

HOW TO ATTRACT CUSTOMERS TO YOUR EXHIBITION STAND.

*Four Simple Steps
to make your Exhibition Stand
Profitable and Attractive.*

— by —
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WHY YOU MUST READ THIS GUIDE!

This guide has one single purpose - to teach you how to make your exhibition stand work hard for you, instead of the other way round.

The ideas shared here come from experience and insights gained over a decade, and applying them will not only save you a lot of time but it will make your future participations in exhibitions a profitable and enjoyable one.

Learning these steps will give you control over your exhibition

The ideas shared here come from experience and insights gained over a decade

process and will help you make better and faster decisions with respect to your exhibition stand right from selecting the perfect space for your stand to how your logo should appear on your stand. If you apply these steps correctly you will attract more customers than you had ever did before. Let's begin.

THE 4 STEPS

TO AN ATTRACTIVE EXHIBITION STAND.

Step 1: Gauge your environment.

Step 2: Choose the right structure.

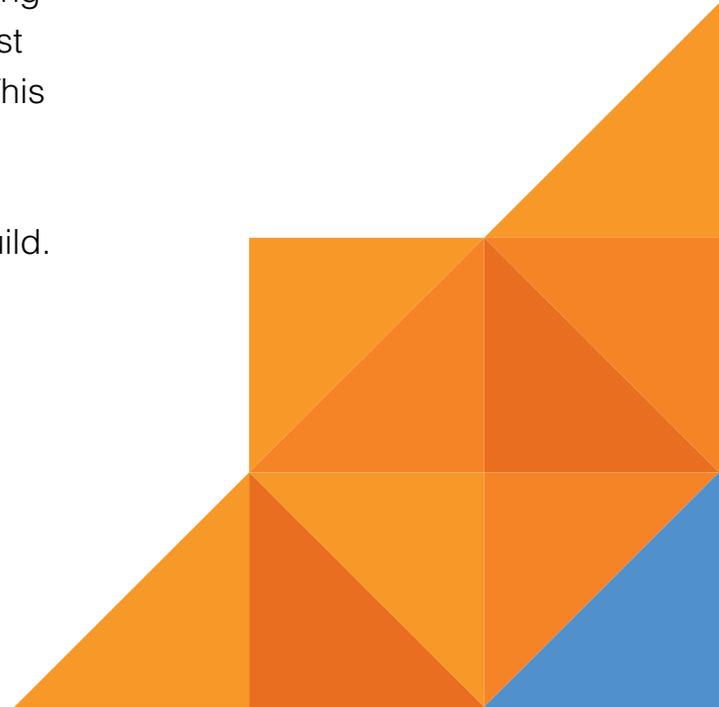
Step 3: Allocate the right space.

Step 4: Select the right elements.

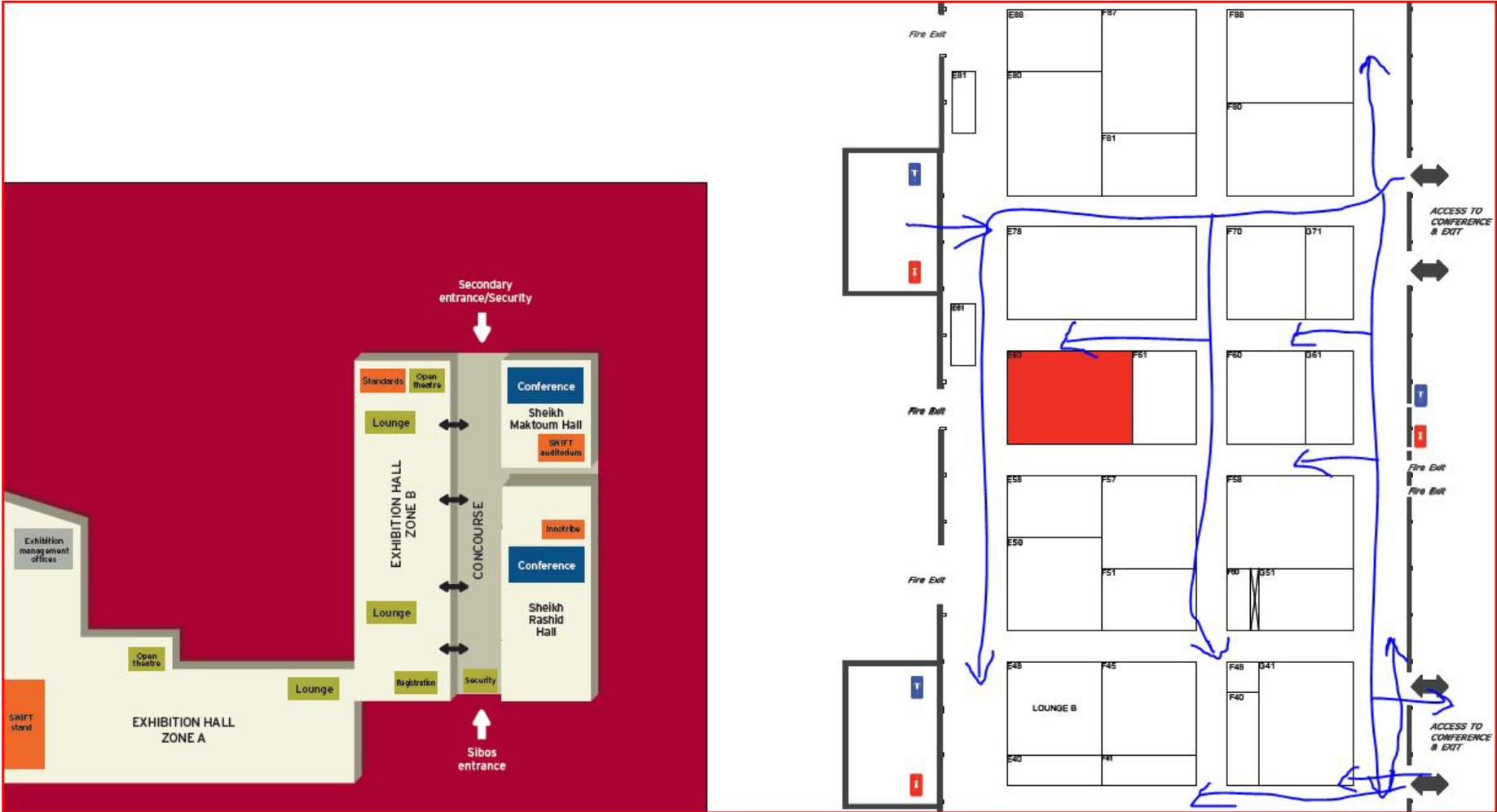
Step1: Gauge your environment.

It is important to look at the environment your stand is in. Entries, exits, traffic flow, probable routes to convenience areas and conference areas, all these factors helps in taking an informed decision about the most ideal space suited to your needs. This information will also help you in deciding the entry/exit plan for the exhibition stand that you want to build.

Let's take a look at how you can analysis your environment.



Below is the Hall Plan & Floor Plan of the Dubai World Trade Center. The blue ball pen marked arrows you can see is the analysis of the traffic flow for the IBA stand(client) marked in red.



Step 2: Choose the right structure.

The type of structure that you choose for your exhibition stand can make a huge impact on footfalls (ie. prospects walking in to your stand). We'll look at the type of structures that you can build, when you should build those and the pros and cons for each one of them.





A. Island stand:

An island stand means that the space is open from all sides. You are allowed to partially cover the open sides with walls which would allow you to display or put up posters.

Island stands allow to draw visitors from all sides.

Island stands allow to draw visitors from all sides and at the same time easy entry and exit of visitors.

Another variation to the island stand is stand with a back wall and is open from three sides. The back wall allows for great big branding and visibility, at the same time maintaining the openness of the space.

The disadvantage of an island stand is that in case there are a lot of products on display then the non-availability of walls creates a problem.



B. Inline stand:

An inline stand means that it is a part of a row and is sandwiched between two stands.

Typically this kind of a stand has a single entry/exit.

Inland stand typically has a single entry/exit.

Three walls are available which allow for optimum product display and branding.

Another variation to this stand is the Corner Stand, which as the name implies is at the end of the row. Here there are two open sides and offers the best of both worlds of openness as well as product display advantages.

C. Tunnel stand

Another type of stand is in the form of a tunnel, here two parallel sides are open and two parallel sides are

A tunnel format should be only considered as a last resort.

closed. Ideally this type of stand is the least preferred option due to poor product display as

well as lack of branding opportunity.

A tunnel format should be only considered as a last resort.

Step 3: Allocate the right space.

Once the environment where the stand will be built is understood and the type of stand is decided, let's get inside the stand space and learn what we must factor in while allocating the limited space we have.



A. Orientation and accessibility

Based on the floor plan, you have already gauged which side has the heaviest flow of traffic, now you must ensure that you orient your stand to facing the heavy traffic flow.

Always orient your stand to facing the heavy traffic flow. Pretty obvious isn't it, but a lot of companies get this simple idea wrong, and keep a lot of prospects from walking in to their stand.

Another important feature is accessibility. Your stand design must breathe easy, in other words, it should be accessible from multiple

points. This provides enough space to prospects to experience your stand with ease.

Your stand should be accessible from multiple points. Another benefit is that an uncluttered space enables you to control the focus of your visitors' attention to the things you want them to see.

As a general rule keep at least 60% of the front section of your stand open and at least 60% of the total floor space in the exhibit unoccupied.

B. Activities

Determine how many visitors you want to accommodate for live presentation sessions. Seating will consume a portion of your floor space. Formal

Factor seatings, they consume floor space. presentations typically involve 5 or more people hearing or seeing it. In addition you should allow some distance for optimum viewer comfort, approximately 5-10 feet from the presenter or plasma screen for example.

C. Rooms

You may need some space to support small group conversations to make your customers feel

Meeting rooms are not the only rooms to be considered. recognized and valued. Sensitive negotiations or the need to conceal competitive discussions may require more privacy. If you plan to provide collateral materials and/or refreshments for meetings, keep in mind that they may need to be accessed from storage nearby and possibly refrigerated.

D. Product display

The number one reason attendees visit trade shows is to see new products and services. Highlighting new and popular products is essential. Thus, which products you need in your exhibit, their sizes and quantities will guide where and how to show them to their best sales advantage. For your best selling product/s you must strategically allocate the most visible space on the stand to draw people's attention and get them to walk in. Small

products may be viewed within lockable showcases, set upon shelves, hung from retail

For best selling merchandise products allocate the most visible space. racks, or placed on

pedestals, etc. These surfaces may be integrated within the exhibit structure or designed to stand alone. Larger products generally require their own platform or viewing station.

E. Product demonstration

People love to touch and feel a product to believe in it. One of the primary aim of a trade visitor is to

Let your customers interact with your products. physically experience a product.

Hence, it's very important for you to allow the attendees to interact with your products. When a mind is engaged, the mind remembers.

While allocating space for product demonstration, understand how much room you actually need to showcase your materials. You must also allow for free space around your product demonstration area/s for people to circulate.

F. Product access alternatives

If the quantity or size of your product requires too much space, you should consider presenting them graphically or using computer driven presentations. Exhibit staff may conduct guided tours with a few visitors simultaneously or simply let your visitors have self-service access.

Kiosks are an elegant way to promote the location of computer stations within your space. Taller than counters, kiosks offer areas for graphic messaging, task lighting, keyboard surfaces and lockable storage for equipment.

Step 4: Select the right elements.

We have now zoomed into the details of the stall. Remember that an exhibition stand is a sum of parts and not just one thing. The more time you spend in getting the details right the more effective your stand will come together.

Let's take a look at 6 of the elements that you should pay attention to.



A. Display counters:

Exhibits that are countertop level are easier on the attendees' eyes and alleviate the need to bend over the booth.



B. Demonstrations:

Does your display allow enough space for effective demonstrations? Is it designed to enhance the demonstration?



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C. Color:

Neutral colors work best in the display mix.
Brighter colors tend to show ear
and tear more easily.



D. Graphics:

Use a minimal amount of graphics and make them large and easy to read.



E. Lighting:

Good overall lighting is a must. Attention is drawn to well lit objects: highlight your message and product effectively with exhibit lighting.



F. Photos:

A single large photo is much more attractive and effective than a series of smaller pictures.



SUMMARY.

Step 1: Before anything else, understand the context
Gauge your environment. your stand is built in and make a conscious decision where and how to position it.

Step 2: Make sure you choose a type of
Choose the right structure. stand that is inviting for your potential customers.

Step 3: Be clear about what is important to the
Allocate the right space. stand and make sure that it is factored in the design of the stand.

Step 4: Things that look good in isolation don't
Select the right elements. necessarily look good when placed together. Experiment a little.

ABOUT THE AUTHORS.



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* For a FREE download of the eguide visit:
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