

# EXPO STANDS DISPLAY TIP SHEET

## How can I make my booth look more attractive?

Here are some key elements that can help make your booth memorable and engaging:

1. Eye-catching design
2. Use bold colors
3. Striking graphics
4. Unique layouts to make your booth visually appealing and attention-grabbing

A well-designed booth will immediately attract attendees and pique their interest

## Appealing Booth that Stands out!

The exhibition stand should show the visitors what you're offering with just a glance. You should plan a clear theme for your trade booth to represent your brand image and value. Appropriate lighting makes the display and text at your stand clearly visible to the audience. Know your objectives and set goals. Before you get going with the design of your exhibition stand, think about what you want to Achieve.

1. Tell people why they should visit
2. Make good use of your space
3. Attract attention
4. Stay on Brand
5. Stand out from the pack with bold and bright colours
6. Choose your giveaways carefully
7. Don't forget your biggest asset

## How do you run a successful Expo?

To ensure your trade show dreams become more than just wishes, there is no substitute for planning.

1. Determine your goals and objectives
2. Choose the right show
3. Create a budget
4. Design your exhibit around your goals
5. Choose the right staff and train them well
6. Promote your presence
7. Attract and engage
8. Follow up
9. Make it an interactive experience
10. Give something away



## Ideas to consider for your Expo Stand

- Wall and Floor Graphics - Wave Fabric Wall Display
- Staging Furniture – Plant, Table and Chairs
- Pop up Counters - Flags, Banners
- Branded Balloons
- Rollup Banners - Hanging Posters
- Brochure Stand

### **MUST HAVES:**

Name Tags, Business Cards, Brochures, Catalogues, Flyers, Swatch, Pads

### **GIVE AWAYS:**

Branded Promotional items: Pens, Notepads, Bottles, Caps, Chocolates, Calendars, plus plenty more to choose from

### **BRANDED GIFT:**

Sweets, Soap, Candle, Wine, Gifts that compliment your business

Great Friendly Expo Trained Staff ready to greet potential clients and set up future appointments

### **Competition to WIN!**

