

Exhibition Stand Design Considerations

Selecting an exhibition stand that will best utilise your space and set you apart from your competitors will require careful consideration. Keep in mind your audience and your objective(s) for being at the show.

- In just a few seconds the stand should communicate:
 - who you are,
 - what you do,
 - and the benefits of your product/service
- Exhibition stand design is a specialised field and should be undertaken by a professional organisation with experience in this field. If you are already working with a design agency, make sure they work closely with your stand contractor designer to ensure consistency or brand.
- You should prepare a detailed written brief that clearly states your objectives.
- Your corporate image and identity should be prominently featured.
- Avoid unnecessary physical barriers – if you want visitors to access your stand easily and to feel comfortable.
- Demonstrations and presentations create movement and interaction– both attracts visitors.
- Be aware of the physiological effects of colour.
- Make sure your exhibition stand design dimensions are within the allocated space on the show floor.
- Key messages and branding should be placed high as visitors and furniture can block visibility to your stand.
- Keep text on graphics to a minimum – pictures and visual imagery work best with succinct and punchy text.
- Use height – most organisers will allow you to build to 4m high. Some will allow you to go to 6m and/or to suspend overhead signage. You'll need to supply structural drawings for approval and to use riggers for overhead signs.
- Ensure staff are readily identifiable.
- Also, think about how your stand needs to function such as meeting areas, lead taking stations and storage space.



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Design Considerations Form

Please take time to fill in this form prior to your meeting with us. It will help us understand your overall objectives more clearly.

Company Name		Email	
Contact Name		Telephone	

Exhibition/Event Objectives

1. What are your exhibition/event objectives? What do you want to achieve?

2. What was your last exhibition stand like? How could we improve on it? What worked well on it? What didn't work well on it?

3. What was your budget for your last stand?

4. What image should your stand portray?

5. Have you seen any other stands or architecture that really impressed you? Please make use of Nimlok's website www.nimlok.co.uk and go to our design portfolio. We have a large selection of colour visuals that can be browsed by size & value. Please make a note of the reference number of any designs that you like.



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6. In an exhibition environment, you have a limited time to communicate your message to visitors, what message should your stand get across in 5 seconds?

7. Do you have any specific graphic material you want to include on the design?

8. In addition to the exhibition(s) you are attending do you have a facility where you may want to display part of your exhibition stand when it is not in use i.e. a reception area, conference backdrop or showroom?

Exhibition Event Programme

Please provide details of the exhibitions and events you will be attending this year, this will allow us to consider your overall exhibition and event objectives.

Exhibition/Event		Venue/Location	
Start Date		End Date	
Stand Number		Stand Space Size	

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Thank you for taking the time to complete this form. Please provide us with a copy of it, together with any other relevant information.