



Design a showstopping stand

Create the perfect space for your brand



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How to bring your brand to life



INTRODUCTION

Trade shows are ever evolving and buyers are connecting with exhibitors on a more personal and consumer level.

We know from our visitor feedback that your stand, now more than ever, needs to present your products in a clear, inspirational and exciting way to engage your audience and to keep them coming back year on year.

If you are an established exhibitor, your challenge is to regularly refresh your stand design and product range along with display and marketing material, to ensure your brands' representation is fresh and current in the eyes of the visitor.

As you start designing your exhibition stand, you need to be focused on delivering a showstopping stand. A stand that encompasses all the components to bring your stand and your brand to life from concept, product range through to furniture and lighting. All elements when harmonious will deliver a stand that sets you apart from the competition. A real showstopper!

Remember: A showstopping stand can be cost effective and simple to execute. It's about defining a theme, planning all elements and being prepared. We are here to help.

An eye catching stand is the most effective method for attracting attendees, according to 48% of exhibitors surveyed

Source: Display Wizard Exhibitor Survey

BENEFITS OF CREATING A SHOWSTOPPING STAND

- Stand out from the competition
- Generate brand awareness
- Capture the attention of passer-by's
- Allow your products to shine
- Meet more potential new customers
- Maximise account sales
- Gain new accounts
- Re-energise existing client relationships
- Deliver memorable visitor experiences
- Build greater client loyalty

Elements of a showstopping stand



A clear brand story presented simply



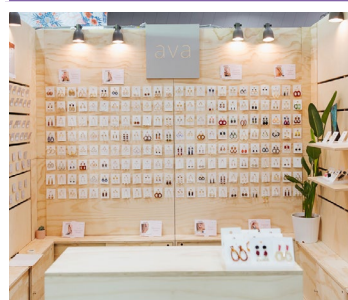
Attractive range of products



A clear stand theme aligned to the brand



Visually appealing product presentation



Strong and purposeful lighting



Clear, purposeful, professional signage and ticketing



Easy visitor access



Easy visitor interaction



Easy layout that allows visitors to engage with the product range



Enthusiastic, approachable, confident and happy brand ambassadors



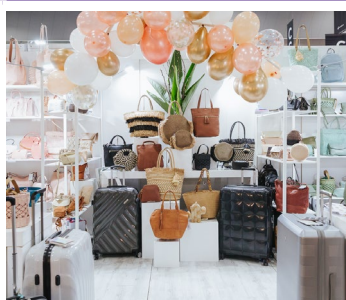
A well branded stand that is easily identifiable



Product displays that showcase how product ranges translate into store environments



Five senses activated



Props that enhance the stand



Sustainable / environmentally friendly



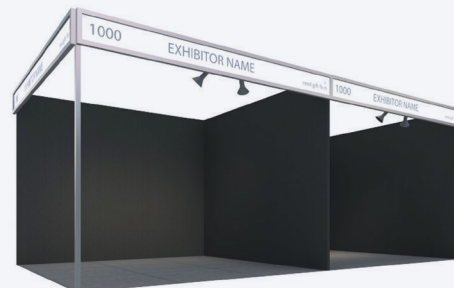
A memorable customer experience

Choosing the right stand & inclusions



1. Determine stand type

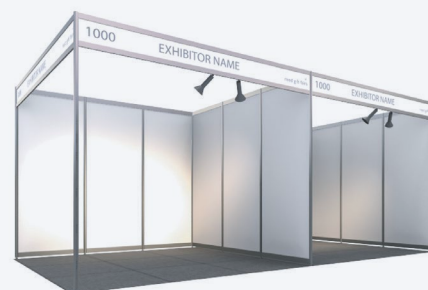
- Corner (open 2 sides)
- Inline (open 1 side)
- Peninsula (open 3 sides)
- Island (open 4 sides)



STANDARD BUILD

2. Know your stand size i.e. (not limited to):

- 3m x 3m
- 3m x 6m
- 3m x 9m
- 6m x 6m



UPGRADE BUILD WHITE

3. Choose stand option appropriate for your product

The basic shell scheme stand package includes:

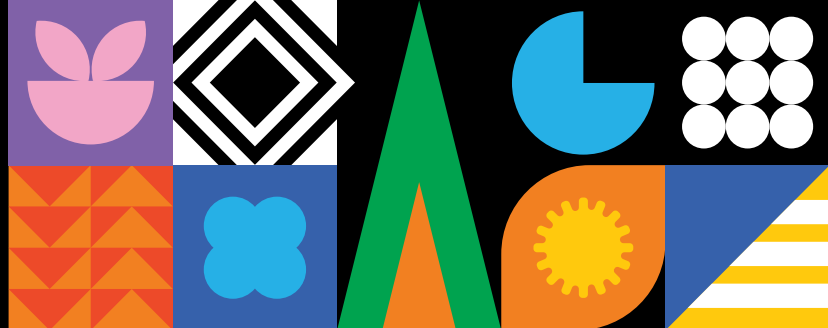
- Corinthian walling (black carpet covered wall panels – 2.4m high, 40mm thick)
- 1m x 1m carpet tile flooring
- Basic lighting
- Name sign fascia

NEW IN 2023 custom fabric covering to attach to and enhance black corinthian walls – giving you a greater visual impact.

PLEASE NOTE: Don't forget to read the Reed Gift Fairs Exhibitor Manual to ensure you are aware of all critical information and avoid any unwelcome and unplanned surprises during move-in.

	STANDARD	UPGRADE – LAMINATE PANELS			GRAPHICS PACKAGE
	Included	Additional Cost			Additional Cost
WALLS	Black carpet 2.4m high	White 2.5m high	Coloured Octanorm 2.5m high	White Octanorm 3m or 3.5m high	White Octanorm 2.5m high. (Can be back lit for an additional fee)
FASCIA	✓	✓	✓	✓	✓
LIGHTING	✓	✓	✓	✓	✓
CARPET FLOORING	✓	✓	✓	✓	✓

Height Restrictions

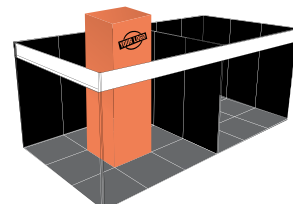
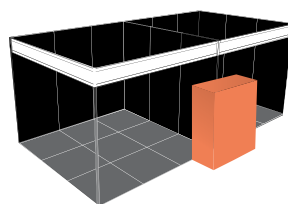
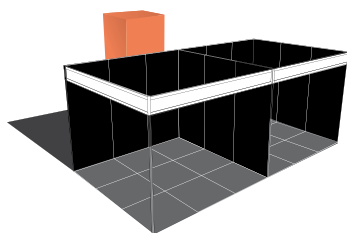
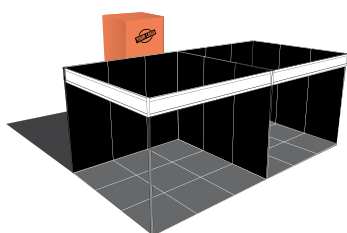


When designing the layout of your stand and organising display units etc. you will need to keep in mind the height restrictions designed to maximise visibility for buyers across the exhibition floor and not encroach on your neighbours space.

AGAINST THE WALLS

Any display items or additional walling etc. that sits against your back or side walls and is above the 2.4m wall heights must be clean black or white along the back. No logos, branding etc. is to be visible on the back of these items.

Branding / logo items within your stand that sit along the walls must be below 2.4m in height, so that they are not visible to the stands behind/beside you.



AISLES

Items must stay within the designated space of your stand, they cannot encroach into the aisles

WHAT ABOUT IN THE MIDDLE?

Taller items with branding/logo on them can be placed 1m in from the perimeter of your stand

RIGGING

Rigging and suspension of banners, lighting and objects directly above your stand is available depending on the location of your stand. There is a weight restriction of 20kg per rigging wire. Requests for rigging availability and quotes are available via the online Reed Gift Fairs Exhibitor Manual.



SPACE ONLY & CUSTOM BUILD STANDS

As an alternative to a stand package you can opt for 'space only' (i.e. no walls, carpet or lighting provided) with the intention of employing a contractor to build a custom self-supporting stand. Full service custom stand design and construction is available through the stand builder of your choice or we can recommend Exponet. All designs for custom build stands or shell modifications MUST be submitted for approval to the Operations Manager. If you are employing the services of any external contractors or suppliers you must register their details via the online Reed Gift Fairs Exhibitor Manual.

Reed Gift Fairs Operations Contact

Brad Wheeler
02 9422 2581
brad.wheeler@rxglobal.com

Stand Theme and Flooring



STAND THEME

To create a showstopping stand, use a colour theme or create a specific look and feel that is the essence of your brand (think sophisticated, rustic, playful, elegant)

Your theme and your brand should come together to create a cohesive story that showcases your brand and communicates to visitors who your brand is and what it stands for.

Plan your product offering whilst designing your stand to ensure you are able to showcase your chosen ranges effectively.

tip

FLOORING

FLOORING MATTERS

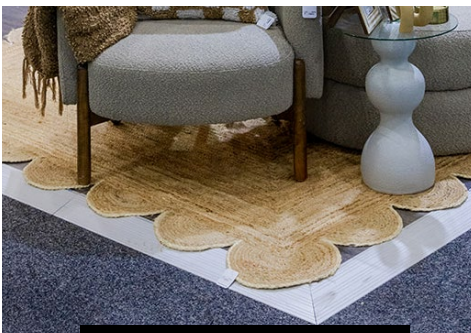
Your choice of flooring will impact the look and feel of your stand. Choose a flooring that best aligns to your stand theme. Your Shell Package includes standard carpet tiles but you can upgrade to other options including:

- Raised flooring in white or beech options
- Coloured carpet flooring (20 + colours available)

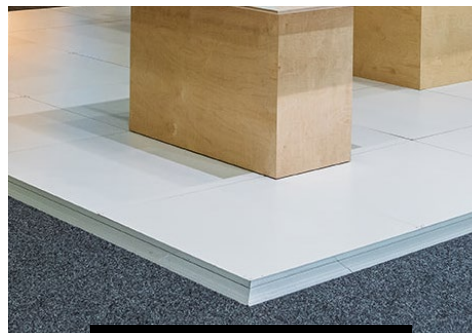
Contact the team at Exponet to upgrade your flooring to suit your needs. All relevant contact details can be found in the Exhibitor Manual.



Custom Flooring



Raised Flooring – Beech



Raised Flooring – White

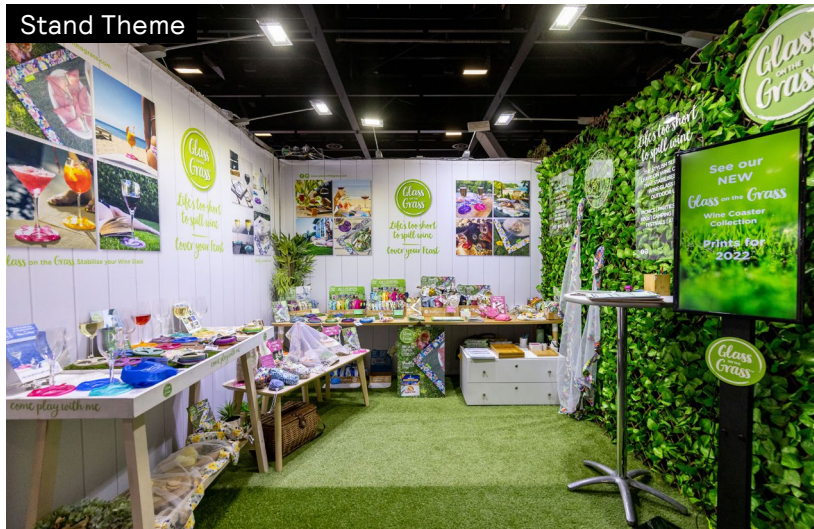
If you are providing your own floor covering, you must ensure that it is properly secured and ramped if raised. Please refer to the Reed Gift Fairs Exhibitor Manual.

tip

Stand Theme and Flooring



Stand Theme



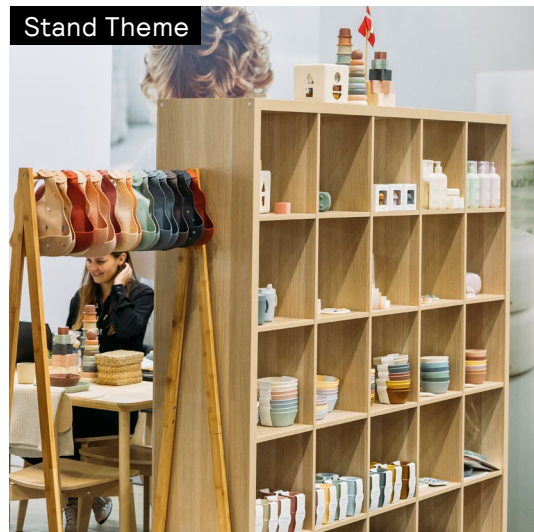
Stand Theme



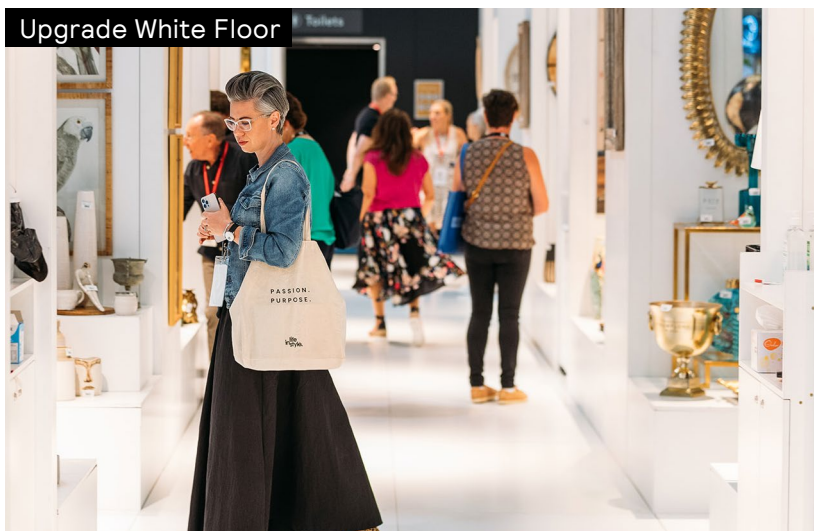
Beech Floor



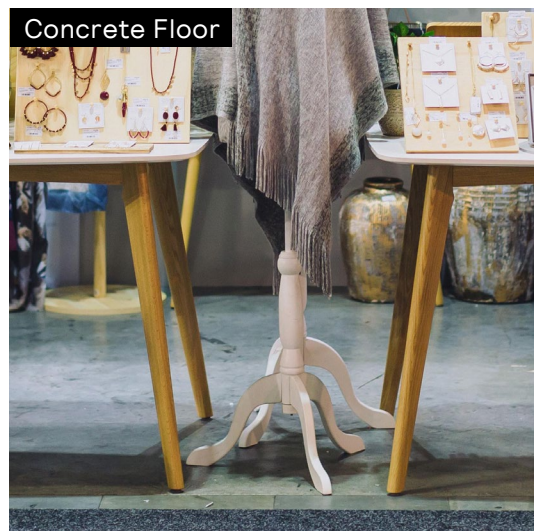
Stand Theme



Upgrade White Floor



Concrete Floor



Weight restrictions for hanging is 7kg per lineal metre.

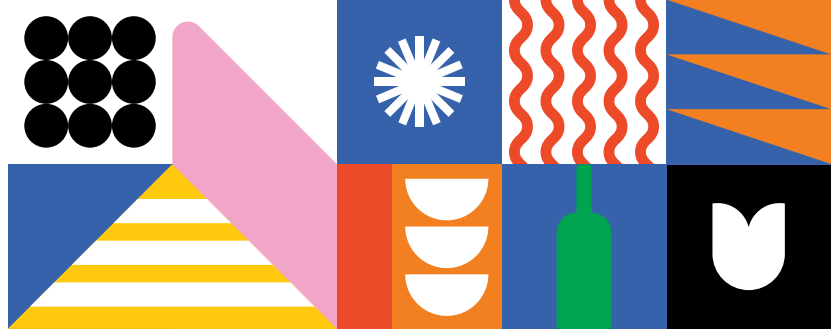
STANDARD BUILD

- Velcro Tape
- Small Pins
- Small Half Inch Screws
- Thumb Tacks
- Staples
- Over frame 'S' hooks

- Velcro Tape
- Double sided tape
- Over frame 'S' hooks

SUPPORT NIBS

Walls & Support Nibs



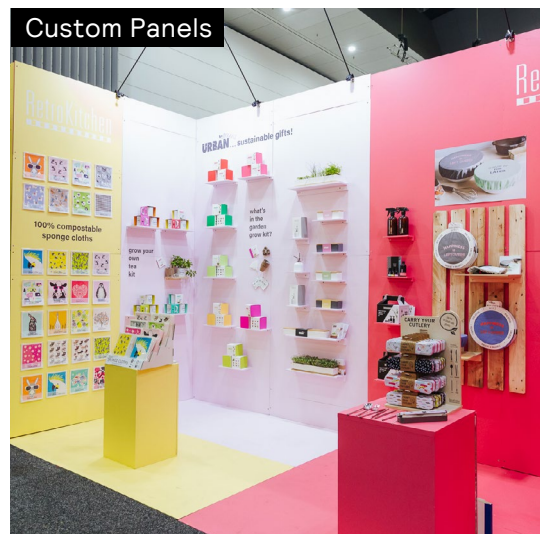
Painted Walls



Wallpaper



Custom Panels



NIB Support



NIB Support



Lighting & Furniture



LIGHTING

Lighting can transform your stand!

In addition to the venue's own ceiling lights, all shell scheme stands include one track spotlight per 4.5 sqm. If you require more lighting or want to include specific lighting requirements then it will be up to place your order to suit your needs.

Lighting can also be utilised to add a wow factor to your exhibition stand, create a talking point or add ambience to enhance your stand theme.



POWER BOXES

Please be aware that each block of stands will require a power box. Please take into consideration when designing your stand that while the chance of this being located in your stand is slim, it is a possibility. You will be notified as early as possible if a power box will be located in your stand.

STAND POWER REQUIREMENTS

If you wish to plug in ANY electrical items such as products, digital screens, chargers, laptops etc, you will need to order power via the Reed Gift Fairs Exhibitor Manual.

TESTING & TAGGING

- All portable electrical equipment, appliances and leads used onsite must be tested and tagged in accordance with the Workplace Health & Safety Regulations and Australian Standards 3760, 2001

- Any electrical equipment found to be untagged MUST be tested and tagged or removed from the site immediately. New equipment need not be inspected or tested but must be tagged with the re-test date prior to introduction to service. (AS/NZ 3760:2001,24.2)• Power is to be split by power board. Double adapters are not permitted.

- Lights attached to arms must be 2.7m from the exhibition floor and at a 45 degree angle.

FURNITURE

When planning your stand it is important to determine what furniture you will require. This may include:

- Seating • Display stands • Display shelving • Counter • Tables

When choosing furniture for your stand make sure you have drafted an Exhibition Stand Floor Plan.

Physically measure out the space of your stand and then determine what essential furniture items you need to not only display your products but also to function effectively throughout the event.

Remember to decide on furniture that suits your stand theme in order to create that showstopping stand that sets you apart from your competitors.

Be specific and measure all elements to make sure they will fit within your stand before you place your order.

tip

Lighting & Furniture



Stand Furniture



Stand Furniture



Combination Lighting



Product Lighting



LED Lamp Lighting - Back Wall



LED Lamp Lighting - Side Wall



Signage & Visual Tools



SIGNAGE

Your Shell Scheme package includes fascia signage (company name and stand number), however, you can request to remove this from your build. A name sign can still be ordered and attached to your walls with Velcro.

When it comes to designing signage for your stand ensure it is clear, purposeful and eye-catching. Signage can be your silent salesperson, communicating to visitors who you are and what you sell.

Professional signage for a showstopping stand is a must. It communicates that you are well-prepared for the event and that your brand image is important. Strong, easy to read signage will help create a strong first impression and help connect with passers-by.

Include your social media details and official hashtags on your signage to help maximise your following at the event.

tip

PLEASE NOTE: Stands that have their Fascia Board removed will have their spotlights replaced with lights on arms mounted to the rear or side walls. On a ratio of 2 to 1 – for every two spotlights replaced exhibitors will receive one light on arm.



With Fascia



Without Fascia

VISUAL TOOLS

Be bold and bring your brand personality to life through the use of visual tools. Utilise visual tools within your exhibition stand including branded rugs, creative props, digital screens, iPads, or competition technology to create engaging experiences for visitors to your stand. Visual tools create memories that last long after visitors have left your stand.



Signage & Visual Tools



Be a stand winner

Stand judging will occur throughout the first day of the event by the team at Retail Life. They will be looking for stands that deliver on all elements and ultimately stand out as Showstopping Stands.



At Reed Gift Fairs, we are committed to delivering an event that meets and exceeds the expectations, needs and wants of exhibitors and visitors alike.

A face-to-face event allows you to showcase your products and provides visitors the opportunity to touch and feel products – something that can't be achieved in a virtual or online setting.

With that in mind, we know that building a distinctive, captivating and showstopping stand is imperative to your business success and the overall success of the event.

We appreciate the challenges and investment along with the hard work, blood, sweat and tears in bringing your stands to life. To show our appreciation and recognise outstanding exhibition stand delivery we recognise and celebrate with our Excellence in Stand Awards.

Stand Awards will be awarded for the following categories:

- Best small stand
- Best medium stand
- Best large stand
- Best extra large stand
- Best new stand

All stand winners will be showcased during the event on our Social Media along with email blasts to our registered visitors. If you are a deserving winner be sure to have your trophy proudly displayed so our visitors can find you!

How will you rate your exhibition stand?

Showstopping | Eye-catching | Uninspiring

Maximise your exhibition stand investment

We understand the investment that goes into developing and delivering an exhibition stand. To ensure that you maximise your exhibition stand. A great way to set yourself up for exhibiting success is to check in with the list below:

- Build a 'showstopping' exhibition stand
- Make your stand a sought after Instagrammable moment
- Develop marketing calendar for the event including pre-show social media posts, website updates, etc.
- Send personal invitations to existing clients
- Send email blasts to your customer database
- Create a post event follow up process
- Run an event only competition
- Showcase exclusive offers to Reed Gift Fairs attendees via the Digital Showbag
- Create packages to optimise sales including retail starter packs
- Establish Minimal Order Quantities if relevant
- Embrace Reed Gift Fairs technology – Emperia app
- Introduce technology to enhance the visitor experience
- Hold demonstrations to capture passers-by
- Showcase product awards and testimonials

PLAN | PREPARE | PERFORM

REED GIFT FAIRS EXHIBITOR STAND DESIGN CHECKLIST

Task	By whom	By when	Date completed
Exhibitor Manual read + key deadlines scheduled			
Stand design plan + ideas created			
Stand inclusions/additions confirmed:			
Walls			
Flooring			
Lighting			
Fascia			
Power			
Furniture ordered – counter, stools, tables, brochure stands etc			
Display fixtures ordered/built – fittings, cabinets and shelving			
Additional brand logos and graphics designed			
Technology support planned – digital screens, payment systems			
Signage, pricing labels and barcodes requirements confirmed			

REED GIFT FAIRS EXHIBITOR STAND PREPARATION CHECKLIST

Task	By whom	By when	Date completed
Exhibitor Manual read – check all tasks are planned for			
Exhibition stand floorplan drawn (including fixtures, walking patterns, entry points, storage – stock, admin etc., seating, counters, technology outlets, pos requirements, brochures, bags, locked cupboard / drawer etc)			
Products planned to showcase – map out mix, quantities, stories and colours			
Product samples prepared (if applicable)			
Additional brand logos and graphics printed			
Labels, barcodes and ticketing designed and printed			
Final fixtures and fittings confirmed			
Props and visual tools planned			
Brochures designed and printed			
Technology content prepared			
Insurance obtained			

PLAN | PREPARE | PERFORM

EXHIBITING PREPARATION CHECKLIST

Task	By whom	By when	Date completed
Reed Gift Fair marketing plan completed			
Point of sale requirements organised – card reader, printer, Wi-Fi etc.			
Exhibition team staffing confirmed			
Set goals – budgets, new clients, leads etc			
Exhibition team training conducted			
Exhibition team uniforms organised			
Confirm and train team on lead gen process			
Additional power ordered			
Furniture – counter, stools, tables, brochure stands etc.			
Display fixtures, fittings & shelving ordered			
Exhibition stand graphics designed printed			
Technology ordered – digital screens etc			
Signage and ticketing requirements confirmed			

ONSITE STAND READY CHECKLIST

Task	By whom	By when	Date completed
All lights working and focused			
All surfaces cleaned, dust and dirt free			
All signage and ticketing undamaged, clean and straight			
All displays full & well merchandised, pricing labels and barcodes			
Brochures, bags etc stocked			
Finishing touches complete, rubbish removed, excess stock put away etc.			
Staff briefing completed – rosters, break times etc			
Exhibition stand ready to trade and photo ready			

POST SHOW REVIEW CHECKLIST

Task	By whom	By when	Date completed
Stand design review conducted – pros and cons			
Stand changes/enhancements planned for the next Reed Gift Fairs			
Re-booking confirmed with Reed Gift Fairs Account Manager			
Lessons learnt list (include feedback from staff & customers)			
Follow up orders and Emperia Leads			
Exhibitor Dashboard accessed for campaign results (ask your Account Manager about this)			
Web traffic reviewed to measure results during the show period			
New social followers engaged with			
Inbound enquiries repsonded to – ask for feedback from the show about your stand and customer service!			