

Designing Your Stand

Your aim is to display a message to inform the target audience :

- Who the Company is.
- What the Company does.
- Most importantly, what the Company can do for its customers.

Remember the "*three second rule*" - you will only have three seconds to attract someone's attention as they pass by your stand.

Graphics

Your graphics should be eye-catching and appealing to your target audience. Use bright bold colours and images that will attract attention. Try to limit copy text, but make sure that your logo and key messages can be seen clearly from a distance.

Lighting

Lighting on your stand should be used to accentuate product display and create moods. You can enhance your messages and images by using backlit graphics. Use different flooring styles or carpet colours to complement the design of your stand.

Access

Make it easy for the visitor to get to the display and to you, ensure easy access. At least 60% of the stand space should be open and at least 60% of the stand frontage should be open for easy visitor flow.

Function

Think about what your objectives are and how you will need the stand to function as this will impact on the layout.

- Will you need meeting areas?
- Will you be entertaining on the stand?
- Will you need workstations?
- Will you require a demonstration area?

Overall, be creative, bold and professional and above all **BE NOTICED!**