

# FX Design Group Highlights “Interactive Elements: Driving Engagement at Trade Shows”

ORLANDO, FL, UNITED STATES, April 1, 2025 /EINPresswire.com/ -- [FX Design Group](#), known for custom trade show exhibits, trade show booth fabrication and trade show rentals, has unveiled its latest article, “Interactive Elements: Driving Engagement at Trade Shows.”

In this publication, FX Design Group explains how technology-driven, hands-on activities capture attendee interest and turn booths into vibrant, memorable experiences.

“When attendees actively participate, they form stronger ties to a brand,” noted John Johnson, President of FX Design Group. “Interactive elements invite exploration and conversation that lead to meaningful connections.”

Highlights include:

- Touchscreen Displays: Offering detailed product specs and immersive demos.
- Virtual & Augmented Reality: Enabling interactive brand storytelling.
- Gamification: Marketing ideas for booths at events such as contests draw crowds and reinforce brand messaging.
- Live Demonstrations: Showcasing products in action for immediate impact.

To read the full article, visit: <https://fxgroup.tv/interactive-elements-driving-engagement-at-trade-shows/>

About FX Design Group:

Orlando, Florida based FX Design Group, a leader in broadcast design and fabrication services



including studio set design for TV, custom trade show exhibits and trade show booth fabrication, and branded environmental design. With over 35 years of experience, the company delivers innovative design, fabrication, and installation services that transform spaces and captivate audiences. By combining expertise in custom trade show display design with turn-key event booth fabrication services, FX Design Group creates trade show exhibits that enhance brand storytelling.

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