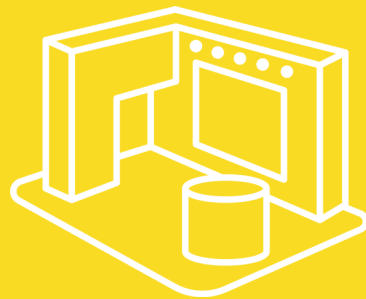


HOW TO MAKE YOUR EXHIBITION SPACE **STAND** **OUT** FROM YOUR COMPETITORS



A handy guide to making the most
out of your exhibition.

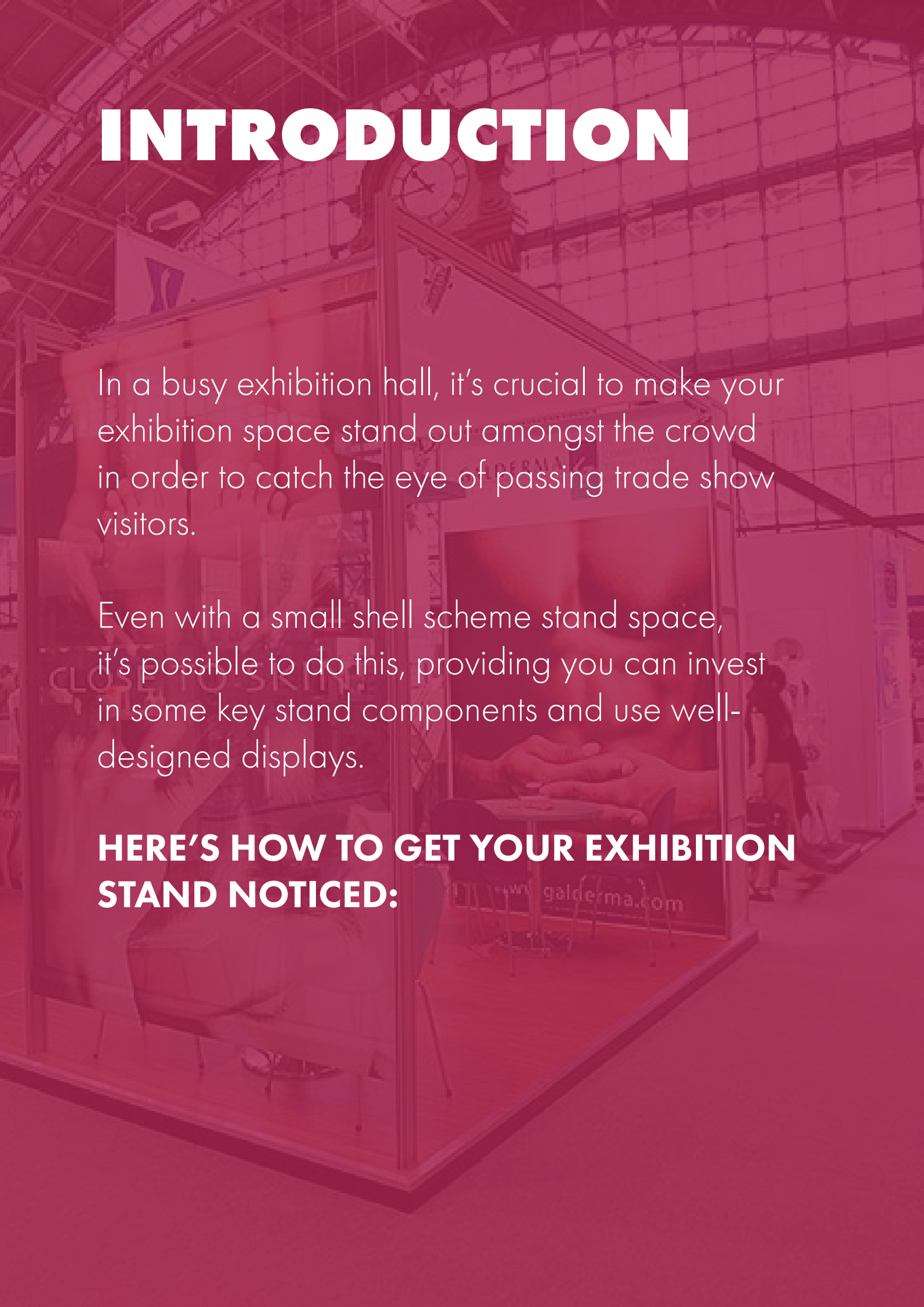


INTRODUCTION

In a busy exhibition hall, it's crucial to make your exhibition space stand out amongst the crowd in order to catch the eye of passing trade show visitors.

Even with a small shell scheme stand space, it's possible to do this, providing you can invest in some key stand components and use well-designed displays.

HERE'S HOW TO GET YOUR EXHIBITION STAND NOTICED:



BE CREATIVE WITH YOUR STAND DESIGN

Use colour to make your stand design really “pop”. You might have brand guidelines you need to work to when it comes to the placement of your company’s logo, but if you can, use colour and bright graphics or images on your stand to help attract visitors.

Employ a graphic design agency to come up with a clever design concept that will communicate not only your branding, but also any important messages about your business that you want visitors to grasp.

Colour and clever design is a must, whether yours is a small shell scheme stand or something decidedly larger. And if you are going to go for a custom-built stand, there are all sorts of design elements you could consider.

As well as being able to create a tall curved or angular branded structure, you could also incorporate lightboxes, showcase cabinets, tables, seating and possibly even ceiling-hung banners that can all work together to achieve a very powerful exhibition presence.


MAKE VISITOR ENGAGEMENT YOUR PRIORITY

It's all very well being able to attract visitors to your exhibition stand, but once you've got them there, you'll want to keep them there.

A relaxed seating environment within your stand will provide a place for visitors to sit comfortably whilst you talk them through your business offering. Having food and beverages on hand for visitors with whom you're having a conversation with is another good way to retain their attention too.

Make sure your team understands how to talk to visitors and invest in training for them if need be. They should have good knowledge of your business, be able to break the ice with visitors and convert conversations into useful leads.

Other ways of keeping visitors on your stand, whilst you try to get your message across, is to run a competition, carry out product demonstrations and offer great giveaways.



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USE TECHNOLOGY TO YOUR ADVANTAGE

The use of videos on your stand will encourage visitors to stay, watch and learn. Rather than collecting data via a paper form, use tablets to gather contact details or when asking visitors to fill out surveys.

That way, you can keep personal and marketing data all in one place, plus many visitors prefer to fill out their details online than on paper these days.

A good alternative to gathering contact details manually is to hire a barcode scanner (if available) and scan visitor badges as they arrive on your stand. After the trade show, you'll be sent these contact details via the exhibition management team.

Be active on social media and provide a commentary on activity on your stand as and when it happens. You can display your Twitter or Facebook feed live via a screen on your stand, so visitors can see answers to frequently asked questions for example.

Using social media live on your stand is a great way to encourage interested stand visitors to follow you.

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AND FINALLY...

Going the extra mile with your exhibition stand design really is a good way to get visitors to stop at your stand.

Once you have them there, keep them engaged with seating, refreshments, knowledgeable staff and demonstrations. Use technology for data capture and also for social media streaming to give your stand an edge amongst your competitors.

