

# BEFORE THE EXPO, PRINT & MERCHANDISE: STAND DISPLAY #13 OF 36

## EXHIBITOR TRAINING VIDEO



Stand design is important to the success of your event. Whether you are re-using an existing display or starting a new design from scratch, there are some important considerations to bear in mind.

Stands come in many forms: bespoke, pop-up, pull-up and more. Some even feature interactive screens. Whatever form it takes, the '3 second rule' will always apply.

*'A visitor will typically take three seconds to view your stand before they pass by. In three seconds, your display must convey your company name, what you do and at least one customer benefit.'*

## SPACE

Before you design the stand, you will need to know the exact size of the space you have. When confirming this, make sure you also ask for details on lighting, electrical supply and any furniture that may be available.

If you are using a booth, then get the measurements for the height and width of the panels in case you are looking to attach your own customised graphics. Most shows will have a specification list of what you can and cannot use; ask for it, if one is not supplied.



## BUDGET

How much you spend will be determined by the event, its duration and the target market - and, of course, the cost of the stand space itself. For some exhibitions, standard pull-up stands are ideal. For others, you may want something more sophisticated, like a custom-built stand.

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## DESIGN

When it comes to design, focus on the message. Use appropriate imagery and always include contact details. Keep it simple, practical and use the top half of the stand.

The bottom half might often be obscured by stand visitors and passers-by. Remember, when it comes to text, less is more.

## SERVICES

Good lighting enhances any stand. Most expos provide natural light, and this may be sufficient. Other expos provide lighting as part of the package. If you are going to use electrical items such as interactive displays, laptops or even just a coffee-maker, talk to the organiser and make sure you understand the cost and the maximum capacity of your electrical supply.

Finally, most exhibitors use their own phones as hot spots, but if you need reliable internet throughout, speak to the organiser to confirm what's available.

## SUMMARY

Take the time to confirm all the important practical and technical requirements before you begin any design. Know how much space you have. Ask the event organiser for specifics related to electrics, stand dimensions (including height), lighting and wi-fi. And crucially, always remember the three second rule. Make the design easy to read and remember.

## IN OUR NEXT PRESENTATION...

Our next post will discuss layout design. This will complete the 5th P of Print & Merchandise.

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