INTRODUCTION

Literature

Theoretical Background
- Trade show environments are rich in visual stimuli competing to attract visitors’ attention (Solberg Soilen & Gopalakrishna, 2010).
- Booth attraction or booth design are described as determinants of trade show success (Kaplan, 2005; Williams & Scatolin, 2003).
- Booth, eye tracking, eye camera, Tobii Pro X2, eye tracking data and control the eye tracking data.

RESEARCH APPROACH AND HYPOTHESES

Experimental Design

Comparison: Exploration, experimental study using eye tracking technology.
- Field study environment (real life trade show booth setup)
- Laboratory study (virtual booth setup)

Participants: n=31 in Laboratory Study; n=32 in Field Study.

Hypotheses:
- H1: The perception of the trade show booth overall is different in a field vs. lab study environment.
- H2: The perception of booth design elements is different in a field vs. lab study environment.
- H3: Booth design elements get a higher gaze attention in both field and lab study vs. textual elements.
- H4: There is a relationship between the perception of booth design elements and field study.
- H5: Booth design elements get higher recognition in field vs. textual elements.

EYE TRACKING TECHNOLOGY

Laboratory vs. Field Study Eye Tracking Technology applied

Setup: Examination system.
- Glasses (wearable eye tracker)
- Blink compensation
- Gaze data
- Optimum distance between eye tracker and participant.

Booth Design Elements and Areas of Interest

Evaluation of booth design parameters as eye tracking AOs

Booth Design Elements classification by Solberg Soilen (2013):
- Towers: Free standing components
- Canopies: Store ceiling
- Wallpaper and paint
- Lighting
- Carpet and flooring
- Furniture

Results

Heat Maps of Fixation Counts

RESULTS

Evaluation of Hypotheses

<table>
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<tr>
<th>Hypothesis</th>
<th>Null Hypothesis</th>
<th>Experimental Design</th>
<th>Evaluation of booth design elements and areas of interest</th>
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</thead>
<tbody>
<tr>
<td>H1</td>
<td>Confirmed</td>
<td>Booth attraction</td>
<td>Hypotheses: Cooling and lighting vs. textual elements.</td>
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<tr>
<td>H2</td>
<td>Not confirmed</td>
<td>Booth design elements</td>
<td>Hypotheses: Booth design elements vs. textual elements.</td>
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<tr>
<td>H3</td>
<td>Confirmed</td>
<td>Both booth attraction and design</td>
<td>Hypotheses: Booth attraction and design vs. textual elements.</td>
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<tr>
<td>H4</td>
<td>Confirmed</td>
<td>Booth design elements</td>
<td>Hypotheses: Booth design elements vs. textual elements.</td>
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<tr>
<td>H5</td>
<td>Confirmed</td>
<td>Booth design elements and areas of interest in laboratory</td>
<td>Hypotheses: Booth design elements and areas of interest in laboratory vs. field study.</td>
</tr>
</tbody>
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RESULTING BOOTH DESIGN

Results applied for a future booth design layout.