

STAND OUT!



**Lion's guide to making the most of your
exhibition stand**



Taking a Stand

So, you've booked a stand at an exhibition. You've decided it's the right place for your business to be and committed time, effort and budget, so you really want to make the most of it.

This guide is intended to help you understand the key elements of your stand and what you can do to make it as good as it can possibly be - helping you to achieve your objectives at the event.

It's not about how much you spend, it's about how much impact you make and how far you **stand out**.



SHELL SCHEME

What is it?

Shell Scheme is the name for the walls & ceiling that create & define the physical space of your stand.

As the name implies, what you get is a shell - an empty room for you to show off in. Think about how you want to use the space and then create the perfect room for that purpose.

It doesn't matter how big it is, it's what you do with it that counts - and you can do more with it than you think...



What can I do with it?

You can brand your stand using graphics, change the colour of the walls, add shelves or screens to the walls, build a storage area or create a meeting room.

In short, you can do almost anything you could with any empty room. If you'd like to discuss your ideas, give Lion a call.



Top tips:

- **Get creative** – imagine this is your new showroom or shopfront and think how you would fit it out.
- **Have fun** – boring stands do not stand out but a fun stand will encourage visitors to come & talk to you - which is the whole reason you're there!
- **Add personality** – create a stand that reflects your brand – a Brandstand!

36 CARABAO ENERGY DRINK



POWER

What is it?

If you plan to use any electrical items on your stand – even if it's just a phone charger - you'll need to order a socket to power it up (unless your stand package includes one).



Which socket do I need to order?

How much power you need depends on what items you're going to be using. Here's a rough guide:-

- 500 Watt Socket:** Phone charger, laptop, small TV
- 1,000W Socket:** Large TV, fridge, strong lighting
- 2,000W Socket:** Coffee machine, microwave
- 3,000W Socket:** Oven, kettle, iron

If you're still not certain how much power you need, just give Lion a call and we can advise you.

Top tips:

- If you're exhibiting food or drink and need a **24 hour power supply**, please let us know in advance, otherwise power goes off at the end of the day and your lovely ice cream will be a smoothie by morning.
- **Don't leave it late** to order your power as a surcharge is made on orders placed after the deadline listed on the order form.



LIGHTING

What is it?

The exhibition hall will have house lights, but to really bring your stand to life you should consider ordering lights (even if lights come as part of your stand package).

They help you to get noticed more easily, create the ambience you need and draw attention to the things you really want people to look at.



How many lights do I need?

The general rule of thumb when exhibiting is to order one spotlight for every 3sqm of stand space as a minimum.

If you are hanging some amazing stuff on the walls it's worth ordering extra spotlights to make it impossible to ignore.

Top tips:

- **People are just like moths** – they are drawn to bright lights – so make sure your stand is well lit and you're more likely to have visitors buzzing around it.



GRAPHICS

What is it?

The simplest and most effective way to get your stand noticed at any exhibition is by using graphics.

Shell scheme exhibitors have two or three bare white walls which represent a fantastic opportunity to stand out – a huge blank canvas on which to project your brand or product. Don't waste it!



Top tips:

- Put the **most powerful words** and **eye-catching pictures** from your marketing content up on the walls of your stand, so everyone passing can see what you are all about without having to pick up your brochure. Start the conversation before they've even realised it.

What are my options?

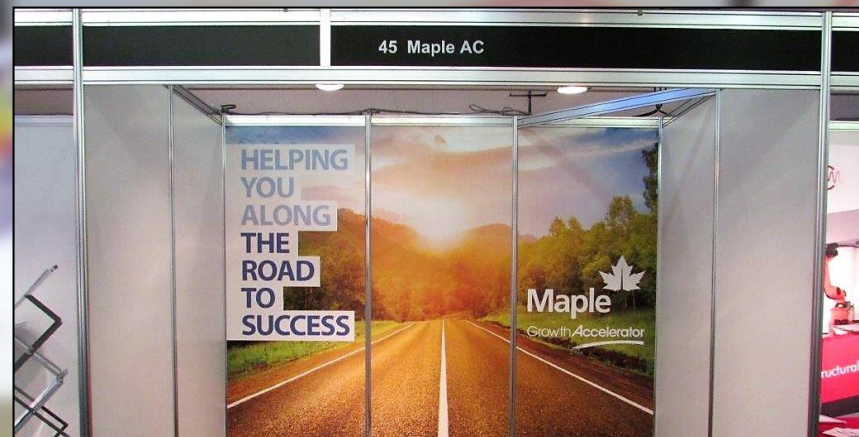
Infill Panels – your design is printed directly onto the panels used in the walls of your stand, meaning your graphics are totally integrated into your stand giving a professional look.

Plus they are ready before you arrive at the show - meaning no time spent trying to pull up a wobbly banner or stick up posters. And you can re-use them next time. (see below)

Seamless Panels – your design will be printed onto panels that we apply over the top of the stand wall, giving an unbroken, seamless wall of graphics – a huge billboard to bring your brand powerfully to life. (see left)

Fascia Graphics – instead of just your name & number on the fascia board, you could add your logo or brand in full colour.

Vinyl Logos – to stick on walls, counter-fronts, cupboards and tables – make your brand unmissable!



FURNITURE

What is it?

A bit of a no-brainer this one – if you want people to sit down and talk to you, make sure you have something for them to sit on!

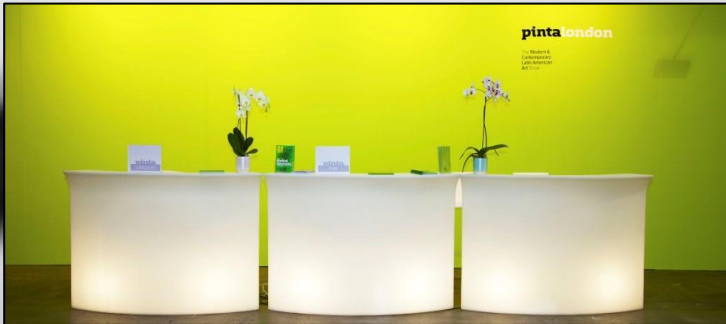
And while you *could* try and fit some furniture from the office in the back of your car and carry it onto the stand, it's a whole lot easier to order something from us and have it delivered to your stand and taken away again after the show.



What can I order?

Our range has all the items you'll ever need, including display cabinets, plinths, soft furnishings, storage units, fridges and water coolers.

Check whether any furniture is included in your stand package and then give Lion a call to discuss your requirements – we'll make sure you're sitting pretty.



Top tips:

- **Don't overdo it.** Order the furniture that you need and no more. Keep the stand clear and welcoming if you want people to walk onto it.
- If you're bringing bags and boxes, having some **storage space** helps keep stands uncluttered.



FLOORCOVERINGS

What is it?

Your stand will usually come with carpet included - either the venue carpet or one installed by the organiser – but you can adapt the floor of your stand just as easily as the walls to extend your brand and improve the impression you are creating.



Top tips:

- Utilise a **platform floor** to hide wires and literally elevate your stand above the competition.
- Adding **graphics to your stand floor** is simple to do and brings a new dimension to your marketing, making your brand impossible to ignore.



What can I order?

Pick a colour to suit your brand or to make you stand out from the rest. Add a vinyl, wood or astroturf floor to better reflect your product or service.

Call Lion to discuss how we can improve your footfall from the bottom up.





What Now?

Go to our website to order anything you need at: lionexhibitions.com

Or use the order forms provided by the organiser in your exhibitor pack.

Please be aware of any deadlines for orders to be received.

If you need any help or advice on anything to do with your stand, please contact us on

0121 517 0250

or mail info@lionexhibitions.com

to discuss your stand and requirements.

We're here to help you **stand out!**

