

IBC Best Stand Design Awards 2024

Judging Criteria

The aim of these awards are to encourage and celebrate effective meaningful stand design for the benefit of exhibitors and visitors alike.

The awards fit into four categories based on size:

Best Larger Design

Stands over 100sqm

Best Medium Design

Stands up-to 100sqm

Best Small Design

Stands under 20sqm

Judges Innovation Award

Reserved for a stand design of any size with a particularly innovative idea

Judges will then be requested to review stands in the above categories based on the below criteria:

Visual Appeal

Does the stand, stand out and attract the eye? Some things to consider might be:

- Has the designer successfully leveraged the intrinsic power of colour in a focused, refined and strategic manner?
- Has the designer exploited lighting successfully in the creation of a memorable experience for their visitor?
- Does the stand have a 'wow' factor?
- Does the design have something unique that catches the eye?
- Does it connect with the audience?

Does what it says on the tin

Can you tell what the company does, its core purpose and product base from the design of the stand? Some things to consider might be:

- Is the stand 'fit for purpose'?
- Does the exhibit satisfy the basic pre-requisite of brand identification, i.e. is the client's branding clearly visible from all available approaches?
- Do the key messages form an integral part of the design and are they immediately accessible to the visitor?
- Is it immediately clear what the exhibitor is selling?

Use of space

Has the designer made the best use of the space available? Some things to consider might be:

- Can the visitor move freely and logically through the exhibit architecture enabling them to fully 'engage' with the brand?
- Do the forms employed in the design allow the client to take command of the space they occupy?
- Have they made the best use of space to incorporate all aspects of the exhibiting experience e.g meeting areas, product demonstrations, refreshments etc?

Other Considerations:

Accessibility

While judges are not expected to be experts in accessibility they should ask: have efforts been made over and above RAI requirements to make the stand accessible to people with physical or mental disabilities? E.g. avoiding a step up or into the space.

Sustainability

While judges should take caution in making judgements on sustainability without full data they can/should ask have efforts been made to make the stand sustainable e.g. repeated use of materials from previous years or environmentally friendly materials?