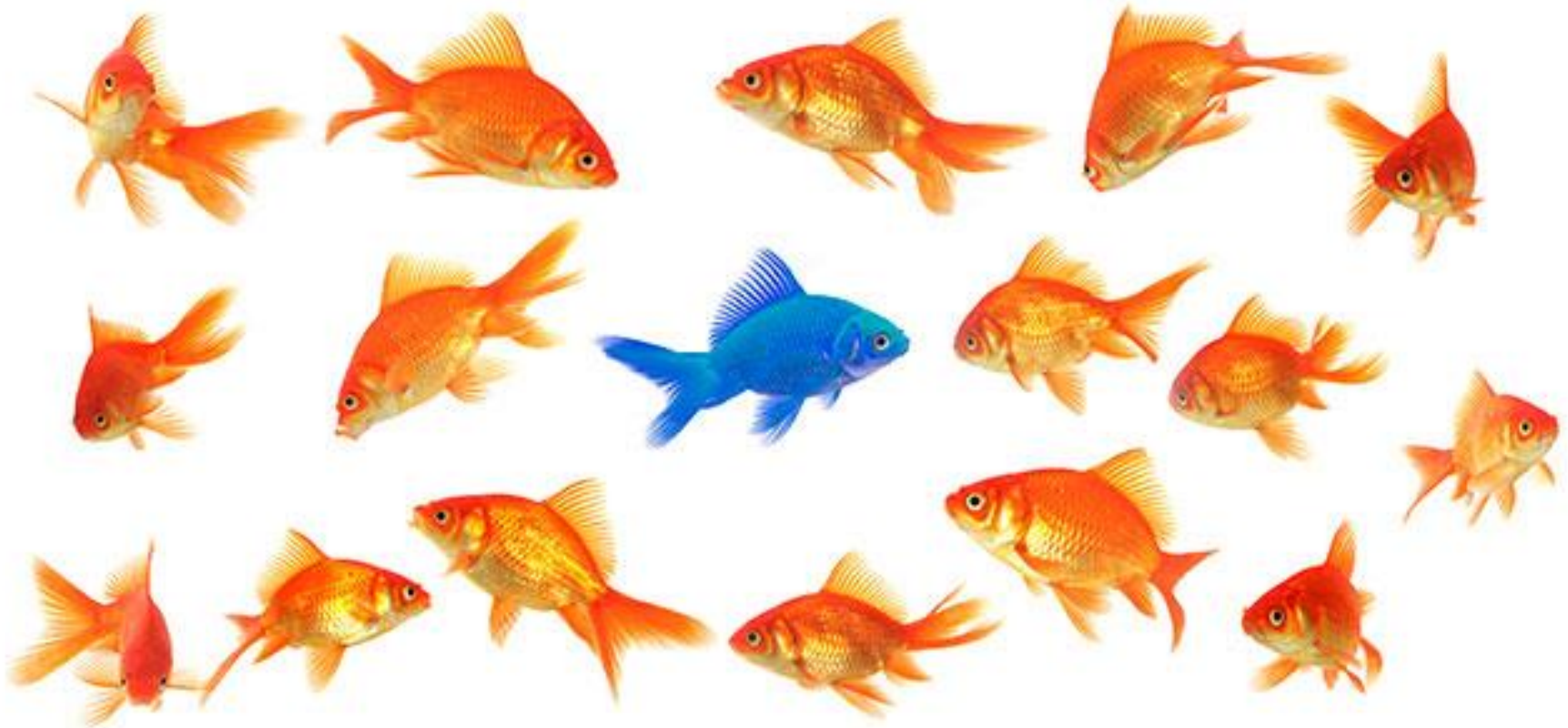


# STAND OUT!



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



## Taking a Stand

So, you've booked a stand at FPC2023. You've committed time, effort and budget, so you really want to make the most of it.

Lion Exhibitions will be providing stand walling and power to FPC again this year, so we thought we'd provide you with a brief guide to our other services, to let you know how we can help you achieve your exhibiting objectives.

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



# GRAPHICS

## What is it?

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

Your stand will have three bare white walls (see below) 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?

**Seamless Panels (Manxman Suite Only)** – 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 above).

**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)



# 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 cases, plinths, soft furnishings, literature racks and water coolers.

Have a look at the range in our brochure:-

<https://www.lionexhibitions.com/wp-content/uploads/2021/07/Lion-Furniture-Brochure-2021.pdf> or contact us 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.





## What Now?

If you'd like to order something for your stand or if you need help or advice, please contact Andy, Tony or Rachel at:

[info@lionexhibitions.com](mailto:info@lionexhibitions.com)

Tel: 0121 517 0250

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



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