

Top Tips For Stand-Out Exhibition Stands



If you've ever exhibited at a trade show before, you know that there are 2 main elements to success – your stand and your people. Each plays an important role in making sure your message is spread as far as possible, and that new prospects are converted into customers.

But while the people on your stand will ultimately have the most impact, they can't do their job if people aren't coming to your stand. That's where your signage comes in. Good exhibition stands and signage are absolutely essential for grabbing people's attention and drawing them towards your stand. And since there are a lot of exhibitions coming up soon, we wanted to share a few of our top tips for creating an eye-catching exhibition stand that's guaranteed to increase your sales.

Know Your Audience

The key to any successful marketing campaign is knowing who your audience is, and that's just as true for exhibitions. Are you exhibiting at a general business show, or a specific trade event? Are you looking for just one subset of your target customers, or do you need to reach a variety? Is there a particular message or method your target audience will be attracted to, or that you want to focus on? This means understanding the type of people who will be attending the event ahead of time. Usually, you can speak with the event organiser and they will be able to give you an overview of previous attendees, or even an advance attendee list for the event you'll be exhibiting at.

Once you know who your target market is, you can design your exhibition stand with them in mind. Considering what will capture their attention among the many displays on offer, and how to really pique their interest.



Consider Placement

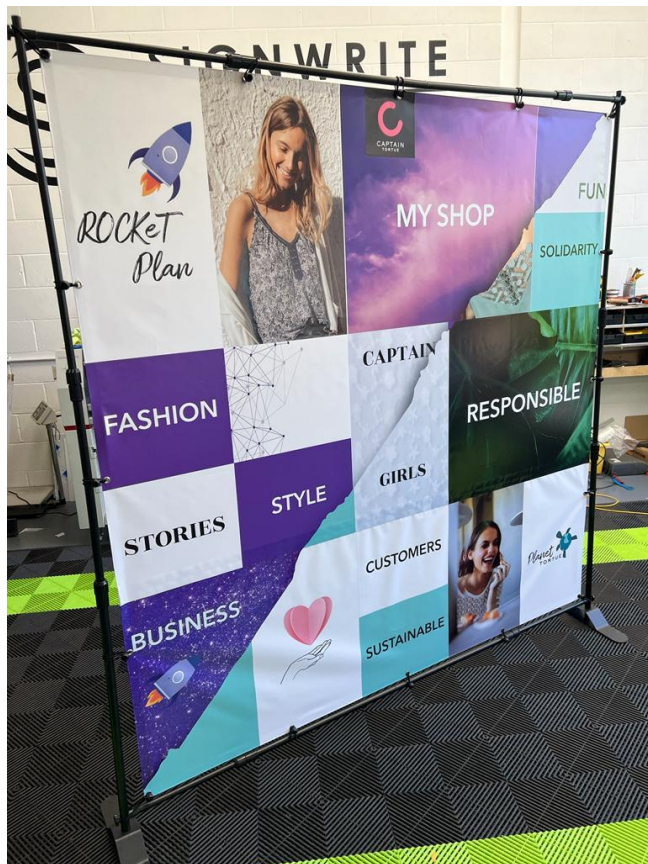
When you're designing and setting up your exhibition materials, your aim is to make an impact. Unfortunately, so is everyone else's! So the question becomes, how do you stand out from that crowd of stands? You could opt for a large and impressive stand – which can be very effective for all types of events. But they aren't always necessary. Smaller displays can make just as much of an impact. It's all to do with the placement of your marketing message.

Your message, whether that's your slogan, an image, a strapline or your logo, should be highly visible on your display from every angle. It shouldn't be hidden at the bottom of your banners or deep within a brochure. Instead, text and images should be high up on your stand so that it isn't blocked by visitors and can be seen from a distance.



Don't Go Overboard With Text

Speaking of text, try not to go too mad with the words on your exhibition stand. Too much text can be difficult to read, and that wall of text can even put visitors off from reading it altogether. But you do want some text on there, so the trick is finding the right balance between words and graphics to capture people's attention as they're passing, while still getting your key message across. Investing in a professional designer can go a long way here, as they can help you trim your text down and balance it with graphics and images to have the right impact.



Keep Your Branding Consistent

An exhibition stand may be a unique part of your marketing strategy, but it still needs to be in keeping with the overall approach of your brand. That means that the design at every tradeshow event is consistent with all your other corporate branding. Everything from the logo and colours to the strapline and the literature you give out should accurately represent your brand image so that everyone knows who you are from a single glance.

Brand new potential customers you meet at any event are likely to look you up afterwards, so you need to make sure they can recognise you as the same company with the same values. By working closely with your signage company, you can ensure that your branding is consistent across every element of your exhibition stand so you'll always make a good impression.



Make The Most of Lighting

Depending on the show you're at and the stand you chose, you will probably have access to some form of lighting. If you do, make sure you use it to your advantage! Display lighting is a great way to highlight the best areas of your stand, particularly if you're there showcasing products. Spotlights, uplights and LED strips can make an impact in a crowded space, as well as enhance the atmosphere while visitors are at your stand. If the venue doesn't provide them, consider investing in some portable lights to bring with you, so that you can draw attention wherever you go.

At Signwrite Studios we can provide a full range of eye-catching event signs, displays and banners to help you stand out from the crowd. Our in-house studio means we can produce a full professional signage and print service for any exhibition or event in the UK. So, if you're planning to exhibit this year, why not step up your game with Signwrite Studios? For more information, or to view some of our work, [just get in touch today.](#)