10 Tips to Create Event Signage That Stops Attendees in Their Tracks

K.I.S.S.: Keep it simple & spectacular.

Edit and re-edit your text until it's concise and crystal clear. What are you really trying to say? For example, "Scan Your Badge" works better than "Preregistered Attendee Check-in."

Go big or go home. HUGE text helps.

Some of the most effective signs are simply one or two words enlarged on a half-meter, header, or banner. Try using large type in unexpected places (like on the floor!) as well.

Be conversational, funny, and unexpected (when appropriate).

Humor engages attendees, especially millennials, and especially if it's unexpected. If it works for your show and audience, then keep it casual and familiar. Use interesting materials, like wall or window clings in different shapes. Go bold and dress up the bathroom or even the bottom of a swimming pool with on-brand signage.

Before you put it on a sign, ask yourself if it would work on a billboard.

Billboard thinking: Would a driver notice?

Your signage needs to be readable from a distance and by an audience in motion. Ask yourself, "Would this work on a busy highway?"

Information hierarchy: Most important up top.

What does your audience absolutely need to know? Put that BIG and BOLD at the top! Differentiate your message via headers, subheads, and body text.

Don't write a novel! Put details online.

Keep your signage brief and to the point, and direct attendees to your website or social media – accessible by mobile device, of course – if they want more details.

Try digital signage with moving screens.

Digital signage keeps attendees up to speed on changing messaging, times, speakers, and sponsor opportunities. Opt for a scrolling LED sign rather than a static printed one.

Simplify fonts and colors to avoid chaos.

Avoid distracting backgrounds, and choose easy-to-read fonts. Differentiate headers and text with serif and sans-serif fonts, color contrasts, and bold and regular weights.

Enhance text with icons, infographics, and pictures.

Pictures, simple icons, and large arrows communicate quickly and efficiently to diverse audiences. This particularly helps non-native English speakers.

Immerse attendees in the experience.

Your signage should compel attendees to take action. Ask them questions, encourage them to join you on the show floor, or suggest they share their event pictures on social media.