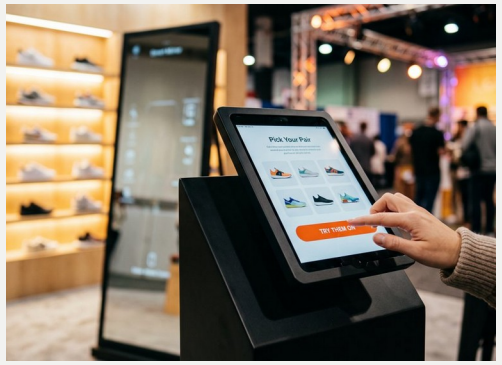


CONCEPT DECK

Virtual Try-On Booth

Footwear try-on experience for a 10 x 20 trade show booth, with take-home prints, video and live try-on options

How a guest moves through it



1 Pick your pair

Guests tap a shoe on the kiosk. The lineup is your current SKUs and can change any day of the show.



2 Step on the mark

A floor decal puts them in frame. The camera above the mirror screen takes a full-body shot.



3 See them on

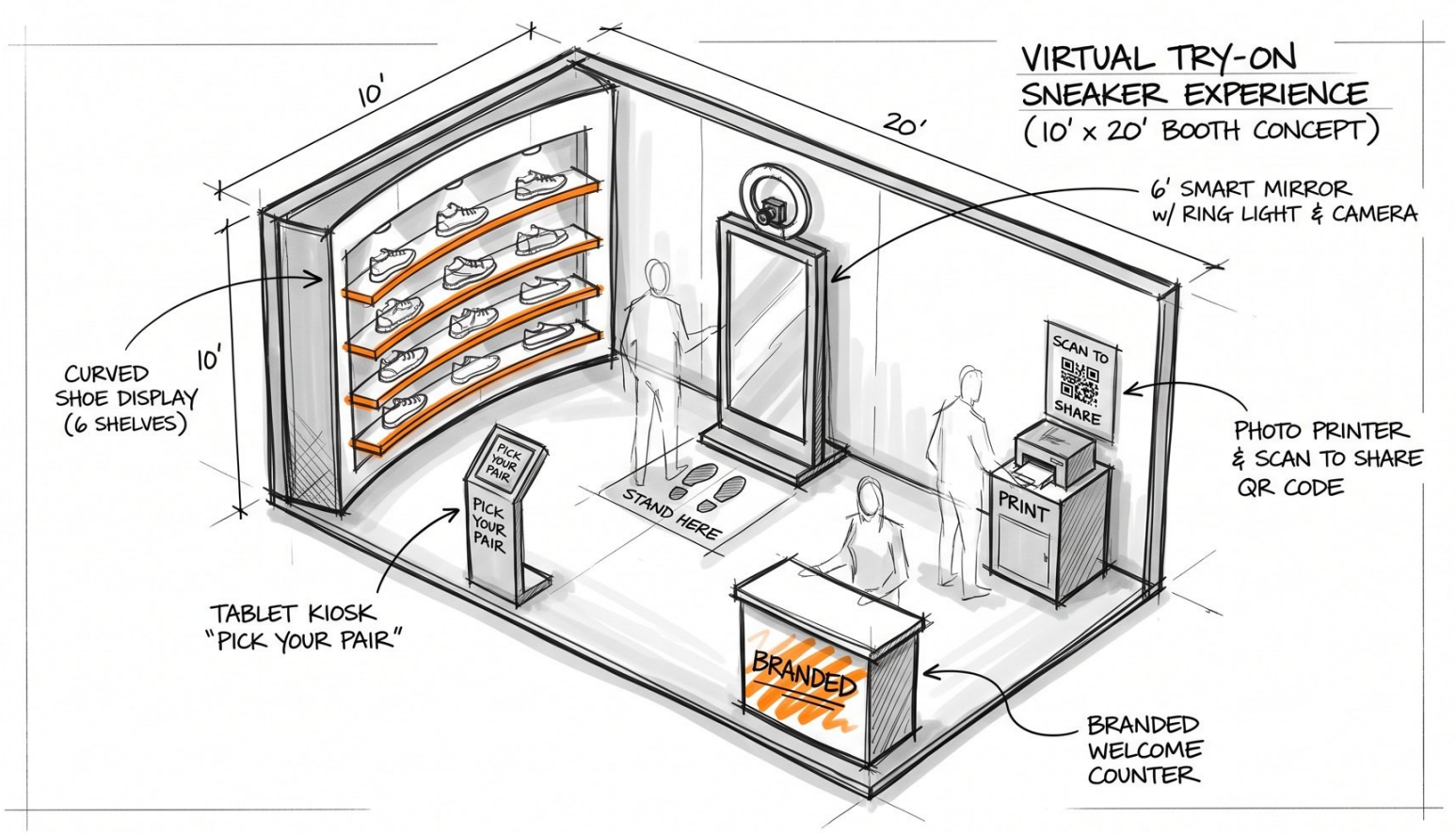
The try-on puts the chosen shoe on their feet in roughly 10 to 15 seconds. One tap tries the next pair.



4 Take it home

A 4x6 print on site, plus a QR code or text link to the photo and video.

Set concept: 10 x 20 booth (draft)



Back wall

6 ft portrait mirror screen with camera and ring light

Left wall

Lit shoe wall, six shelves, shows the real product

Front

Pick Your Pair kiosk and a branded welcome counter

Right side

Print station and Scan to Share QR sign

Floor

Footprint decal so every photo is framed the same



Photoreal mockup

Black and orange build shown. Wall color, header and lighting switch to your brand.

The mirror moment



A 75 inch portrait screen acts as the mirror. The guest sees themselves head to toe in the pair they picked, swaps shoes from the thumbnail row, and hits Snap when they like the look.

- Camera mounted above the screen
- Thumbnails pulled from your product photos
- Attendant can drive it from an iPad
- Every snap saved for the print and the share link

Sample shoe lineup



Retro high-top



Air-cushion runner



Classic white court

These mockups use unbranded stand-in shoes. For the show we load your actual product: one clean side-profile photo per SKU on a white background is all we need.

Actual try-on output: one guest, three pairs



Walk-up photo



Look 1



Look 2



Look 3

Same guest, same pose, same outfit. Only the shoes change.

Lifestyle scene option



Look 1 Graffiti underpass



Look 2 Sky jump



Look 3 Sunny sidewalk

Same guest, same shoes, dropped into a styled sneaker-campaign scene. Scenes can match your brand's current campaign look.

Video option: watch the shoes change



Instead of a still, the guest gets a 5 second vertical clip. They look down, the shoes swap with a light sweep, then a thumbs up. Made for Stories and Reels.

9:16 vertical, ready to post

5 sec clip per guest, any shoe in the lineup

QR / text delivery, so nobody waits at the booth

Live try-on: see them move





Starts a live video experience on the mirror screen. Guests see themselves in their chosen shoes as they walk, turn and pose, and can switch pairs without stepping away.

Live on screen, in motion

Any pair from the lineup, one tap to switch

What guests walk away with



Template A Booth try-on looks



Template B Lifestyle scenes

Print

4x6 with every look they tried, your logo, and a QR code to the digital copy.

Digital

Photo and video by text or QR, with an optional opt-in that sends you the leads.

Mix and match

Print, video, live try-on and lifestyle scenes all run off the same set.

What the booth needs

1 Footprint

Fits a 10 x 20 inline booth. Mirror and shoe wall on the back line, kiosk and counter up front.

2 Power

Standard 120V at the back wall for the screen, computer, printer and lighting.

3 Internet

Hardwired line preferred. The try-on needs a steady connection, so venue Wi-Fi is the fallback.

4 Staff

One of our attendants runs the station and keeps the line moving.

5 Product photos

One side-profile shot per shoe on white. We prep and load them before the show.

6 Data

Optional opt-in capture before delivery, exported to you after the event.

Next steps

1. Send the shoe list and product photos
2. Confirm show dates, city and booth number
3. Pick print, video, live try-on or a mix
4. We send a quote and a test run using your actual shoes



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