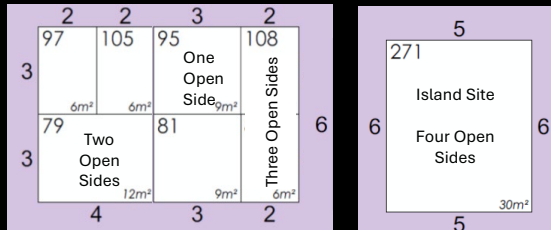


Planning Your Stand Space

A smaller stand space produced professionally will yield a better result than a large space with no budget left for professional creative design



Maximise Stand Space

- It is advisable to book stand space **after** determining display requirements. Overcrowded badly planned stands are a deterrent to entry by visitors.
- Often stand size can be restrictive so it's important to fully utilise the space you've been allocated; floor space and wall space.
- Improve the flow of your display area by ensuring there are limited physical obstructions or barriers to entry and try to keep meeting areas and storerooms to the back of your stand.
- People take up space so always factor in room for your stand personnel and visitors entering your space.
- If budget permits use the space above your stand. Hanging banners are the most effective way of directing visitors to a stand

Beware Additional Costs

- **Island & Stand Alone Sites** are premium real estate however they require one venue power supply specifically for the stand. Standard show electrical order form socket prices do not apply. The cost, on average, is 40% extra added to the price of each socket
- **Stands with One Open Side** have 3 internal walls and, if you select a full printed graphics option of either foamex panels or tension fabric, 3 walls to cover with graphics. One open side stands are therefore more expensive to dress than the equivalent stand size with 2 or 3 open sides.

DO....

- **Draw Up A List Of Essential Requirements** that tick all the boxes required to meet your exhibition strategy. Product display, product demonstration, product storage is a good way to start. This list will lead on to developing a checklist of some of key items you require on your stand plan such as LED TV screens, counters, storerooms, seating and electrical power requirements.
- **Keep Your Budget In Mind** Your wish list may take you over your budget so prioritise the 'essentials' and the 'nice to have' items.
- **Factor In Placement Of Items Which Require Power From The Beginning** This is the most important part of planning a stand layout. All too often designs go back to the drawing board due to the requirement, at a late stage to integrate a TV on a stand wall or a counter with monitors which require power at the front of the stand. A simple rule is to try and place all items requiring power against a stand wall. If items requiring power are in open stand space or at the front of the stand it is likely that, to facilitate under floor cable distribution, a 40mm raised floor installation will be required.
- **Take Inspiration From Visiting Exhibitions** With your designer hat on and a list of your essential requirements set about interrogating other peoples stands. Be critical, note what you like and dislike and watch carefully how visitors are interacting on stands. What is drawing them onto space? and most importantly what is keeping them there. If you can't make it to an exhibition follow the same process in a department store.
- **Roughly Sketch Your Desired Layout** It is likely that this will evolve and change so don't waste time producing CAD / 3D designs. To keep dimensions and available space in mind it is always useful to plan on scale (graph) paper.
- **Take Your Time Planning Your Layout** Any mistakes you make during the design phase will cost you nothing. If these mistakes carry over into construction phase of your stand, however, they can end up increasing the budgeted cost.
- **Take The Opportunity To Question Your Stand Space** Once you have a list of requirements ask yourself whether the stand space booked is best suited to your needs? If planning is done early enough you will have the opportunity to change stand sites. Ideally stand sites should always be confirmed after this planning process.
- **Involve Your Team** Start with a basic layout and pass it via team members for consideration. Dependent on the requirements of individuals / departments the plan is likely to evolve.
- **Keep Your List Of 'Essentials' And 'Nice To Have' Items In Mind** Through the planning process your list is likely to develop. A sudden requirement by Marketing to offer give aways or hospitality may shift your essentials budget in a different direction. Keep the essential items in mind before committing to items of greatest expenditure such as electrics and graphics.

DO NOT....

- **Start With Designing Your Artwork** It is tempting, and a common mistake to dive straight into the creative element of stand design. This is the final step after determining exhibition objectives, marketing strategy, messaging and stand plan layout. The most common sign that this mistake has been made is when stand wall graphics images and copy are hidden by cupboards, furniture and TV's.
- **Order Services Or Commit To Expenditure Without Being 100% Sure That All Your Exhibition Objectives & Stand Plan Boxes Are Ticked** Do not be rushed to commit to anything. Deadlines are usually provided by suppliers so work to having your exhibition plan complete before the first deadline – usually the Early Booking Rate for electrical orders.
- **Commit Your Entire Budget** When planning your participation and stand plan it is advisable to leave budget in reserve (10% as a minimum) Rather like buying a house there may be additional last minute costs. Far better to bring your participation in under budget than over budget.
- **Fill Your Floor Space** Cluttered stands are the most common exhibition stand planning mistake. Excess furniture creates a barrier to entry, obstructs wall graphics and provides a temptation for stand staff to sit down. Floor space is prime real estate – the meeting ground for you and potential clients to interact - so keep it clear.
- **Rely On Your Exhibition Service Provider To Deliver The Perfect Stand Layout** It is important to remember that the design and layout of your stand is a reflection of your brand and your exhibition objectives. The final stand product whether it is shell scheme, lightbox or custom build is your shop window.
- **Plan Your Stand by Committee** Suppliers will not thank you for involving multiple contacts in the planning process. They do not need to be part of internal discussions, they simply need clear instructions and decisions from a primary point of contact.
- **Forget Logistics** Often the delivery of product is overlooked in the stand planning process. Products required for display purposes may have long order lead times so planning your stand around product that might ultimately not be available in time for the show becomes a pointless exercise. Always factor in the costs for delivering product to the show and collecting at the end.
- **Forget To Think Outside The Box** Often the simplest least expensive ideas can be the most effective. Brainstorm ideas that will make your stand recognisable, incentivise visitors to visit you and create a long lasting memory of your company.
- **Underestimate The Importance Of First Impressions** You have one shot at capturing prospective clients so put yourself in their shoes. If you were them would you want to talk to you? Would you find your stand interesting? Does your stand grab their attention? At one glance does your stand say who you are and what you do? Remember that in their eyes everything you do on your stand is a reflection of your company