

Exhibition Stands: 12 Tips For Your Exhibition Stand Design

The exhibition stand is your chance to showcase your company. The impact your stand makes at a trade fair can be crucial in attracting a large number of passing customers - or not.

For this reason, you should not neglect stand design when you are preparing for a trade fair.

Start planning your exhibition stand at least five months in advance to make sure your stand is an eye-catcher at the fair.

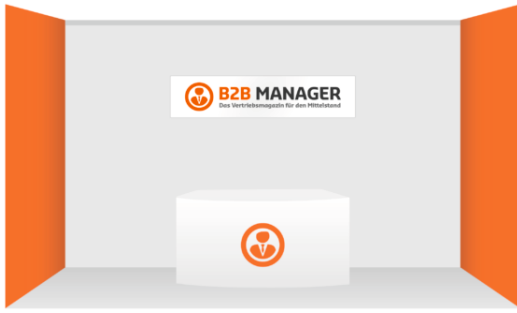
12 Tips For Your Exhibition Stand Design

We've all seen that one stand at trade shows which stands out from all others and draws the attention of the exhibition visitors. It's not that difficult to do - you can design a stand that attracts and excites visitors too. Leave the boring, plain stands to your competition. Turn your stand into an exhibition highlight with these 12 top tips for your exhibition stand design.

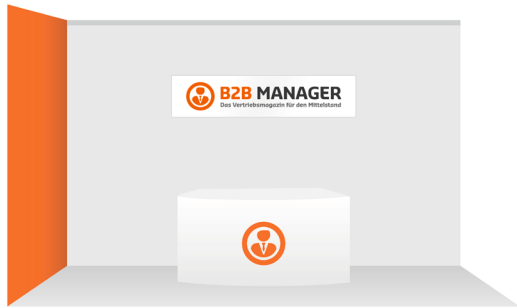
1. Location, location, location

No-one wants the spot in the far corner of the exhibition hall for their stand. Most trade fair visitors congregate in the main aisles or the centre of the venue. Therefore, we recommend having your stall in one of those places. Having your stand in the first row is, of course, only possible if you have a say in your stand location. Crucially, the trade fair may be separated into themes - in which case there could be certain areas that fit your concept well. For example, separate locations for hip and traditional companies. Make sure you present your company authentically. You should always consider the environment with your neighbouring stands. One clever tactic is to place your stand next to others that attract visitors. You should also avoid having your stand opposite your direct competition.

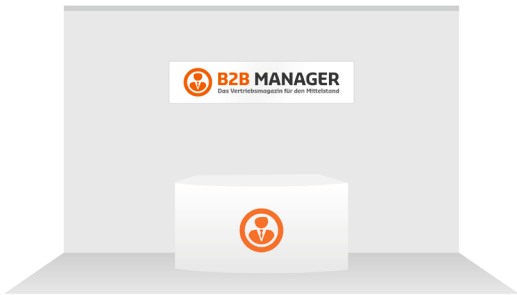
If you are able to, you should visit the exhibition centre in the run-up to the show to adapt your design and lighting to the venue. It's often the venue itself that will dictate if you should go for a row stand, corner stand, head stand or island stand. If you have the choice, always place your stand on the right-hand side of the visitor walking route as most people will automatically veer to the right. But even if your stand is in another position, you can still get noticed with the right strategy.



Exhibition stand example: Row Stand



Exhibition stand example: Corner Stand



Exhibition stand example: Head Stand



Exhibition stand example: Island Stand



2. High quality pays off

Think about the exhibition stand as your calling card. Every aspect of it should reflect the image of your company. For a medium-sized company, a professionally designed stand design that fits the size of the company is ideal. Avoid building the stand yourself - that's a job for the professionals.

Make sure you use high-quality materials for the design of your exhibition stand. This ensures a professional look and means that even with frequent use, the materials will not look worn. For your stand furniture, there are various materials on offer. At SAXOPRINT for example, you can have your counters and walls printed in either PVC or fabric, depending on what your requirements are.

3. Size matters

When it comes to exhibition stands, size really does matter. That's not to say that bigger is always better: a huge exhibition stand with no furniture to fill it looks empty. If a stand looks empty, visitors will ultimately come to the conclusion that there's nothing much to see or do there.

On the other hand, if your stand is too small, it simply looks like there wasn't enough money available for a bigger space. The size of your exhibition stand should complement your company. Take a look at what your competition is doing: there's no need for your stand to be significantly larger. It's not a good idea to have a much smaller stand than your competition either. Even if you do opt for something smaller, there are tips and tricks for how you can stand out from your competitors - because size isn't everything after all.

4. Be client-focused in your design

When planning your stand, orientate yourself around your trade fair objectives. Your stand concept should be based on what you have planned for the trade fair. If you are presenting a new product, it goes without saying that this should be the main focus of your stand. If you are more interested in promoting the image of your company at the exhibition, include open spaces such as a bar or a seating area. No matter what your aim is, there's one rule that always applies: your stand should be inviting and make customers feel welcome.

When designing the interior space of your stand, keep your customers in focus. Separate livelier spaces for product displays and presentations from quiet areas for discussions. You can't hold an important talk with a customer when there are a lot of people milling about and talking around you. Therefore, you should plan a space for consultations and advice, a space for presentations and an additional kitchen, bar or storage space if needed. Use the materials you have available to divide the space - such as exhibition walls and counters.

5. Emphasise your products and motto

A good stand design is well thought-out and can catch someone's eye from across the venue. Be original, stand out and never be just like every other stand at the fair. Your exhibition stand needs to catch the eye of trade show visitors and at first glance, it should be clear to visitors what you're all about. Products and services should, therefore, be immediately visible. To promote your message, integrate your motto or product into the exhibition stand design and always keep in mind who you want to reach.

Tailor the design to your company and make sure the stall reflects your corporate identity. So, make sure brand colours and logos are in the spotlight and make sure your stand is unique so that it is instantly recognisable. Your motto or product should always be more important in your design than the company name.

6. Use the right colours

Don't just use flamboyant colours simply with the aim of standing out. Considering your CI and retaining its originality in your design will give your stand a professional look. Ensure your stand is eye-catching by using your unique company colours in the design, allowing trade fair visitors to recognise your company straight away. Integrate witty slogans and your company message into your stand design rather than attempting to draw attention by using many different colours.

7. Create spaces using exhibition walls

By using different elements, you can create space in your stand. Exhibition walls and counters will form the basic structure of your exhibition stand and serve as partitions, practical features or decoration to turn heads. You can print your individually designed exhibition walls and counters with SAXOPRINT - for any purpose you would like them to serve.

8. Dazzle your visitors with the right lighting

To make your stand exceptional, don't neglect the lighting. Match the lighting to the aims of your exhibition stand. If you want to display something, a bright, natural light source works best. Don't blind your visitors with the lighting! Consider using soft lighting for seating areas. For consultations, use brighter lighting to ensure documents can be read. Light columns and illuminated signs create an appropriate atmosphere and offer an alternative presentation of your logo or company message.

9. Use interactive technology

Use technology to inform and entertain the visitors. You may want to opt for an interactive design for your stand, with screens and presentations. Add appeal by allowing visitors to try things out for themselves and then get additional information if they are interested. Visitors will stay at your stand for longer if there are some interactive elements. However, avoid overloading and cluttering your stall with interactive elements.

10. Make an impact with decoration

Don't forget decoration when you are planning your exhibition stand! The effect of a large vase filled with lush flowers is not to be underestimated. Use roller banners and signs in keeping with your overall design to get noticed. Also, flags lend your stand more visibility. Have the decoration made together with the exhibition walls and counters in order to ensure a uniform design.

11. Win approval from the ground up

Think about the flooring when you are designing your exhibition stand. Select a carpet that matches your overall design. Your trade fair visitors will have done a lot of walking and standing, so they are bound to appreciate having a

thick layer of carpet under their feet. Making the trade fair visitors feel comfortable will encourage them to stay longer at your stand.

12. Reusing your exhibition stand design

Your stand design will be largely dependent on the objectives of the trade fair. So, when you are using your design again for future trade shows, you should consider whether the design matches the fair objectives or not. It's important to adapt your design to make sure it fits. Simply contact the manufacturer of your last stand to implement a new design or make individual adjustments. Rely on professional expertise when designing your stand. If you have the design elements made by experts, then the possibility of reuse at further trade fairs is guaranteed.