

**BUSINESS
SHOW MEDIA**

INTERNATIONAL BUSINESS EVENTS

A GUIDE TO

**PREPARING
YOUR STAND**





INTRODUCTION

In this presentation, we'll guide you through the different stand types and what each one can offer. Exhibiting is an incredible opportunity to showcase your products, meet buyers face-to-face, and strengthen your brand—those in-person moments can turn interest into warm, valuable leads faster than anything else. However, without a captivating stand, that impact can easily be lost.

A successful stand begins with clear goals, strong branded visuals, and an open, welcoming layout, enhanced by thoughtful elements like technology, lighting, a reception point, meeting areas, and storage. Together, these features help you create an engaging, memorable, and accessible experience for every visitor who steps onto your stand.



THE IMPORTANCE OF **IMPACTFUL STAND DESIGN**

When visitors enter an exhibition, research shows they make a decision about a stand within just four seconds—deciding almost instantly whether they are interested in the products or the brand.

This highlights just how crucial stand design is: it's not just about aesthetics, but about creating a clear, engaging, and memorable experience that immediately captures attention. The layout, visual hierarchy, branding, lighting, and even the flow of the space all influence a visitor's first impression.

A well-designed stand can draw people in, encourage them to engage, and turn casual interest into meaningful conversations and valuable leads. Conversely, a poorly designed stand risks being overlooked, no matter how good the products are.





5 KEY ELEMENTS

- 1 Lighting
- 2 Floor Space
- 3 One Clear Message
- 4 Colour
- 5 Graphics

LIGHTING

One of the very first things any interior designer would emphasise is the importance of lighting—and the same principle applies to exhibition stands.

Lighting doesn't just make your space look brighter; it strategically draws the eye and helps you highlight your hero products, key messages, and focal points.

The right lighting can elevate even a simple stand, creating depth, atmosphere, and a clear visual hierarchy that naturally guides visitors toward what you want them to see first.

Good lighting can transform your stand from something that blends into the background to something that instantly captures attention from across the hall. Without sufficient lighting, even great products and beautiful graphics can appear flat, muted, or overlooked.



LIGHTING VS NO LIGHTING EXAMPLES

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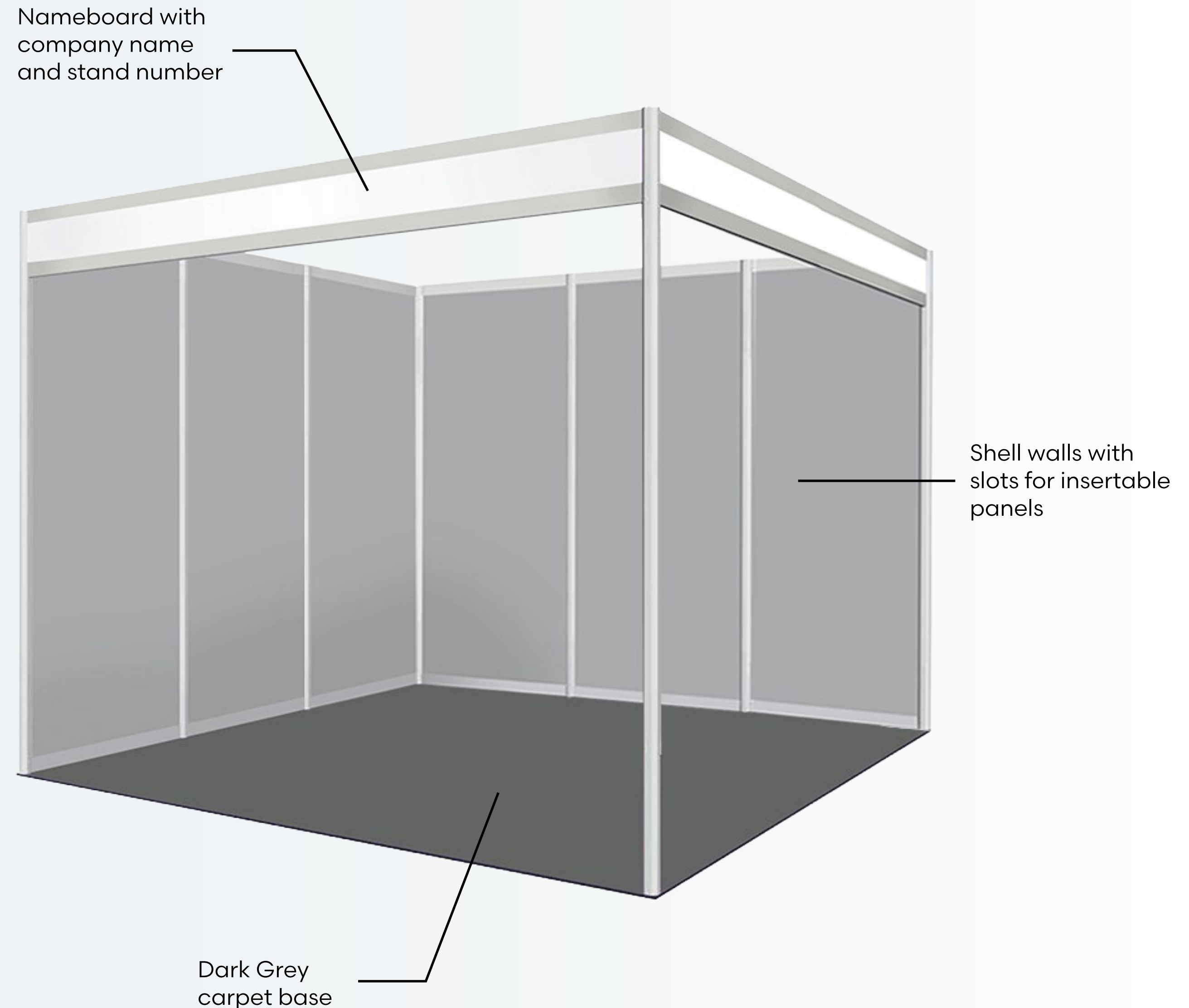


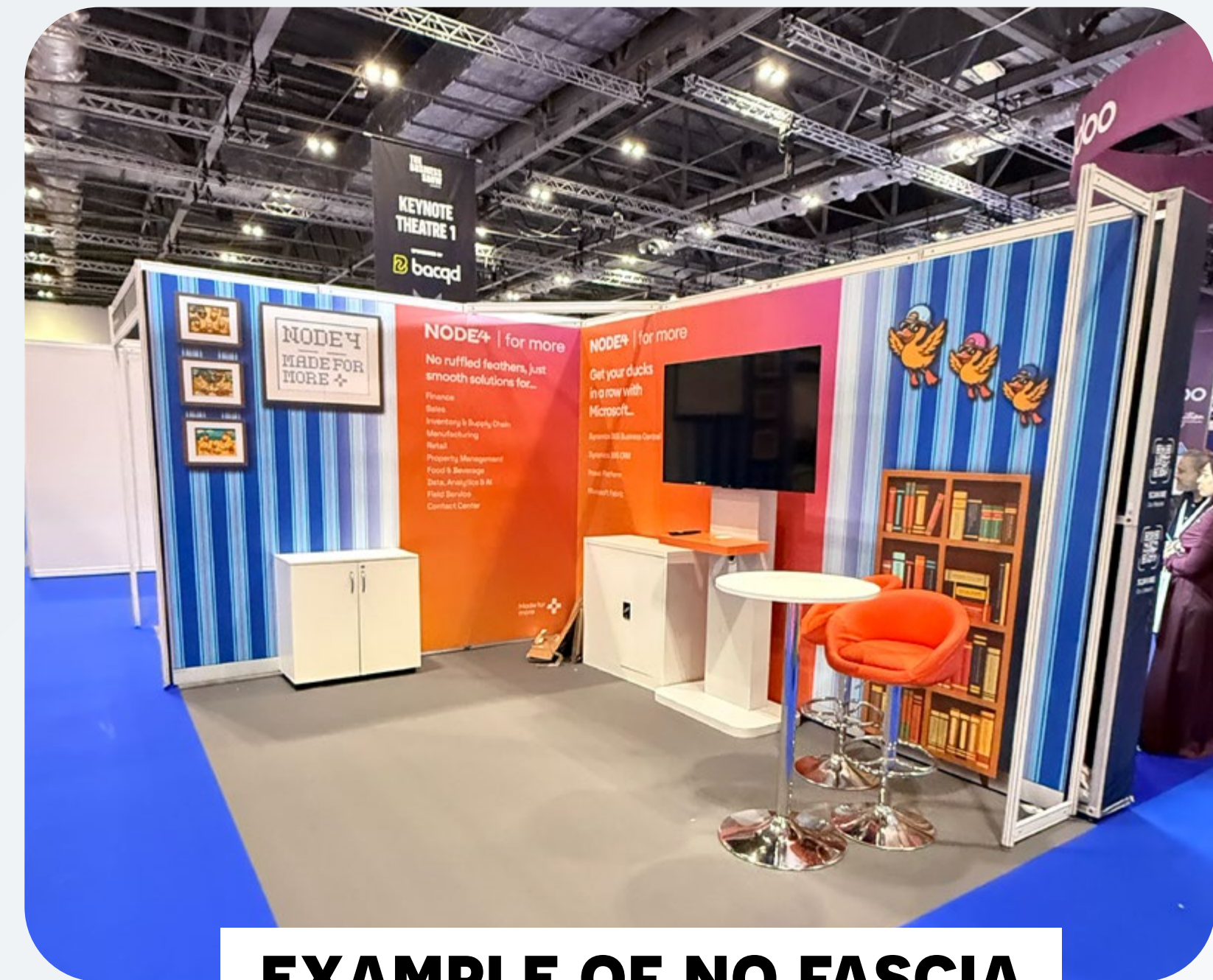
WHAT IS A **SHELL SCHEME?**

A shell scheme is a pre-built, ready-to-use stand and one of the most popular options at exhibitions. It typically includes your stand walls, carpet, and fascia nameboard.

As the exhibitor, you can enhance your stand with additional elements such as electricity, internet, furniture, lighting, or printed graphics. While the stand comes with existing walls and structure, this provides a great foundation to get creative—adding graphics, displays, interactive features, or customised lighting to make your stand engaging, welcoming, and uniquely yours.

The shell scheme gives you both a practical setup and plenty of opportunities to showcase your brand in a memorable way.



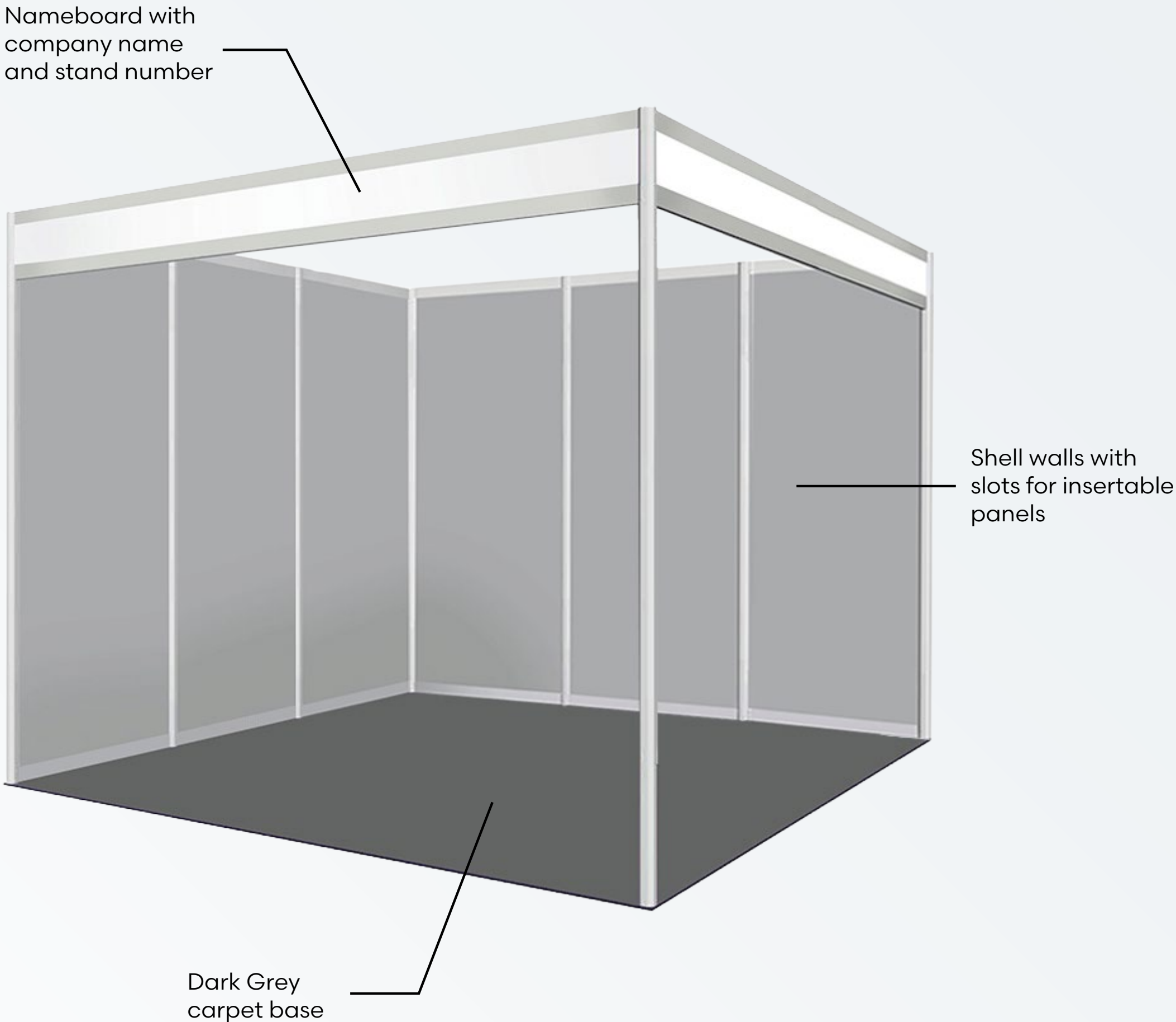


EXAMPLE OF NO FASCIA



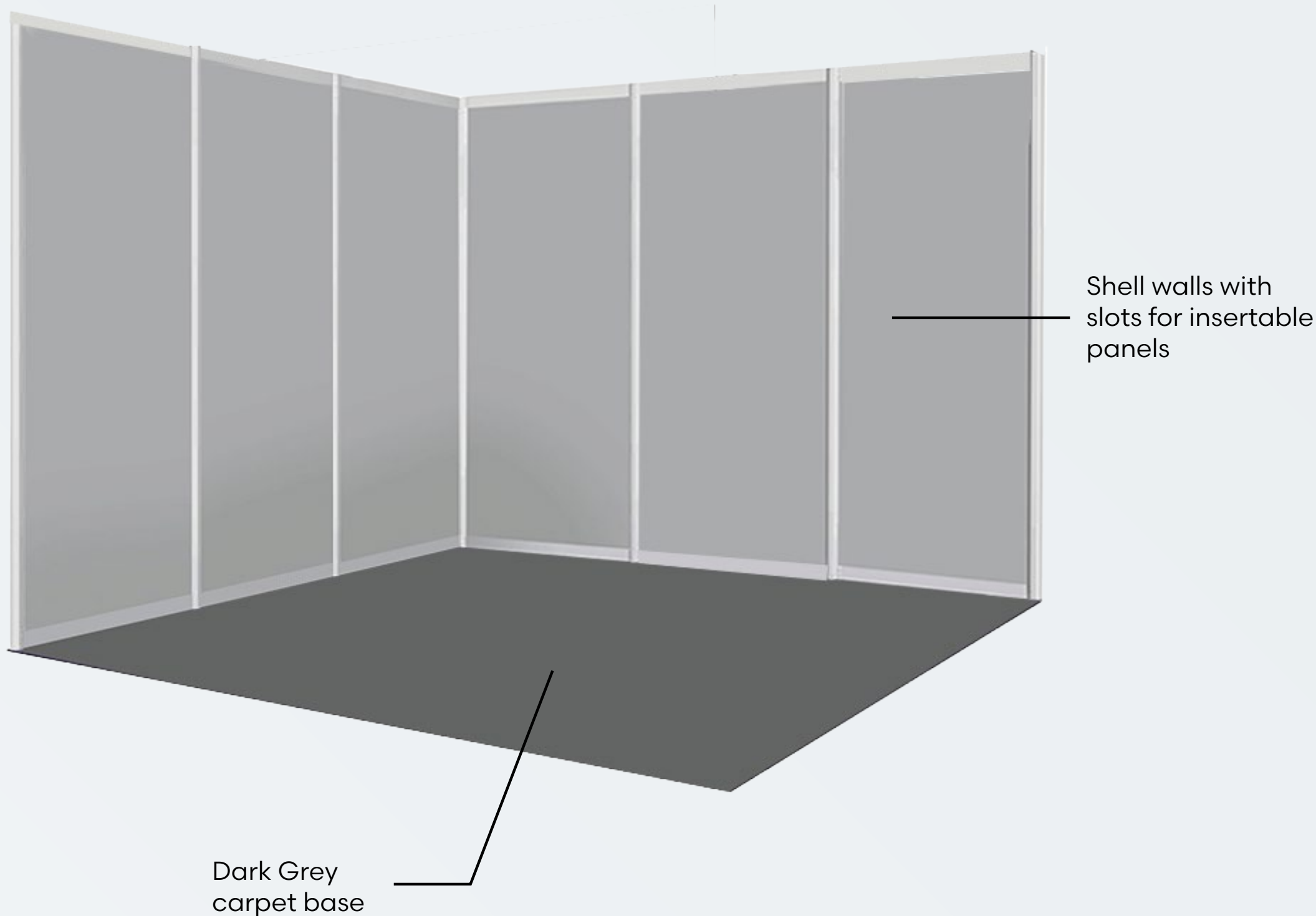
OPTION 1

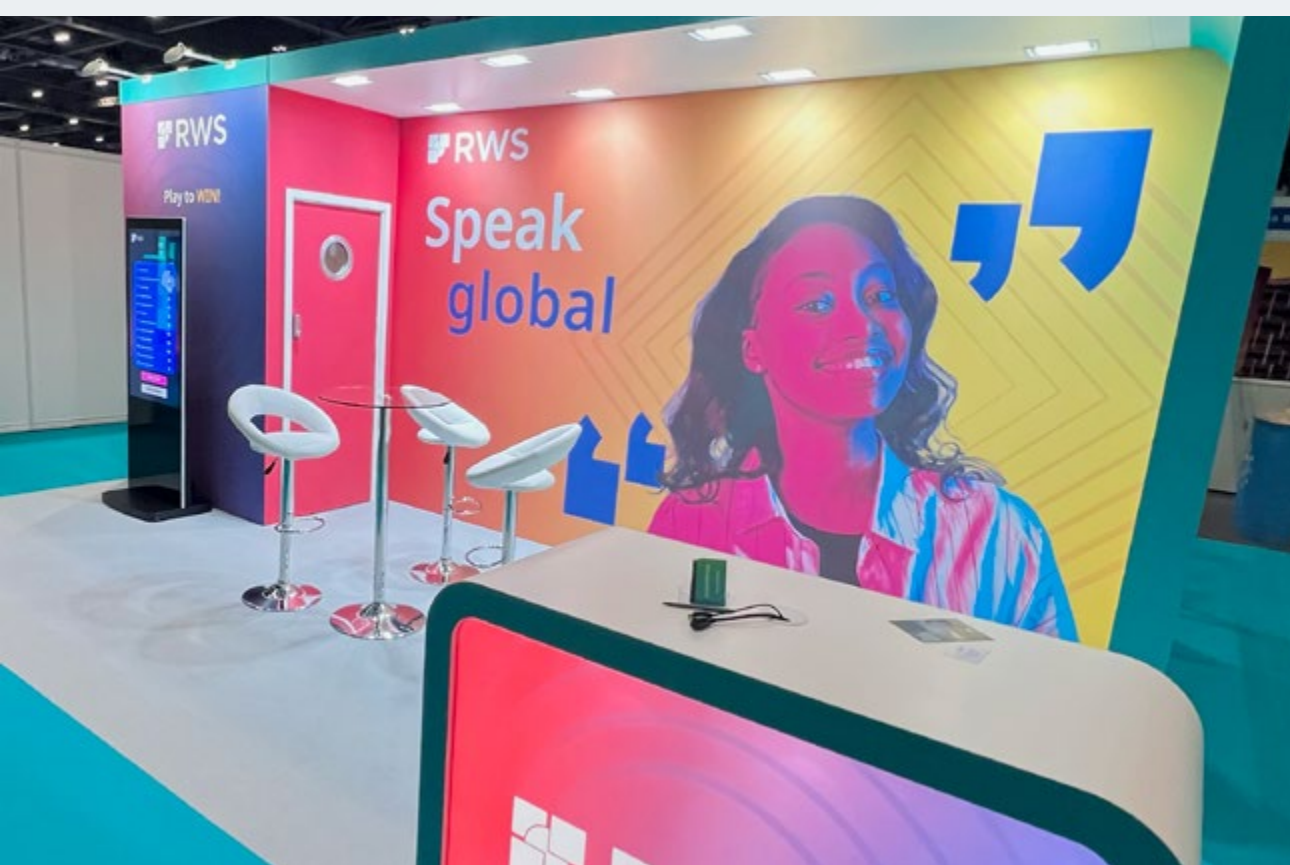
KEEP POLE AND FASCIA



OPTION 2

REMOVE POLE AND FASCIA





WHAT IS A SPACE ONLY?

A space-only booking gives you an empty plot on the exhibition floor, providing a blank canvas to create a fully custom-built stand. Space-only stands are ideal for exhibitors who want complete control over the design, layout, and branding of their stand, allowing for unique, eye-catching structures that truly reflect your business.

If you plan to use a third-party stand builder to construct your space-only stand, it's important to let us know in advance. Keeping your account manager informed ensures that all rules, regulations, and deadlines are met, helping your build go smoothly and on schedule. Choosing a space-only option gives you maximum flexibility to make a bold, memorable impact at the event.