

# 5 Things You Might Not Know Trade Show Flooring Can Do

by James Zacharias

When you put a lot of time and effort into planning your trade show exhibit, you may be tempted to treat the flooring as an afterthought. But that's a huge missed opportunity because trade show flooring isn't just something to walk on. It's the "fifth wall" of your exhibit and gives you a large canvas to work with.

In fact, here are five important things trade show flooring can do:

1. **Set a tone.** No matter what the design of your booth, the right flooring will reinforce it through the colors, styles, and textures you choose. A high-gloss white vinyl floor can provide a sleek, modern look, for example, while carpet in charcoal, steel, or black compliments a technological or industrial style. Natural flooring products or comfortable carpet in earth tones can create an earthy, calming feel, and hardwood offers an upscale style that expresses tradition. Shag carpet fits a retro look, and bright candy-colored carpet adds a fun, upbeat feel to a booth.
2. **Convey quality.** After walking on hard concrete floors all day, your visitors will notice comfortable flooring as soon as they step into your booth, and they will associate that feeling with quality. FlexFloor in natural exotic hardwood or stone styles offers an upscale look and feel in a convenient rollable vinyl flooring, while well-padded carpet provides a sense of luxuriousness. You can choose 4-lb. or 6-lb. rebond padding for added comfort, or you can provide a truly luxurious feel with polyurethane padding.
3. **Draw people into your booth.** Stop show attendees in their tracks with carpet in bright colors or stunning graphics printed on dye sub carpet or vinyl flooring. Highlight a compelling marketing message in an inlay right by the entrance to your exhibit. Create an irresistible path into your booth by inlaying a different color of carpet or another flooring product such as FlexFloor, turf, or printed flooring. The possibilities are nearly endless!
4. **Highlight key areas of your exhibit space.** Just as great flooring can draw people into your booth, it can also guide them *through* your booth. Use flooring in a different color, style, or texture to create a visual walkway or highlight important areas of your exhibit space, such as a new product section or product demonstration area.
5. **Provide a great branding opportunity.** Don't miss the huge branding space trade show flooring provides! There are many options, including carpet custom-dyed to match a brand color (or any PMS color) and carpet inlays featuring a logo or brand tagline. And thanks to technological advances, there are now more printed flooring options than ever before. You can have a graphic or image of almost any size printed in vivid colors and stunningly clear detail on carpet or vinyl flooring. Or, select a flooring solution with a customizable surface that you can change out from show to show.

Trade show flooring can do a lot more than just provide a finished look! Well-chosen, quality flooring can play an important role in your overall exhibit.

*James Zacharias is Director Events Division at [Brumark Total Flooring Solutions](#), which offers the industry's widest variety of carpet and innovative flooring. James has 17 years of experience in the trade show and events industry. Working solely for suppliers, James offers a unique insight from this perspective, seeing the vast number of changes that have occurred during this time. Working on the flooring side now for 9 years, his experience enables him to find solutions to unique problems as well as provide a great knowledge base for helping to create fun and unique experiences.*