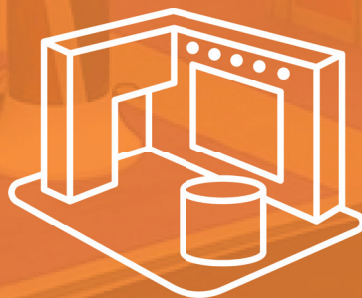


Why the Size of Your Exhibition Space Matters

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



INTRODUCTION

Exhibition stand spaces are usually priced per square metre, so the more space you have, the more you'll pay.

A large space also means more of a set up – you may need to commission a professional stand builder and order displays, furniture and other accessories too.

When you take into account pricing factors, it's tempting to book a small exhibition stand space. But before you do, it's worth looking at the benefits of a bigger space and why size is an important consideration for brand awareness.

THE BENEFITS OF A **LARGE** EXHIBITION SPACE

It's all about visibility and being seen by passing visitors. The greater the space, the more you can do to create an effective and memorable presence for your company at a trade show.

A sizeable stand space with two, three or all sides open (e.g. an end space, or open plan space) will make attracting visitors much easier, simply because you'll be more visible. As long as your stand isn't part of a shell scheme modular system, you can add height to your branding, which will help your stand feature prominently alongside your competitors.

You can have comfortable seating and a dedicated area to run demonstrations / presentations if your space allows. These are great features that will make you look like a key player in the eyes of visitors – and that perception is crucial when trying to gather quality leads and have meaningful conversations.

Another factor worth considering is that quite often large spaces on an exhibition floor plan are strategically placed in prime locations, usually where footfall is expected to be high.

HOW TO MAKE THE MOST OF A SMALL STAND SPACE

Although you'll be limited on what you can do with your branding, there are a few good ways to make the most of your presence within a small stand space (e.g. 3x2m) at a trade show.

Stand placement is an important consideration

See if you can book a space in the middle of the exhibition next to seating/eating areas. These types of spaces generally have better footfall. In addition, try to reserve an end space with two sides open to give you greater visibility.

Avoid stand spaces near the entrance to the hall, as many visitors like to move quickly past the first few stands to avoid congestion. Stands near the exit are also often given a wide berth, as by this point, visitors have usually got what they came for and are making their way out.

So that you have a good choice of stand spaces, make sure to reserve yours as early as possible, before all the best placed stands get booked up.



“Try to reserve an end space with two sides open to give you greater visibility”

FOCUS ON BRANDING

Make the most of your presence by getting professional banner stands designed and produced. Consider booking spotlights and an electric point within your space. That way you can show your branding off to its best and have some kind of visual / audio attraction within your space.

EXTEND YOUR PRESENCE

Advertise in the "Show Guide" and see if you can get a feature on the organiser's website. Book a seminar slot away from your stand, where you can deliver a presentation, do a demonstration or run a workshop. Be sure to let seminar attendees know where they can find you!



AND FINALLY...

If brand awareness is one of your main objectives in exhibiting at a trade show, having a large stand space will certainly help with that. However, if you have budget restrictions, you can still achieve great results by planning ahead and getting your company seen in other places around the show.

