



10 Simple Ways to Make Your Booth More Accessible

- 1. Create wide, clutter-free pathways** - Arrange tables and displays so customers using mobility devices can move comfortably through your space.
- 2. Keep products reachable and usable** - Place popular items at mid-height, avoid over-stacking, and offer assistance proactively but respectfully.
- 3. Use clear, readable signage** - Keep signs simple and easy to read. Add Braille labels for key items or price points.
- 4. Train your staff** - Helpful and considerate staff can help compensate for at least some aspects of less than ideal physical accessibility.
 - Face customers directly when speaking.
 - Speak clearly and enunciate.
 - Use gestures, writing tools, or a phone notes app.
 - Learn a few basic ASL signs.
- 5. Update your marketing materials to highlight accessibility**
 - List accessibility features (shade, seating, wide aisles, low displays).
 - Review color choices and font sizes; 14pt or larger recommended.
 - Use high-contrast color combinations.
 - Add photos that show your booth layout and amenities.
 - Keep website and social media posts easy to read.
- 6. Be mindful of background noise** - Reduce competing noise and face customers when speaking.
- 7. Provide comfortable lighting** - Use shade, diffused lighting, or angled displays to reduce glare.
- 8. Welcome service animals** - Ensure your booth layout allows space for service animals
- 9. Evaluate your entry points** - Keep your booth opening wide, stable, and free of tripping hazards.
- 10. Listen to customer feedback** - Ask what would make your booth easier to navigate and adjust over time.

