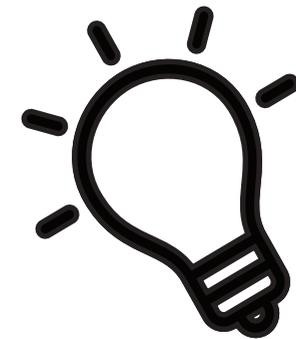




## Stand & Deliver

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This guide is intended to **get you thinking.**



### THINKING ABOUT:

- **WHAT** space you need
- **WHAT** your aims are
- **WHO** to work with
- **HOW** to impress
- **HOW** to communicate, and
- **HOW** to extend the campaign.



## Stand Size, Location & Orientation

If you're a bit late booking your space, and the organiser only has a few options to offer you, the event opportunity is still there, so don't panic. There are however, a few factors to consider.



### Consider orientation.

Think ahead about what's important for you - how accessible you want the stand to be, how you want people to engage with you and how much display wall you will need.

A stand that's open on three sides, for example, will have a back-wall for your logo and messaging but you'll need to build it.

If you pick a stand that's open on all four sides (known as an 'island site') you will be able to attract visitors from 360°, so if resource for pre-event promotion is scarce, you could still get good volume footfall.



### Location, location, location.

Being right near the show entrance can be great, but being near a big name stand in the middle of the show can be equally beneficial.

Many exhibitors are equally successful choosing a smaller stand near a seminar theatre or hospitality area. Check out a few exhibitions to see what could work for you.



If you have a smaller budget don't blow it all on a big space. Size really isn't everything. Unless you have huge products to accommodate, it will cost you more to fill it with decent content and furniture.

## Why are you here?

It really is critical to consider what you want to achieve from exhibiting. It's not always pure sales, really, it's not. You might have other aims & objectives:



If you're a new company, or an established company who has a new product or service to offer, you might want to collect information on your new market; your new potential.



You may have a product with a long sales cycle, so aiming for on-stand 'sales' is a bit optimistic. Instead, you might want to create a soft-sell "try before you buy" environment on your stand, with nice hospitality or a memorable experience.



You could be looking to build your brand, linking it to its core values through colour, atmosphere, texture, sound and indeed memory. Remember, brand is often seen as 'what people say about you when you're not in the room'. For that to be flattering, you've got to offer a positive experience with clear messages - planning is key.



## Choosing a supplier & partner

Choosing who to work with can be confusing because there's a huge array of exhibition partners out there. Design agencies, straightforward build-contractors, companies who do both, and variations of all of them combined.

### Big or small?

A smaller company may offer a more personal service but a larger company could offer scale of capability.



### Design or Build?

If you need help in bringing your ideas to life you may choose a design agency. If you have a concept in mind and in-house design you may choose a build only company. There are businesses who do both!

Selecting the right supplier depends on your needs. It's best to start with what your objectives are for the event and the type of business relationship you're comfortable with and then speak to a few different options.

Visit them if possible and see what feels right. References can be very useful, maybe go and see their completed work at a show or speak to other exhibitors about their experiences.



## Planning & Creativity

One person's 'minimalism' is another person's 'empty'. There is so much to gain by really thinking like your potential customer.

### WHAT'S GOING TO ATTRACT THEM?

- colour
- movement
- a single 'big idea'
- a theme

### WHAT'S GOING TO MAKE THEM REMEMBER?

- an aroma
- some comfy chairs
- interaction
- excitement



It's a great idea to go to some exhibitions to see what works, and what doesn't. They might be shows that are nothing to do with your business but if they're targeting a similar profile/mindset of customer, they could hold the key to the engagement you need.

An exhibition stand is one of the best face-to-face opportunities so the way you present yourself needs to be true to brand. How do you want to come across?

- |             |                |                       |
|-------------|----------------|-----------------------|
| • ethical   | • avant-garde  | • luxurious           |
| • artistic  | • a theme      | • futuristic/historic |
| • technical | • entertaining | • aspirational        |



Think about the details, not just the big ideas. Sometimes a structurally simple stand can really impress with its up-close detail. What senses do you want to appeal to? Think about different textures, clever use of lighting, entrance points, technology and furniture. Do you want chill out zones or down to business areas?

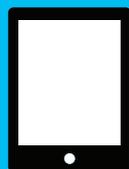


# Graphics, Tech & Interactivity

If you can select strong, meaningful images and clear, solid messaging, then you'll give yourself the best chance of communicating in a few seconds as a visitor approaches.

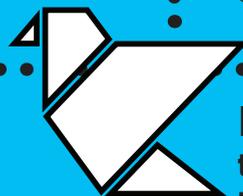
There are lots of options with graphics, and the phrase still rings true.

**“ A PICTURE  
PAINTS 1000  
WORDS**



**Technology continues to offer more and more opportunities to impress and doesn't need to be costly or take up loads of space.**

Options range from hand-held Google Cardboard through to motion tracking VR and augmented reality which can work well on tablets and smaller devices. Even the humble phone charging point - that might be the thing that keeps your next big customer on the stand, talking to you that little bit longer.



**BUT don't be quick to discard low-tech interactivity options**

such as physical games, competitions, puzzles, quizzes, crafts such as paper-folding or street art such as a graffiti wall or, and we've all seen this one, the fast car, motorbike or other attention grabbing adornment to your stand. If they allow for interaction, you're onto a winner.



**BOLDER IMAGES,  
FEWER WORDS,  
LARGER FONT.**

If you need to explain something in detail don't do it with text - use images, charts, product demonstrations or videos.



Visit our website if you want more guides and helpful tips to make your exhibiting activity a great success:

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Or call us on: **+44 (0)1442 285809**



**REMEMBER, YOU HAVE A FEW SECONDS TO ATTRACT ATTENTION AND MAKE YOURSELF MEMORABLE.**