

EXHIBITING MADE EASY

8 Steps to a worthwhile exhibiting experience

It's a piece of cake

And we'll put the cherry on top!



Did someone say 'cake'?

Exhibiting has never been this easy...

At Compex, we want to make your exhibiting experience happier, and your life easier! Whether you own a business or work for one, we understand how important it is, to represent your brand consistently and favourably.

We know how the wrong pantone colour or incorrect use of furniture can have a huge impact on the overall outcome or how a simple orchid can add just a little something to the overall look and feel of your stand.

By having a team behind your efforts who understand just how important it is to make the most out of every centimetre, we hope to assist you in enjoying each minute of your exhibiting experience.

Because we're all about making your easier, we thought you might find this guide useful when planning your next exhibit!

1

SETTING THE SCENE

OBJECTIVES, OBJECTIVES, OBJECTIVES

It's as simple as asking yourself, **WHY ARE WE EXHIBITING?** Yes, so many people choose not to define their objectives before a conference or show, and end up being disappointed by the end result and the return on their investment.

Too often, companies exhibit for the sake of exhibiting. Do not fall into this trap. You are already investing time and money into this, so do it properly!

ASK YOURSELF



WHAT DO I WISH TO ACHIEVE FROM EXHIBITING AT THIS CONFERENCE / SHOW?



WHO IS MY TARGET AUDIENCE?



WILL THEY BE PRESENT AT THIS CONFERENCE / SHOW?



WHAT ARE MY KEY MESSAGES?



ARE THESE ALIGNED TO THAT OF THE SHOW ORGANISER?



WHAT WILL 'SUCCESS' LOOK LIKE?

2

KA-CHING!?

BUDGET, PLEASE?

Let's face it. Unless you're a billionaire, you don't walk into a car dealership without having an idea of the ka-ching in your bank and what you can (and can't) afford... Well, the same applies when planning your exhibit. We can (and would love to) offer you a Lamborghini Veneno, but sometimes an entry level VW will also do the job (and be more forgiving on your pocket).



IF WE UNDERSTAND YOUR **BUDGET RANGE**, WE CAN WORK WITH YOU IN IDENTIFYING THE **BEST SOLUTION** THAT WILL ENABLE YOU TO ACHIEVE YOUR **OBJECTIVES** (AND AVOID DISAPPOINTMENTS).

3

CHOOSING THE RIGHT STAND TYPE

1. SHELL-SCHEME STAND

This is the standard (and most affordable) option that show organisers offer exhibitors.

You can choose the size (typically a 3m x 3m); and specify text for a fascia board (sign at the top). It is up to you what you want to do with the rest... In this instance, we can offer to design and print your graphics, and have it applied onto the walls of your stand. You can also 'upgrade' your stand by adding features such as an LED screen, additional furniture or custom lighting.



Examples of shell-scheme stands - additional custom counter and printed graphics.



2. DESIGN STAND

For the slightly more adventurous.

Our design stands are, more often than not, constructed from our Octanorm aluminium stock, and it is more common to have graphics printed on fabric (instead of vinyl). This approach offers you flexibility, a clean silhouette and provides many options for you to upgrade the look, feel and functionality of your exhibit.

Custom elements like branded counters or feature lighting can easily be incorporated into this modular stand's overall design.



Examples of design stands - with fabric back-lit panels, wooden flooring, and a custom counter

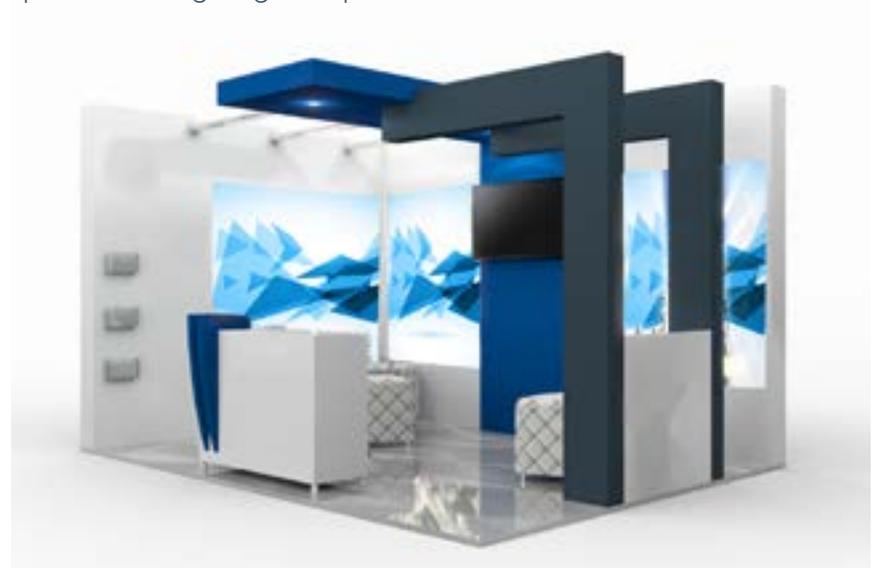
3. CUSTOM STAND

The Lamborghini of all exhibition stands.

Hand-crafted from the ground up, our custom stands are designed to transform an exhibition space into an experience that engages and delights attendees! Combining different materials such as glass, wood, fabric and Perspex to portray a stylish, multi-functional utilisation of space, a brand can only but stand out in an exhibition hall!



Examples of custom stands - using a combination of wood, round shapes, custom lighting and special features



4

THE FINISHING TOUCHES

MAKE ALL THE DIFFERENCE!

Adding the finishing touches is as important as dotting the i's and crossing the t's.

Most of the finishing touches should be considered during the design process of your stand. Think about what type of furniture you need (comfy couches or cocktail chairs?), your preferred flooring solution (carpet, wood or artificial grass?), and consider adding a custom lighting, a pot plant (very trendy these days) or integrating audio visual into the overall visitor experience.



MAKE SURE TO BROWSE THROUGH OUR CATALOGUE TO

GET THE CREATIVE JUICES FLOWING!

5

GRAPHICS 101



Download our full Graphics 101 guide from our website

NOW FOR THE FUN PART!

We can design the most beautiful, most expensive and elaborate stand that one has ever seen but without the right graphics, all our efforts will be in vain.

There are a few technical (and not so technical) considerations to take into account when planning the layout of graphics for your stand.

CONSIDER



WHAT IS YOUR CORPORATE BRAND?



FONTS AND COLOUR PALETTE?



PHOTOS VS. INFOGRAPHICS?



HANDOUT MATERIAL?



CURRENT CAMPAIGN TO INTEGRATE?



DO YOU HAVE A GRAPHIC DESIGNER? (We do! Ask us about it)

We are here to **help you through the process** and make it as easy as possible for you to end up with a **fully integrated, impactful** stand solution that **brings your brand and messaging to life!**

6

INTEGRATE & AMPLIFY

MAKE THE BEST OUT OF YOUR PARTICIPATION

Now that you have your stand in order (more or less), it's time to start thinking about how you can integrate other platforms and initiatives to amplify your overall participation.

Develop a social media plan for before, during and after the event. Think about whether you'd like to handout any brochures or promotional material. How are you planning to collect contact info from interested visitors? Have you considered taking up a sponsorship package at the event? Have you invited key clients to visit you at your stand?



DON'T MISS OUT ON VALUABLE ENGAGEMENT OPPORTUNITIES. THINK BIGGER AND PROVIDE YOUR AUDIENCE WITH A RICH AND IMPACTFUL EXPERIENCE.

7

FINAL PLANNING

WHO? WHAT? WHERE? WEAR?

If you're sending your junior intern to man your exhibit, you should reconsider even participating at this event. Visitors will not take your company, products or services seriously if they engage with someone who is not knowledgeable about your offering. As a rule of thumb, we suggest having a variety of personalities which includes someone from our marketing team as well as a subject matter expert.

These individuals should know why your stand looks the way it does and what your key messages are.

Develop a roster and send it to the team in advance, so that no-one can make excuses for not being there when they should.

Also specify what clothing they need to wear, and make sure they have business cards and know where to register and pick up their exhibitor badges.

It is always advisable to have an 'emergency kit' of everyday items at the stand - such as extra pens, notepads, 2-point plugs, bottled water, etc.



THE BIG DAY



WORLD COMING TO A STANDSTILL FOR THE DURATION OF THE EVENT.
Living off cheap machine coffee, take-out and stuffy venue air.
Phone battery dead.

8

HOW DID YOU DO?

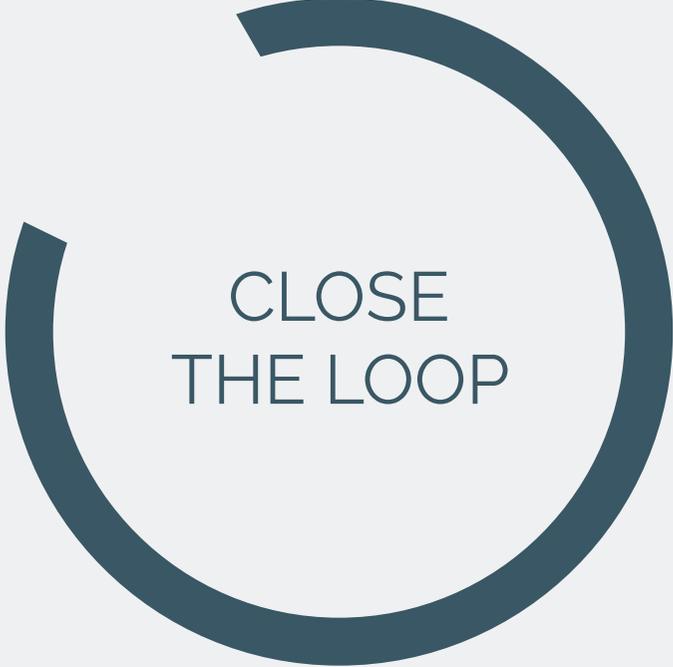
CLOSING THE LOOP

The final, and probably most overlooked part of the exhibiting journey, is the post-event follow ups and measurement.

Make sure to have a plan in place to connect with those visitors who showed interest in your offering, soon after the event.

Set up a team meeting to discuss what worked well, and what you can improve on next time.

This is the part where you pull out those objectives you defined in the first step, and measuring how well you performed against each one.



CLOSE
THE LOOP

AND THAT'S ALL FOR TODAY

Whenever you're stuck, we're just a phone call away

Your sales account manager is your first port of call. But you're also welcome to get in touch with us on +27 11 234 0604.

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