



 **THE BLACK FILE SERIES**  
*by Devin Gulati*

# THE DEAD FLOOR PLAN / LAYOUT CURE

Why Your Floor Plan Is Killing Your Revenue  
**The biggest lie in exhibitions? "The layout is standard."**

If your layout looks the same as last year, it's not neutral — it's destructive. This file shows how bad circulation, visibility blind spots, and thoughtless zoning are silently shrinking your exhibitor renewals, brand value, and visitor satisfaction.



# PART 1: SYMPTOMS OF A DEAD LAYOUT



01	HOT ZONES OVERLOADED, COLD ZONES EMPTY
02	ATTENDEES GET BORED AFTER 1.5 HOURS
03	PREMIUM BOOTHS WITH POOR VISIBILITY = ANGRY SPONSORS
04	YOU ADDED AISLES, BUT KILLED INTERACTION
05	POOR FOOD ZONE PLACEMENT DISRUPTS DWELL TIME

If people are walking faster, stalling shorter, and skipping booths — **the layout is broken.**



# PART 2: THE HIDDEN PSYCHOLOGY OF FLOW

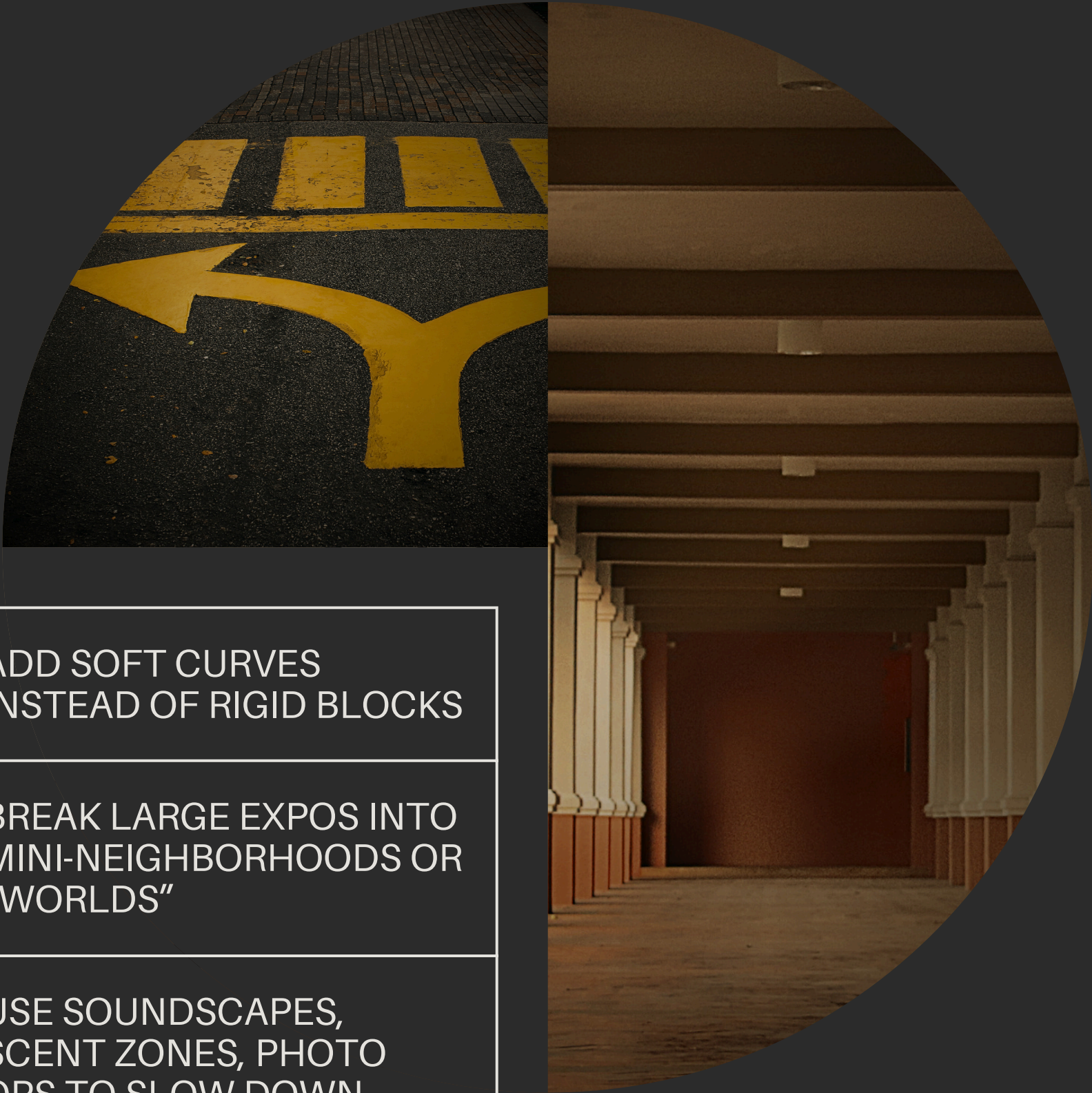
What Retail, Airports & Theme Parks Know:

01	PEOPLE MOVE IN ARCS, NOT GRIDS
02	LEFT-TURNS = DISCOVERY. RIGHT-TURNS = EXITS
03	ANCHOR MOMENTS INCREASE DWELL TIME
04	DEAD ENDS KILL FOOTFALL
05	SOUND, SMELL & SURPRISE DRIVE ENGAGEMENT MORE THAN SIGNAGE

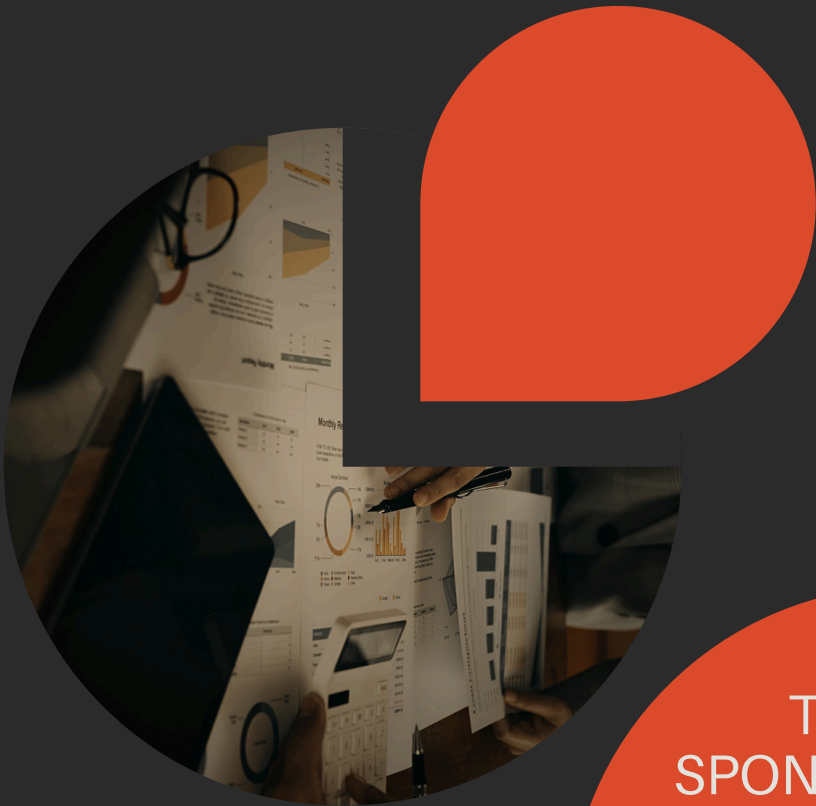
APPLY THESE TO

EVENTS:

01	ADD SOFT CURVES INSTEAD OF RIGID BLOCKS
02	BREAK LARGE EXPOS INTO MINI-NEIGHBORHOODS OR "WORLDS"
03	USE SOUNDSCAPES, SCENT ZONES, PHOTO OPS TO SLOW DOWN PEOPLE



# PART 3: LAYOUT-LED SPONSOR STRATEGY



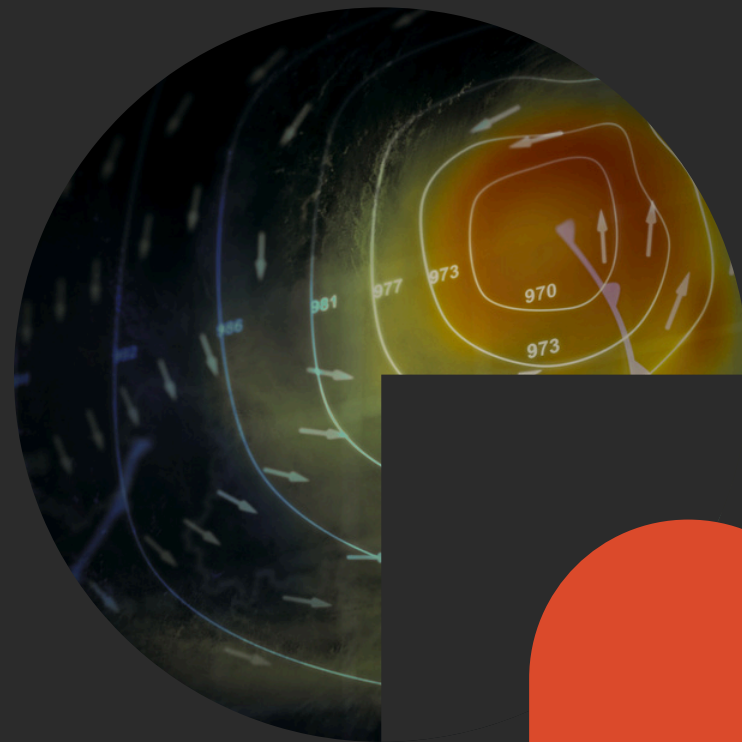
TOP-TIER SPONSORS DON'T JUST WANT BIG BOOTHS. THEY WANT HIGH-FLOW CONTEXTUAL ZONES.  
**EXAMPLES:**

"STARTUP CENTRAL" INSIDE INNOVATION ALLEY	OWNERSHIP OF A THEME CLUSTER
"FUTURE RETAIL ZONE" NEAR THE TECH TALKS STAGE	STRATEGIC PROXIMITY TO MEDIA OR SPEAKER AREAS
VIP BUYER LOUNGE WITH LAYERED VIEWS OF SHOWCASE AREAS	FOOTFALL MEASUREMENT ASSURANCE

**GIVE THEM:**



# FIX IT FAST: THE CURE MODEL



**SURVEY HEATMAPS -**  
COLLECT FOOTFALL +  
STALL DWELL  
METRICS FROM LAST 2  
EDITIONS

**REBUILD FROM HERO  
ZONES -**  
DESIGN AROUND  
ANCHOR  
EXPERIENCES, NOT  
BOOTH SALES

**RUN A PATH  
SIMULATION -**  
MAP A FIRST-TIME  
VISITOR'S WALK AND  
SENTIMENT

**SOFT LAUNCH A ZONE  
PROTOTYPE - TEST A  
HIGH-PERFORMANCE  
CLUSTER WITH NEW  
FORMAT**

# got a message or query?

This document is part of **THE BLACK FILE** Series *by Devin Gulati*.  
Accessed by those who see layout as leverage.

# reach out to our point of contact:



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CONTACT OUR DEPARTMENT HEAD FOR  
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