

Tips for Exhibition Displays. [By G. Croston](#)

Imagination is one of the most important considerations in producing eye-catching and appealing displays.

Don't be afraid to do something different. The more distinctive your exhibition display, the more your customers will remember it.

Have a Theme

Instead of using an ad hoc approach to the displays in your exhibition; you would be better served to establish an overall theme that will unite your products. All displays of products need not look exactly alike, but they should be compatible or blend in with each other.

This theme can go in many directions; its determined mainly by the products you want to sell and the customers you are trying to attract.

Have you ever been to an exhibitor's stand that really turned you off because the displays were random or uncoordinated and made you not want to come back?

Naturally, you want yours to have the opposite effect and you want the look to be as distinctively yours as possible.

Planning & Preparation

Planning all the details of your display stands well as long before the event as possible is vital. Take plenty of Time to plan. What or where will the focal point of the stand be? Find out the size of the space you have been allocated are there any restrictions on height? Can you fix anything to walls? Are any power sockets available on the space? If so how many?

Laptops for presentations if no power points available ensure you have adequate supplies of battery cells ensure all are fully charged the day before.

Ensure you have sourced and purchased all equipment well in advance. Practice setting up your display, make notes where you wish to display your key products, trying to emphasise their unique selling points to your visitors. All personnel should be familiar with setting-up the stand, as this saves you valuable time on the day of the exhibition. It is important to remember that some venues have a fixed length of time in which you must have your stands built. And at the completion of the exhibition, you may have a fixed time slot to pack your display stand away, leaving your space in a tidy condition. Always check with the venue or organisers for time periods, and whether it is your responsibility to remove any rubbish, etc.

Attention to Detail

Attractive [leaflet and brochure displays](#) are important tools in providing customers with vital and informative details about your products and/or services.

You may consider the use of competitions to attract visitors to your stands. If so, then you could provide competition boxes to submit slips in, or you may wish to have a box to collect business cards or suggestion slips in.

Digital Displays

incorporating movement into your display can increase your sales by as much as 317% (source POPAI). Sound, film and pictures together - keep it simple.

What are the first thing new customers do when they enter your exhibition stand?

They form an impression of your company based on the atmosphere you've created. A Digital Screen presentation on your company, products and services will say a lot about you.

Portable Display Stand Systems

you should also consider the use of pop-up display systems: these can be up in minutes. A pop-up display stand provides maximum portability with exceptional visual impact. Wherever you have a sales opportunity, a pop-up display stand provides an instant presence.

Roll-up [banner stand systems](#) are also easy to use and transport. Roll-up banner stand systems provide a high-profile presence and brand/image support to an exhibition stand, in the foyer or reception area to an event or office or at seminars and conferences as supplementary focus points.

Flexible panel display systems are perfect backdrops for your exhibitions. Portable panel systems let you create stylish portable displays with flexible portable panel options. Flexibility comes first with the folding panel displays and portable panel displays that can be reconfigured to change your display to suit your space. A wide range of accessories and finishes are available too.

Manning the Stand

staffing the stand at all times is very important. The personnel should be dressed smartly, be friendly and have a thorough knowledge of the products and/or services. They should be experienced and know when to approach the visitor: if they do it too early, they can create a pressure sales environment, and if they do it too late, the visitor may feel you are not interested in them and move on to another stand.

Always ensure adequate personnel are available on the stand at all times. Otherwise, if you get a large influx of visitors at once, you will not be able to provide the high standard and professional image you wish your company to have.

Conclusion

these are just a few of the things to consider and remember before your next exhibition, seminar, trade show, or other event you may be attending.

Article by: Graham Croston For more advice and assistance, please contact him through: <http://www.gjplastics.co.uk>

Products & services mentioned above can be found at:

Media Displays Solutions - Suppliers of flexible panel display systems, Banner Stand Systems and various products for displays, retail, exhibitions, etc.

<http://www.mediadisplaysolutions.co.uk>

GJ Plastics - Manufacturers & suppliers of products for: point-of-sale, exhibitions, displays, a wide range of leaflet, magazine display stands, poster holders, competition boxes etc, <http://www.gjplastics.co.uk>