

# News Release

For Immediate Release  
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## Tradeshow Attendees See Shish Kabobs Not Mulligan Stew

**Research shows human brain processes single images rather than a montage**

**BAY SHORE, N.Y.** (January 21, 2005) —University of Iowa research helps marketers sharpen the focus of trade show attendees whose roving eyes are distracted by the visual clutter of booths.

According to Steven J. Luck, UI associate professor of psychology, the brain does not multi-task when it comes to visual images. “Research indicates that when people look at multiple objects, like the products, images, and messages in a trade show booth, their attention moves from one object to the next in about one-tenth of a second. The more complicated the visual image, the longer it takes to process the images.”

Laura McLeod, owner of Trade Show Solutions Center in Bay Shore, agrees that trade show booths should be designed to maximize visual clarity. “Whether you are using a basic tabletop display or a 40-foot exhibit with all the trimmings, clutter is confusing,” she states. “A picture is not only worth a thousand words, but it communicates the message faster than words. Quality graphics allow an attendee to process who you are and what you are selling. When you limit messages to eight words or less you are increasing the odds that the message will be read.”

Another consideration of visual processing is the height of a message. Research indicates that the most viewed area in an exhibit is at the five-to six-foot level, The information above and below that zone is quickly scanned but not processed. McLeod advises exhibit managers to photograph their booths and mask off the “Viewing Zone” and ask the question: Is the visual image remaining compelling enough to intercept the

scanning eyes of an attendee walking past your booth? “If not,” she adds, “revise your graphics so it is.”

Trade Show Solutions Center has been serving the display and presentation needs of since . For more information contact Laura McLeod at [candi@tradeshowolutionscenter.com](mailto:candi@tradeshowolutionscenter.com) or (631) 243-4051.

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