

Traditional booths require two graphic elements:

- background (floor, windows, outside view)
- background-in-background (the booth image)