

# Discover Your Perfect Trade Show Space

The best trade show booth spaces are created in a way that drives engagement from attendees while effectively allowing them to connect with your brand.

The problem is: we've all seen the frequently recycled, stale booth ideas that tend to dominate many trade show floors. What a waste!

An awesome trade show booth can really move the needle, serving as a prime opportunity to make an impact with current and potential customers. In our opinion, the best solution for fixing a stagnant trade show experience is to find inspiration and start imagining the possibilities of your next event.

That's why we've put together the lists below. We want you to discover something new, improve on existing ideas, combine the best ideas into your own package, and learn about the best ways to connect with attendees.

# Trade shows are overflowing with potential clients. How will you stand out?

Are you hunting for high-quality leads that are already invested in your industry? Attend a trade show: Let them come to you!

Your success at these events hinges on standing out with creative ideas that drive foot traffic to your booth. Show the audience something they've never seen before with our show booth ideas that attract visitors.

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Once you've found an idea, you're interested in exploring, we'd love to help you make it happen!

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WHO ARE  
WE

# We create experiences that work...

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We put people at the center — clients, partners, and attendees — and make it personal for everyone.

We specialize in creating experiential values to elevate brands into popular culture and shareworthy immersive moments. Bringing a boutique approach to innovative global brands and startups alike, we create moments that matter.

From concept creation to execution, we combine seasoned knowledge with inspiration.

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EVENTS  
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### Tablet Wall

With Tablet Walls, you can host a fun & educational competition at your next trade show. As the client, you can customize the questions / answers based on your industry, service offering, or even the event itself.

We'll even spice it up by adding timers, buzzers, and a scoring system. Don't worry, the wall itself comes in several sizes to fit with any trade show floor plan

### Why does it work?

The Tablet Wall is one of the best trade show booth games to attract people to your booth. It combines trivia's, puzzles and offers plenty of options to customize and increase your brand awareness during the show as well as being a fun & engaging activation for the guests.

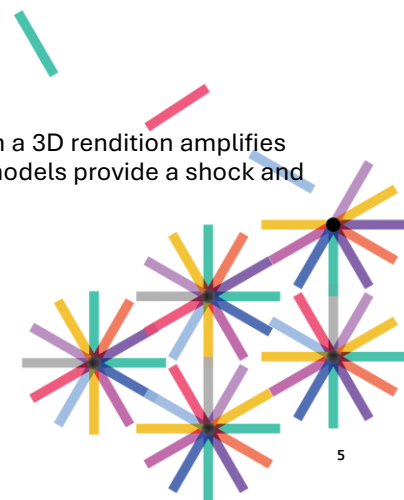


### 3D Product Model

Nothing is a more visually appealing trade show booth idea than using objects already available to form the structure of your booth. The bigger, the better because it makes your booth stand out from the rest.

### Why does it work?

They say a picture says a thousand words well then a 3D rendition amplifies that effect by 3. Not just visually appealing these models provide a shock and awe effect as well enhances





## Holographic Displays

Holographic displays are an engaging and powerful product display tool to attract audiences to your stand.

### Why does it work?

Not only does it provide the shock and awe effect without breaking banks, it is a good way to educate the audience about your product or projects taking them through demos and interesting walkthrough scenarios.



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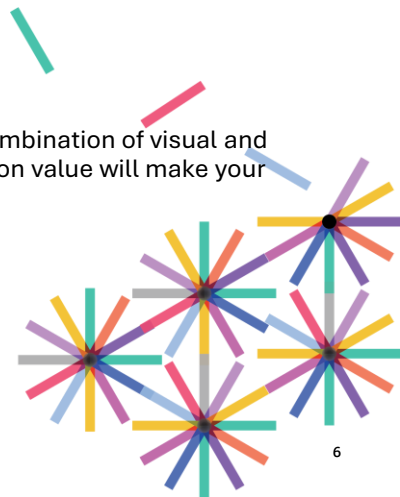


## Digital Assistants

Gone are the day robots and glass display assistants, meet the new age talking heads who would certainly make you stand out from the competition but also capture your audiences attention span long enough for your message to resonate with them.

### Why does it work?

In a world of the biggest, best and brightest, this combination of visual and technological innovation, the novelty and information value will make your brand stand apart from its competitors.





### Social Media Vending Machine

Experience the future of brand engagement with our revolutionary Social Media Vending Machine. This dynamic platform takes social media engagement to a whole new level, offering users the thrill of winning prizes for simple likes or tweets. With its adaptability and sleek design, it is set to transform any event into a fun-filled brand awareness campaign. Amplify your social media marketing and create memorable experiences, one tweet or like at a time.

### Why does it work?

The Social Media Vending Machine is the ultimate tool for standing out at any event, ensuring your brand becomes the talk of the town. Its interactive nature not only drives social media engagement, but also fosters product recognition and personal connection with potential customers.

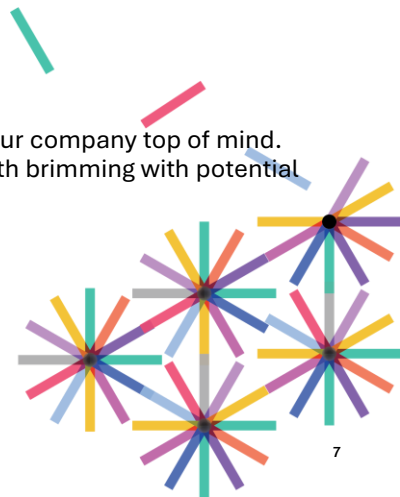


### Batak Pro Challenge

Get visitors' heart rates up by testing their hand-eye coordination. Participants tap 12 LED targets at random as they light up over a short timeframe. Afterward, their score will be calculated based on how quickly they tapped each target.

### Why does it work?

Customizing the board with your branding keeps your company top of mind. Meanwhile, friendly competition will keep your booth brimming with potential leads determined to secure the high score.



# Trade Show Booth Games

Generating great leads and making a strong first impression is priceless, so spare no expense when it comes to trade show booth games.

The return on your investment will come in the form of increased foot traffic and new leads. These trade show booth games are designed to captivate trade show attendees and leave them awestruck.

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## Virtual Reality Simulator

Needing more leads at your next exhibition trade show?

Create an immersive lead magnet using exciting VR Game options. There are plenty of choices within off the shelf solution and we can cater to customize options with industry specific and brand specific games running offline and online.

### Why does it work?

The VR Simulator is a show-stopping audience favorite. With a headset, controllers, sensors, and an event manager there to guide the experience, your brand will be the talk of the trade show.

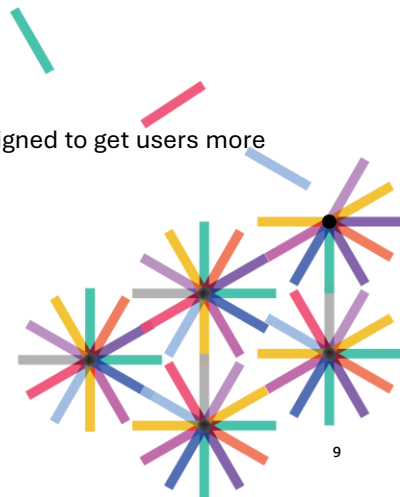


## Host An AR Scavenger Hunt

This augmented reality scavenger hunt is a slick way to give the audience something interactive to do in your pavilion or event space. Attendees have to hunt for hidden clues and objects in order to complete the search.

### Why does it work?

Virtual notes coupled with product demos, are designed to get users more engaged with your brand.





## Spin The Wheel

This 24-inch wheel is sure to attract potential customers looking to try their luck. The Prize Wheel is a casino-style trade show booth game that will instantly break the ice!

### Why does it work?

Attendees will flock to this fun trade show game to try to win big. You could offer the winners discounts or prizes like the latest gadget from your brand to help generate leads.



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## Corn Hole

Bring the tailgating fun to the trade show! This bean bag tossing competition can be found in every parking lot of every college football game for good reason.

### Why does it work?

Nothing spices things up quite like friendly competition. These 3-foot by 2-foot cornhole boards are sturdy yet compact with scratch-resistant surfaces. Simply extend the wooden legs and let the games begin!





## Buzz Wire

The Buzz Wire is the exhibition game where attendees get three lives to move the wand from one side to the other without touching the wire. As soon as they begin, the heartbeat timer sounds off, counting down the 60 seconds the participant has to make it across.

### Why does it work?

With a buzzer signaling both winning time and elimination, the Buzz Wire is guaranteed to turn heads!

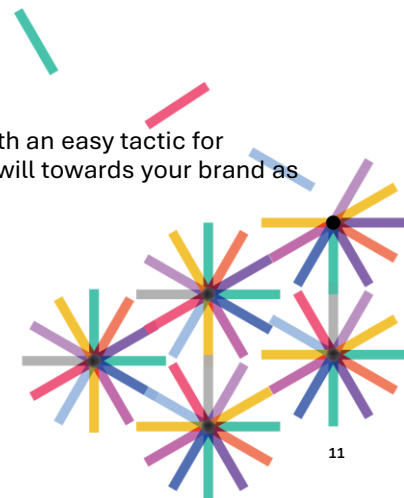


## Matching Contest

A Matching Contest is one of the easiest trade show games to play or to get started. All you need is to offer branded stickers attendees can wear on their clothing. On each sticker, print a symbol, a number, or anything you'd like — so long as you can have two of a kind for each one. Then, get attendees to find their match in order to win a cool prize!

### Why does it work?

Matching Contests provide exhibition attendees with an easy tactic for breaking the ice, which will generate loads of goodwill towards your brand as a byproduct.





## Counting Game

The Counting Game is a creative way to attract a crowd and engage people. All you need is a container which you can fill with a wide range of a single object type such as marbles, M&Ms, or toothpicks. The individual with the closest guess to the number in the container could receive a gift basket of branded swag.

### Why does it work?

The Counting Game is a perfect conversation starter and an easy way to get potential clients and customers engaged with your brand. There's also just something about speculation and guessing that we as humans are hardwired to love!



## Claw Machine

Claw Machine Rental is a classic arcade game with a notorious reputation for being rigged against the user. However, this trade show booth game is designed to give users greatly improved odds to capture product samples, gadgets, and swag.

### Why does it work?

A great stand attraction to ensure footfall and keep people occupied while your team captures the best leads to improve your ROI.





## Physical Gaming Challenge

Physical Gaming Challenges are an attractive way to get maximum leads from your stand investment.

They can be customized to match your brand activity or to ride on major gaming promotions for maximum PR mileage.

### Why does it work?

These games enable delegates to compete against each other and see their scores displayed on a leader board, whilst capturing data with ease.



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## Escape Room

The Escape Room is a scenario-based experience that encourages participants to collaborate on a mutual goal. It's a memorable and exciting way to break the ice.

### Why does it work?

This fun trade show game will have attendees searching for clues, which could be industry or brand-related if you want.



# Let's Get Started!

Hopefully, these lists have provided inspiration for your next trade show booth.

The options above represent some of the best option to increase booth footfall, and we're confident that there's so much more to offer.

From virtual reality activations, to innovative booth formats, to advances in social media interaction, we're excited to see what ideas you'll employ at your next event. Of course, if you need help turning those ideas into a reality, we're more than happy to start talking through everything you need.

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