

Image Display - Stand design briefing guide

Some things you need to consider before you brief us on your next exhibition stand project:

- Exhibition objectives, what constitutes your success? Leads, appointments, engagements, press coverage, clients entertained - how will you measure ROI?
- Broader marketing plans - The marketing mix, how do exhibitions form a part of this?
- Exhibition schedule and long term exhibiting plans - What type of solution do you think will work best, both now and in the future?
- Technical information - show details, stand sizes, and floor plans.
- Communications plan - Will you use the same message at each exhibition you are attending or have a specific theme dependant on target audience?
- Will the stand pick up or link to your pre-show campaign?
- Exhibition activity plans - demonstrations, meetings, hospitality, collateral & promo items - What will you want to do?
- Key features/focus - main USP's of your service or details of your product.
- Practical wish list - seating, storage, hospitality equipment, etc.
- AV requirements - Plasma screens, PC's, laptops, internet stations, i-pads - What technology will best help you engage and communicate with your audience?

360 Branding

Highly visible branding helps visitors identify or find you from around the exhibition hall. Have you got every angle covered?

Key Message

Your stand should communicate who you are, what you do and the benefits of your product or service in just a few seconds. "Billboard" design methodology should be considered.

Interactive Content

Don't just look - touch! Consider integrating interactive technology and media to engage your audience further and deliver your message in a more memorable way.

Collateral and Promotional Items

Consider how you will use collateral at a show. 70% ends up being thrown away, so think of something that will make it back to your prospects desk or offer to send if after the event to encourage the prospect to give contact information.

Colour

Consider the physiological effects of colour and how it can be applied to architecture, graphics, flooring, furniture and lighting.

Barriers

Avoid unnecessary physical barriers - you want visitors to access your stand easily and to feel comfortable, so keep it open and consider visitor flow.

Staff

Your stand staff play the most crucial part in the success of your exhibition. Fully brief your stand staff prior to the event so that they understand your objectives for being at the show, the investment you've made, the staffing rota and what is expected of them.

Data Capture

A business card in a glass bowl is not a lead! Design your own paper or digital lead form to ensure you have all the data you require. Use tick boxes to speed up qualification and have a stapler to hand so that if your prospect has a card, you can attach it to save more time for talking business and noting detail. Think about how you can make your post show follow up as relevant and personal through the data you collect.

Graphic Design

Remember, a picture speaks a thousand words! Select and apply bold and impactful images to draw interest and convey your brand message.

Meeting Areas

If meeting areas are required consider where they will be placed and whether they will need partial or full privacy to make your visitors feel comfortable.

Secondary Message

Allow visitors to learn more once they have been drawn onto the stand. Carefully placed more extensive copy can act as a "silent sales person".

Height

Use height to start drawing visitors sooner. Most organisers will allow you to build to 4m high and some even higher. Alternatively, or in addition, you may be able to suspend overhead signage.

AV Content

Content is king with audio visual. Keep content simple delivering your message clearly within a short loop. Remember, animations or video have more draw than a slide.

