

FX Design Group Presents 'Exhibit and Trade Show Design that Stands Out Above the Rest'

ORLANDO, FL, UNITED STATES, May 28, 2025 /EINPresswire.com/ -- [FX Design Group](#), an authority in custom [trade show exhibits](#) and trade show booth fabrication, has published a new article titled "Exhibit and Trade Show Design that Stands Out Above the Rest."

With competition at every turn, FX Design Group highlights proven tactics—like dramatic visuals and interactive features—to ensure a memorable booth experience.

"Grabbing attention is only the first step," said John Johnson, President of FX Design Group. "We focus on designing custom exhibits and displays for events and trade shows that also keep attendees engaged, resulting in more valuable interactions."

Key strategies discussed include:

- **Bold Visuals:** Using eye-catching graphics and accent lighting.
- **Interactive Elements:** Encouraging hands-on exploration.
- **Effective Layout:** Creating intuitive pathways to guide traffic flow.
- **Brand Storytelling:** Utilizing multimedia to convey mission and values.

To read the full article, visit: <https://fxgroup.tv/exhibit-and-trade-show-design-that-stands-out-above-the-rest/>

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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