



reed gift fairs

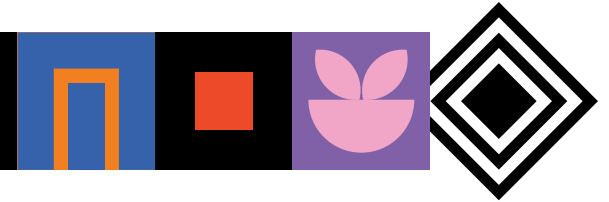
# Elevating your Exhibition Stand

Be a showstopper!

RETAIL LIFE 



# Elevate it!



In the dynamic world of exhibitions and trade shows, the significance of a compelling exhibition stand cannot be emphasised enough. It serves as the physical embodiment of your brand, attracting attention, sparking interest and ultimately driving engagement with your brand and products.

Creating an impactful stand is not just a one-time endeavour. It is an ongoing process that requires continual evolution and adaptation. From one event to the next, it's important to be planning how you can elevate your exhibition stand. Are you ready to challenge yourself to determine what changes you can be making to improve your brand image, deliver newness, embrace the changing industry landscape and maximise the return on your investment?

**When you take action to elevate your exhibition stand you:**

- Keep your stand alive, bringing freshness and currency
- Prevent your brand blending into the background amidst a sea of competitors
- Tailor your stand to different audiences, themes, product ranges or business objectives, maximising its impact at every event
- Stay ahead of the curve through innovation, giving you a competitive edge





# Action it!



The first step in making changes to your exhibition stand to elevate it is to determine what it is that you are wanting to do. Define if you want to:

- Design a completely new exhibition stand
- Re-invigorate your existing exhibition stand
- Refresh existing elements
- Introduce new elements

When you are focusing on elevating your stand, remember to ensure that you are:

- ✓ Communicating your brand story
- ✓ Delivering a clear stand theme
- ✓ Being purposeful when choosing flooring, walls, and lighting
- ✓ Curating furniture, signage, and visual tools that resonate with your brand and stand theme
- ✓ Focusing on the attention to detail of every aspect of your stand, bringing the senses alive, elevating the experience for visitors to the event

Let's explore ways in which you can take action to **ELEVATE** and deliver a **SHOWSTOPPING** exhibition stand!



# Showcase it — Logo



Your logo serves as a visual representation of your brand's identity. Showcasing your logo is crucial for creating instant recognition and fostering brand loyalty. It is important to highlight it as part of your exhibition stand and allow visitors to easily identify your stand and connect with your brand.

## Why

- ✓ Instant brand recognition
- ✓ Delivers a professional first impression
- ✓ Creates a visual memory of your brand

## Where

- Walls
- Nibs
- Suspended signs
- Furniture
- Floor
- Signs

## How to showcase your logo

- Lettering
- Decals
- Acrylic plaques
- 3D signage
- 3D lettering
- LED signage
- Decals
- Illuminated signs
- Light boxes
- Posters / banners
- Backdrops



# Showcase it — brand story, taglines



Showcasing your brand story or tag lines help define and differentiate your brand from competitors. A compelling brand story communicates your unique values, history and mission, while a memorable tagline encapsulates your brand's essence in a succinct and meaningful way. Utilising brand stories and taglines within your exhibition stand will help you connect with visitors on an emotional level, making it easier for people to recall and recognise your brand.

## Why

- ✓ Reinforces brand recognition
- ✓ Delivers a professional first impression
- ✓ Makes it easier for visitors to identify your brand
- ✓ Supports you to stand out from the competition
- ✓ Highlights what makes your brand special
- ✓ Gives visitors a memorable brand story to share with their customers

## Where

- Walls
- Plinths
- Standing boards
- Counter front
- Shelving

## How

- Printed backdrops
- Wallpaper
- Decals
- Sign boards
- Acrylic signs

# Brand it



As an exhibitor, it's important to take every opportunity to stand out from the crowd within a densely populated exhibition space. Thinking about how you can choose elements that you can customise and put your brand stamp on them can be an easy way for you to elevate your stand. Putting your brand stamp on elements helps to create a cohesive and immersive brand experience for visitors.

## Why

- ✓ Delivers a point of difference
- ✓ Creates a talking point
- ✓ Transforms off the shelf options into unique pieces

## What

- Walls (printed skins, wallpaper)
- Fixtures
- Furniture – plinths, tables,
- Signage stands
- Counters
- Carpet tiles
- Visual merchandising tools including acrylic holders, risers, etc.
- Lighting
- Screens
- Neon signs
- Props
- Display units
- Team uniforms – tees, aprons, pants, shirts



# Colour it



Colour is a powerful tool in exhibition stand design. The careful selection and strategic use of colour can impact the overall success of your stand, influencing everything from brand recognition to visitor engagement. The colours you choose should reflect your brand personality, whether it's bold and energetic, calm and serene or sophisticated and luxurious.

## Why

- ✓ Draws attention
- ✓ Showcases your brand
- ✓ Creates a visual impact

## What

- Walls
- Fixtures
- Furniture
- Counters
- Carpet tiles
- Neon signs
- Props
- Logo
- Signage
- Signage stands

# Light it



Lighting plays a significant role in setting the mood for your exhibition stand. Whether it's bright and energetic or soft and inviting, lighting is a simple way to elevate your stand. Perhaps it's time to add additional lighting to your stand such as to highlight products, signage or branding elements. Using focused lighting techniques such as spotlights or accent lights draw attention to these focal points and make them stand out.

If your exhibition stand features product displays, consider how lighting can enhance the visibility and presentation of your products. Ensuring that products are well lit and strategically illuminated can showcase their features, textures and colours effectively.

## Why

- ✓ Enhances visibility
- ✓ Highlights products
- ✓ Creates ambiance
- ✓ Increases visitor engagement

## Types

- Spotlights
- Uplights
- Downlights
- LED strip lighting
- Track lighting
- Backlit graphics
- Lightboxes
- Colour changing lights

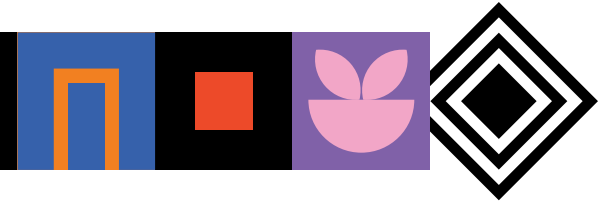
## What

- Walls
- Products
- Signage
- Logo
- Graphics
- Counter
- Demonstration area
- Activation
- Interactive displays
- Architectural features
- Walkways
- Fixtures





# Sign & ticket it



Signage and ticketing are crucial elements for exhibition stands. Signage should convey essential information about your brand and products. It helps visitors quickly understand what your stand offers. Eye-catching signage and ticketing can draw the attention of visitors and encourage them to visit your stand. Why not identify new ways for visitors to engage with your stand. Interactive signage and ticketing encourages people to engage and interact with your brand. Incorporating QR codes, interactive displays or digital elements invites visitors to interact with your stand and learn more about your products.

## Why

- ✓ Improves brand professionalism
- ✓ Creates point of difference
- ✓ Increases visitor engagement
- ✓ Enhances visitor experience

## Types

- Decals – floor, walls, QR codes
- Price ticketing – QR codes
- Stickers – pricing, branding
- Signage holders
- Walls
- Brochures, catalogs
- Directional signage
- Category signage
- Banner signs
- Digital displays – LED screens, interactive touchscreens
- Hanging signage
- Poster displays

# Display it



Visual merchandising is a powerful tool to attract attention and showcase products. Visual merchandising techniques and tools can transform a standard exhibition stand into an immersive and impactful brand experience. Why not determine new ways to display your products to elevate your exhibition stand!

## Why

- ✓ Attracts attention
- ✓ Showcases products
- ✓ Drives engagement and interaction
- ✓ Creates a talking point
- ✓ Inspires retailers with ways to merchandise your ranges/products within their own stores

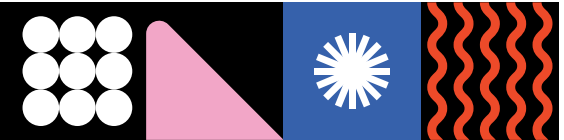
## Ideas to elevate

- Add props, decorative elements and themed décor
- Introduce new visual merchandising techniques such as:
  - Colour blocking
  - Grouping and layering
  - Creating focal points
- Incorporate interactive elements such as touchscreens





# Customise it



Cleverly customising items to showcase and enhance your exhibition stand involves creatively incorporating elements to maximise visual impact and customer engagement. By customising elements within your exhibition stand, you can effectively showcase your brand identity, enhance your visual appeal, as well as creating a memorable and engaging experience for visitors and a point of difference.

## Why

- ✓ Delivers a point of difference
- ✓ Creates a talking point
- ✓ Transforms off the shelf options into unique pieces
- ✓ Elevates your brand

## What

- Walls – wallpaper, decals
- Fixtures – clothing racks, racking, storage holders
- Furniture – tables, chairs, counters
- Display units – plinths
- Coat hangers
- Carpet tiles
- Neon signs
- Props and decorations
- Backdrops



# Experience it



The opportunity for visitors to actively participate, experience tactile sensations and connect with others through networking is pivotal in their decision to attend a Gift Fair. What is your exhibition stand experience that will provide a long-lasting memory for your visitors? Perhaps it's time to elevate the experience at your next Gift Fair!

## Why

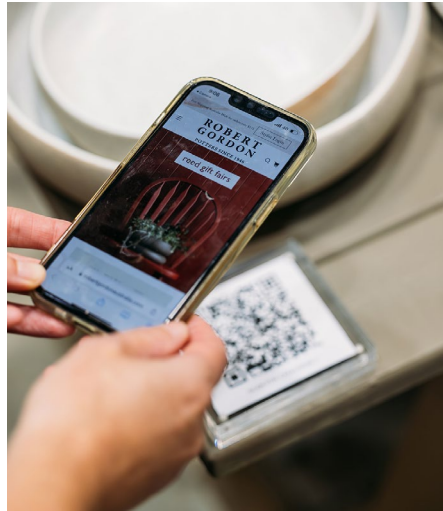
- ✓ Increased engagement
- ✓ Memorable experience
- ✓ Point of difference
- ✓ Fun!

## What

- Gaming or contest station – chocolate wheels, pick and win
- Product demonstrations
- Virtual reality experiences
- Interactive touchscreens
- Social media photo opportunity
- Selfie Station
- Customisation station
- Live poll or survey
- Digital interactivity eg QR codes or NFC technology
- Competition



# Share it



In today's interconnected world, sharing is essential as it promotes access to knowledge, builds connections, fosters transparency and drives engagement. Incorporating sharing with or to visitors involves creating opportunities for attendees to be more informed about your brand, engage with you and share experiences with others. This can be an easy way to elevate your exhibition stand and make change happen!

## Why

- ✓ Builds your community
- ✓ Allows easy engagement
- ✓ Showcases your brand

## How to share

- QR codes on signage, ticketing, catalogs, digital screens
- Instagrammable backdrops or spaces
- Polls and surveys

## What to share

- Social platforms
- Branded hashtags
- Reviews
- Product information
- Catalogs
- Website
- Exclusive information
- EDM's, newsletters etc.
- Competitions

