

STAND OUT AT



A QUICK GUIDE TO EXHIBITING
FROM



WWW.MARSDENEXHIBITIONS.CO.UK

**Whether you are exhibiting for the first time or
you're a seasoned exhibitor, we can help.**

With our expert team handling everything from incredible design to hassle-free setup, you can focus on making those crucial connections.

Let's make your next exhibit a greater success!

Chris Marsden
Managing Director

Reccomendations For Success Page 3

The Right Spot Page 7

Designing Your Stand Page 14

Considering The Environmental Impact Page 24

During The Show Page 30

Marsden And Sustainability Page 34



**Shaping
tomorrow's
airports**

RECOMMENDATIONS FOR SUCCESS

Easyfairs - show organisers for **Lab Innovations** - trust **us** to help **you** succeed at the show ensuring you benefit from returning to the show, year after year.

With almost 25 years of exhibition stand-building experience and over a decade working at Lab Innovations - we know what it takes to get the maximum attention within your budget, whatever your goal may be.



MORE THAN SPACE

A great exhibition stand is more than just a space for advertising. It is a unique opportunity to communicate your brand and company ethos live and in-person.

Whether or not you consider Marsden Exhibitions for your next build, the recommendations we make in this whitepaper will certainly help you navigate the design and building of your stand this year.



EXHIBITIONS BY NUMBERS

Face-to-face networking works!

71% of SMEs generated business from trade shows.

Exhibitions are great places for growing your contact list.
(DW SME survey).



40%
...of businesses plan to increase their trade show budget.
(conference-source.com)

81%
...of those attending a business exhibition have buying authority.
(CEIR: The Spend Decision: Analyzing How Exhibits Fit Into the Overall Marketing)

65%
...of businesses agree that in-person exhibitions were an invaluable part of their marketing strategies.
(conference-source.com)

70%
...of businesses exhibiting at trade shows generated brand awareness and new leads in 2022.

THE RIGHT SPOT

LOCATION. LOCATION. LOCATION.

The first step to exhibition success is finding the right space to achieve your company's goals.

Start by ensuring you're at the right exhibition for you, book early and take the location of the stand into consideration.

Over this chapter we dive deeper into what it takes to find the best location for your stand.

THE RIGHT EXHIBITION

With countless exhibitions held globally, selecting the right one is crucial.

Before choosing your next exhibition, conduct thorough research. Determine if the exhibition aligns with your marketing strategy and appeals to your target audience. Exhibition organisers should be able to answer key questions such as:

How long has the exhibition been established?
What were the attendance figures last year?
(even request attendance records to see if attendees are your target market and demographics).
How is the exhibition is promoted and which media outlets will be present?
What types of exhibition packages are offered? (Decide which package best suits your needs, such as space-only or shell scheme options).

These few short questions will give you a clear indication of whether it is the right exhibition for you.

THE RIGHT SPOT

Book your exhibition space early to secure a prime location and consider the size and location of your booth, taking into account proximity to main attractions, entrances, or strategic corners. In our experience there are 4 key factors to consider when finding the ideal spot:

- 1: Proximity to the entrance
- 2: Traffic patterns
- 3: Location of amenities
- 4: Proximity to other stand-holders

Let's take a look at each in depth:

PROXIMITY TO THE ENTRANCE

Avoid Direct Entrance Placement

The entrance is not *always* the best place to be. Although a booth at the entrance guarantees visibility as every attendee passes by, it's often too crowded and chaotic for meaningful interactions. Attendees typically seek quieter areas to start exploring shortly after entry.

Opt For Proximity To The Entrance

A location just beyond the entrance is ideal. It strikes a balance by capturing attendees when they are most attentive and ready to engage without the overwhelming rush of the entrance and also serves as a nice reminder of your brand as they are on the way out. This location gives you two opportunities to capture the attention of each visitor.

In summary, depending on your company's goals and expectation of the event a prominent entrance position can be advantageous to brand awareness. If you're looking to spend some time with potential clients, being a little removed from all the bustle might serve you better.

TRAFFIC PATTERNS

Intersection Locations

Booths at intersections benefit from multiple traffic flows, allowing for greater visibility and interaction opportunities. Open-style booths excel in these spots as they invite engagement from various directions. Although this can be a double-edged sword as design plays even more of an important part when dealing with visuals from multiple angles.

Consider Cultural Norms

Depending on which side of the road they usually drive on, attendees may naturally gravitate to one side of the hall. In the UK, for instance, position your booth on the left to capture attendees who start there based on local driving habits. Visitors used to driving on the right-hand side of the road may prefer to walk anti-clockwise around the exhibition and turn right upon entry.



LOCATION OF AMENITIES

Locating near amenities like cafés and rest-rooms can increase foot traffic. Although maybe for the wrong reasons.

These spots typically see a mix of less engaged attendees looking for a break and more attentive ones who've just taken one. Be aware that they may simply be heading straight back to where they left-off.

As with being near the entrance, being a little removed from the bustle might serve you better and repeated visits to these high-traffic areas can have a positive impact on brand awareness at the subconscious level.

PROXIMITY TO OTHER STAND-HOLDERS

Leveraging Adjacent Big Brands

Setting up near well-known brands can draw additional traffic to your booth. These brands often attract a significant crowd, providing spillover benefits to nearby booths.

Consider Proximity to Competitors

Being near competitors can be advantageous if your booth stands out with superior design and presentation. However, if direct competition is too strong, a little distance can help differentiate and draw attention to your booth. Organisers will often actively work to separate direct competitors to help improve the visitors' experiences.

BUILDING YOUR STAND

THE FAMOUS 5 P'S

As the old saying goes:
“Planning and Preparation Prevents Poor Performance.”

Begin planning your exhibition 4 to 6 months in advance. Set clear goals with your team, schedule all activities, and outline your budget, which should include potential additional costs like setup, staffing, and transportation.

Once you have settled on the exhibition and your location within it, that's when the work starts and when it comes to designing your stand, there is much to consider.



Page 15

WHERE TO START?

Starting from small shell-scheme stands through to large open-span areas, projects can run from low four-figures through to multiple six-figures and it's not just the space that determines cost. The complexity of the design and additional elements such as hanging banners can have a huge effect on what is possible within a given budget.

As with many aspects of business expenditure, the first port of call is to look at your budget and particular business goals. Setting out clear objectives and budgets well in advance can inform your decision making and give your stand-builder a indication of what can be achieved within the space.

Take a look across the internet and visit exhibitions. Collect pictures of stands that inspire you or that you think will work in-line with your objective and look to identify what it is specifically about those stands that does so.

DECIDING ON STAND TYPE

Exhibition space comes in all shapes and sizes, whether they already have walls or are open spaces that allow flexibility and creativity.

SHELL SCHEMES

Although having pre-existing walls can limit your options, they do allow for a simpler (and therefore less costly) design. Roller banners and posters are a popular solution, as are large format prints that can be attached to the existing walls.

It is possible however to insert a modular build into a shell-scheme space giving you more freedom to get creative with the layout and overall aesthetic.

MODULAR BUILDS

Being a combination of open space and using modular structural parts means that you have freedom to create something truly unique whilst also keeping an eye on cost.

Typically, such builds can be installed, removed and stored by a stand-builder so that it can be reused. In addition, bespoke-built elements can be installed allowing greater freedom to create stand-out designs.

BESPOKE BUILDS

When it comes to exhibiting your brand at events and shows, a bespoke exhibition stand design and build can offer you the opportunity to create a unique and memorable experience for your audience.

Allowing ultimate creativity and freedom a bespoke build is designed and crafted specifically to the clients needs and offers a show-stopping experience.



7 TIPS FOR A LASTING IMPRESSION

1: Human Centred Design

Designing a stand that facilitates easy flow and interaction while being comfortable can greatly enhance the effectiveness of the space, enabling staff to engage more naturally and effectively with visitors. Ensure you have spaces to stop and talk, or better consider incorporating seating and tables where guests can take a break and give their full attention to your brand.

2: Multimedia Integration

Interactive displays and digital multimedia can significantly enhance visitor engagement, providing memorable experiences that encourage longer visits and deeper interaction with the brand. Consider video screens or QR codes that visitors can scan with their smart devices and explore your catalogues or even better - 3D models of your products. Feel free to talk to us about how this can work.

3: Effective Lighting

Strategic lighting can transform a space. Highlighting key products and creating an inviting atmosphere that draws visitors into the stand. A bright, clean stand is of paramount importance and lighting is invaluable in ensuring the space is visible and attractive.



4: Natural Is Good

Incorporating wood and other natural materials can distinguish a stand in an exhibition hall filled with synthetic materials, offering a touch of elegance and comfort that is inviting to guests. It's also a key part of 2024/2025's interior designer trends according to sunset.com.



5: Go Green

Implementing green design elements not only appeals to the eco-conscious consumer but also creates a warm, welcoming environment. Utilising sustainable materials and energy-efficient lighting positions a brand as responsible and forward-thinking. It's also a great angle for your marketeers to create content around during the show.



6: Interactive Product Showcases

Demonstrations and interactive displays not only attract attention but also provide tangible insights into the products and services offered. This isn't a time for product photos and brochures - set up scenarios where visitors can experience your product and make the most of the fact that they are there with you!

7: Sensory Elements

For some industries, incorporating elements that engage other senses - such as scent or taste - can create a unique and immersive environment that leaves a lasting impression. People perceive brands and marketing messages through various senses, so incorporating multi-sensory elements in your presentation ensures that your message resonates with a diverse audience.



AN EXPERT OPINION

When considering the truly infinite number of formats that a project can take and the huge variety of venues and exhibition spaces, a little insider knowledge goes a long way.

As with anything as complex as an exhibition, there are many variables to consider when looking to maximise the impact of an exhibition stand.

We asked Caitlin Harding, lead to the Bespoke team here at Marsden Exhibitions to give us an insight into a few of the trip-hazards that businesses regularly come across when exhibiting.



Regulations: Structural calculation requirements differ in each country especially in the US and Canada. Such, ensure that your design and build team are certain of any state and federal-level exhibition regulations before committing to design.

Health and safety: Requirements for structures can vary depending on location, whether they be specific to the venue or a local law that must be upheld. Ensure your stand-builder is familiar with all these before design commences to save on unforeseen costs.

Furniture: Often overlooked, ensuring that any furniture you use becomes a sanctuary away from the hustle and bustle of the show - every company is looking to attract clients but retaining their interest is often overlooked.

Venues: Some venues have specific and unique requirements. For example, Olympia in London insist that there must be a finish on the top-side of any walls or ceilings. Exposed structure is not allowed due to the gallery above and the ability of visitors to be able to see the exhibition from above. Just a small detail but every venue has its quirks that can catch people off-guard. Some venues have poor mobile data coverage and so you may have to purchase WiFi access from the organiser/venue. This can often be an annoyance, especially if the company has already purchased a third-party solution for the event which will be rendered unusable.

Hanging Banners: A hanging banner is a structure can be suspended from the ceiling to draw extra attention to the stand. They're great way to be spotted from across the hall, if the budget allows!

Interactivity: Fun elements to your build will really make people remember you. A competition or a game to win prizes (such as "spin the wheel" or "whack-a-mole") can keep people engaged in the stand and draw a crowd. More creative ideas involving new technologies can really boost footfall and attraction.





Storage: It is not surprising that storage can often be an afterthought. Staff bringing multiple bags to stands and then find there's no where to put them except on full view of potential clients. This is something that should be considered at the design phase as it could be frustrating to have spent sometimes tens of thousands on a stand to find it becomes untidy over the opening days.

Get in touch with the team here if you have any questions and we will always help where possible, whether you are an existing client or not!

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CONSIDERING YOUR ENVIRONMENTAL IMPACT

WHEN DESIGNING AND BUILDING YOUR NEXT EXHIBITION STAND

THE BIGGER PICTURE

The global exhibition industry, including all its stands, displays, and associated printing, has significant environmental implications.

Trade shows and exhibitions are responsible for a considerable amount of waste. In the U.S. alone, trade shows generate about 600,000 tons of waste annually as around 60% of materials used in trade show booths ends up in landfill.*

The printing of promotional materials also contributes heavily to environmental impact. Annually, around 1 billion trees are cut down to produce paper for such materials.*

While the exhibition industry plays a crucial role in global commerce and networking, it faces significant challenges in balancing economic benefits with environmental sustainability, predominantly from the use of PVC containing print media such as foamex and from the use of solvent-based inks which are still used by the majority of exhibition stand builders.**

*Source: www.conference-source.com

**Source: www.flexography.org

ENVIRONMENTALLY FRIENDLY OPTIONS?

RECYCLED VS. REUSABLE VS. SUSTAINABLE

There are a few misconceptions about some of the buzz-words used within the printing and exhibition industries, so let's clear some of them up:



RECYCLED

Whilst using recycled materials sounds like it could potentially have the lowest environmental impact, this can sometimes not be the case.

Chemicals in Recycling

The recycling process for paper and cardboard involves using various chemicals to remove inks, adhesives, and coatings. Known as de-inking, this process uses solvents, detergents, and alkalis. These chemicals can raise environmental concerns, particularly regarding wastewater treatment and disposal, which can affect water quality if not managed properly.

Energy Consumption

Recycling paper and cardboard requires energy for collection, transportation, and processing. These processes consume significant energy, though generally less than producing new paper from virgin wood pulp.

Quality

Obtain printed samples of any recycled materials your stand builder plans to use. While quality has improved, some products may not accurately represent brand colors when printed, and the texture and finish might not meet expectations. Repeated recycling can lead to brittleness and discoloration, affecting the quality.

REUSABLE

It is quite common in the exhibition industry for re-usable stands to be an option. With these stands, the often disposed-of printed elements are stored by the exhibition stand builder to be used again on another event.

Whilst this seems like a relatively sustainable approach to stand-design there are some elements that can effect the re-usability of stands.

<2%

Of Modular builds we produced in 2023 were re-used without reprinting being necessary.

Discolouration

Inks used for printing are generally reactive to UV light and, if not stored correctly, can slightly discolour over time.

Reprints are more common than you think

Dents and scratches can occur at any time during the breaking down, storage and re-installation of printed media. Materials such as foamex that get more brittle are particularly susceptible to damage and paper-based products, if not kept in environmentally controlled environments, can warp, fade and even mold.

Reprints are sometimes necessary!

As companies grow, their needs and focus can change - and so can elements of the stand. Reprinting a single element of a stand often leads to slight differences in colour that are especially noticeable where two panels join. To avoid this, stand builders will often reprint entire stands without your knowledge so as to maintain quality.

SUSTAINABLE

In the world of printing, sustainability simply means using products that can be replaced so as not to use up finite resources.

Using paper from properly managed sustainable forests ensure that the ecology of the forest is maintained as a live-able habitat for the wildlife that live there.

Energy Consumption

Producing paper products from virgin wood fibre is more energy intensive than recycling existing materials. Having said this, some manufacturers such as Oppboga in Sweden not only run on 100% hydro-power for their plant and office, they also commit to planting 3 trees for every tree used in manufacturing.

It may be sustainable - but what about it's disposal?

"Sustainable" is an attractive word to see when purchasing - but what about after it's use? The use of solvent-based inks can mean that the product is not able to be recycled and must go to landfill, with subsequent leakage of the solvents into the soil.

DURING THE SHOW

THE CHECKLIST FOR SUCCESS

Having got this far and with the crucial moment upon you, there is much to consider during the show to ensure you maximise on your investment.

MEASURING SUCCESS

Businesses should plan measurement strategies in advance, use digital tracking tools, and follow up post-event to assess and improve future exhibition strategies.

Here are a few ideas of metrics to track depending on your exhibition goals.

Direct Sales

Metrics: Sales volume, number of transactions, lead conversion rate.

Lead Generation

Metrics: Number of leads collected, quality and conversion rate of leads post-event.

Brand Awareness and Engagement

Metrics: Visitor count at the stand, social media engagement, positive feedback.

Market Research

Metrics: Surveys completed, qualitative product feedback, competitor insights.

Networking and Partnerships

Metrics: Number of new contacts, meetings held, potential partnerships initiated.

Education and Thought Leadership

Metrics: Attendance at sessions, speaker engagement, distribution of educational content.

THE POWER OF PEOPLE

Don't underestimate the power of people!

The entire service industry surrounding food and drink is an industry built on human interaction. It is valued highly and buyers will not only be looking for brands that have a great product but also for people that they feel they can work with.

Choose the Right Team

Prepare for varying traffic by staffing appropriately. Train your team thoroughly to ensure they are knowledgeable and confident and know exactly how to attract visitors to your stand.

Maintain Professionalism

It seems like an obvious detail but training your staff on professional conduct and attire is paramount when in front of not only visitors but competing businesses too.

Be Approachable

Encourage positive interactions with attendees through friendly body language and engaging conversations.

Consider Additional Staff

Plan for installation and maintenance support to ensure a smooth operation throughout the exhibition.

Motivate Your Team

Keep your staff motivated by setting clear objectives and recognising their efforts.

THE DETAILS

A few details that can catch you off guard as you focus on the bigger picture.

Arrive Early

Ensure your stand is set up and functional before the exhibition begins.

Check all equipment and prepare your team for the day.

Document Your Experience

Take photographs of your stand, especially when it's active, and use these images for post-show promotion.

Take Necessary Breaks

Allow time for breaks to keep your team fresh and motivated throughout the event.

Capture and Manage Leads Effectively

Use efficient systems, whether paper-based or digital, to capture details about every interaction.

Listen to Your Attendees

Pay attention to visitor feedback to enhance their experience and your future exhibitions.

ABOUT MARDEN AND OUR SUSTAINABILITY MISSION

END-TO-END EXHIBITION & EVENTS DESIGN AGENCY

At Marsden Exhibitions, we are a full end-to-end exhibition and events agency with a mission to design and deliver exhibition stands, events and conferences that captivate and inspire audiences.

We strive to innovate and push boundaries, creating immersive experiences that leave a lasting impression on attendees.

20
YEARS

400+
CLIENTS

4.9
RATED ON GOOGLE

100+
VENUES

3800+
STAND BUILDS

15
COUNTRIES



MORE THAN JUST DESIGN AND BUILD

**A TRUSTED PARTNER TO
HELP YOU AS YOU GROW**

From shell schemes to large custom spaces, Marsden Exhibitions have helped hundreds of businesses on their journeys. Each year pushing the boundaries and drawing more attention from the crowds.

Whether you are just starting out or need a fresh perspective on what your brand can achieve, Marsden Exhibitions have the right solution for you.

OUR CLIENTS

Page 38

LIEBHERR



Google

weduc


Driver & Vehicle
Standards
Agency

Diamondbrite


Dudley
College
of Technology


AGGREGATE
INDUSTRIES


CANAGAN
THE FOOD OF THEIR ANCESTORS

The background of the entire page is a high-angle, aerial photograph of a vast, dense forest. The trees are a mix of dark and light green, creating a textured, patterned background.

INTRODUCING: **OPPBOGA EXCELLENT™**

A SUSTAINABLE AND RECYCLABLE
ALTERNATIVE TO TRADITIONAL FOAMEX.

We have made a promise to be a carbon negative and zero landfill waste business by 2030.

As a part of our broader efforts to become a more sustainable business, we are proud to announce that as of Q3 2024 we move towards a greener alternative print medium that is revolutionary to the exhibition industry.

Marsden Direct Group are the first UK-based company in our industry to fully transition our in-house print to HP Latex. This means that we use 100% water-based inks that are free from harmful chemicals and toxins, making our printed media genuinely sustainable and safe for the environment.

Our move to fully sustainable and recyclable print media during 2024-25 will reduce our estimated waste to landfill by approximately 70% which translates 20 tonnes of landfill per year.

LOREM IPSUM



X



Oppboga

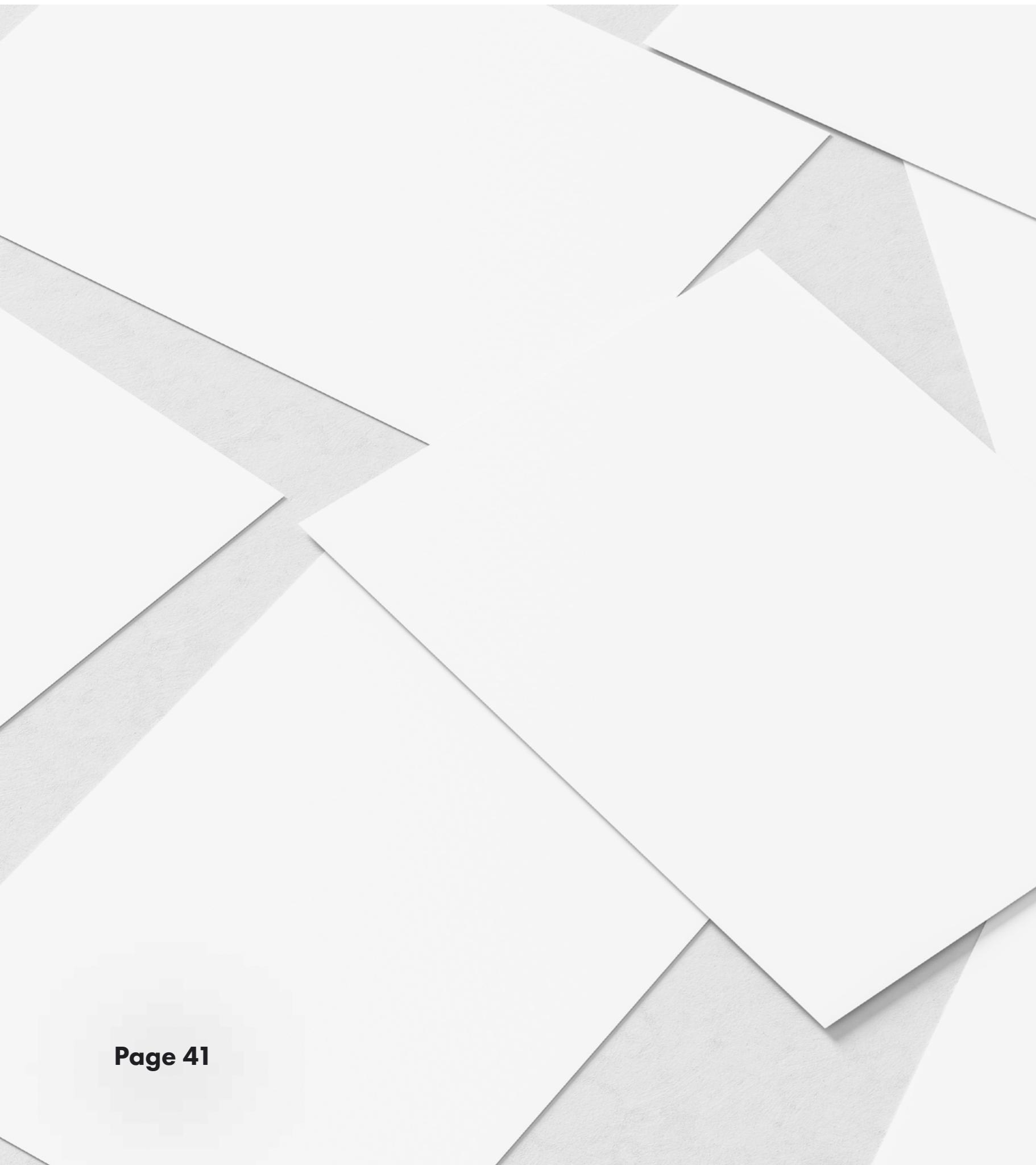
In 2022, we became the first UK-based company in our industry to fully transition our in-house printing to HP Latex; a solvent-free, water-based ink.

Now, in 2024, in our relentless pursuit of reducing our impact on the planet we are asking clients to switch to a more sustainable and less harmful alternative print medium.

We have chosen to work with Oppboga in bringing sustainability to the range as they are committed to protecting the climate.

They buy raw materials locally to them and their base papers are sourced from sustainability-led forests where biodiversity is encouraged and new trees grow alongside old ones.

In 2023, 100% of their electricity needs for their production plant and offices were met by hydropower generation making them the natural choice for us.



SAME HIGH-QUALITY PRINTS...

Smooth and bright. Oppboga Excellent™ board retains all the stunning brilliance available from traditional non-recyclable expo products.

Made from 100% sustainably sourced wood fibres with a clean centre Oppboga Excellent™ is lighter than most other boards thanks to its high bulk. Its triple coated surface results in a bright, smooth finish which is ideal for printing.

...AND KINDER TO SQUIRRELS!

Forests are vital in mitigating carbon emissions.

Wood fibres sourced from sustainably managed forests are renewable, naturally recyclable and play an important part in the circular bioeconomy.

Oppboga are dedicated to looking after their forests and we are with them 100%. They plant 3 new saplings for every tree felled and plant new trees alongside established ones to maintain the careful balance in the ecosystem.





Water-based Inks contain no harsh chemicals or solvents like VOCs that contribute to air pollution and can be harmful to human health.



HP Latex printers typically consume less energy than conventional printers, further reducing our environmental footprint.



Nickel-free and non-flammable Latex inks pose minimal safety risks, avoiding hazardous warnings and special ventilation requirements.



Odourless prints, unlike solvent-based inks, HP Latex inks produce odourless prints, making them ideal for indoor environments.

OUR PRINT STUDIO

(WHERE MAGIC HAPPENS)

In 2022 we committed substantial resources to upgrade our Print Studio and proudly moved 100% of our in-house printing to cutting-edge HP Latex printers.



ENERGY & WATER

We have made changes across our business to reduce our environmental impact.



Renewable electricity from solar, wind and hydro



Carbon neutral gas backed by a combination of RGGOs and carbon offset certificates



Lights and electrical equipment are switched off when not in use



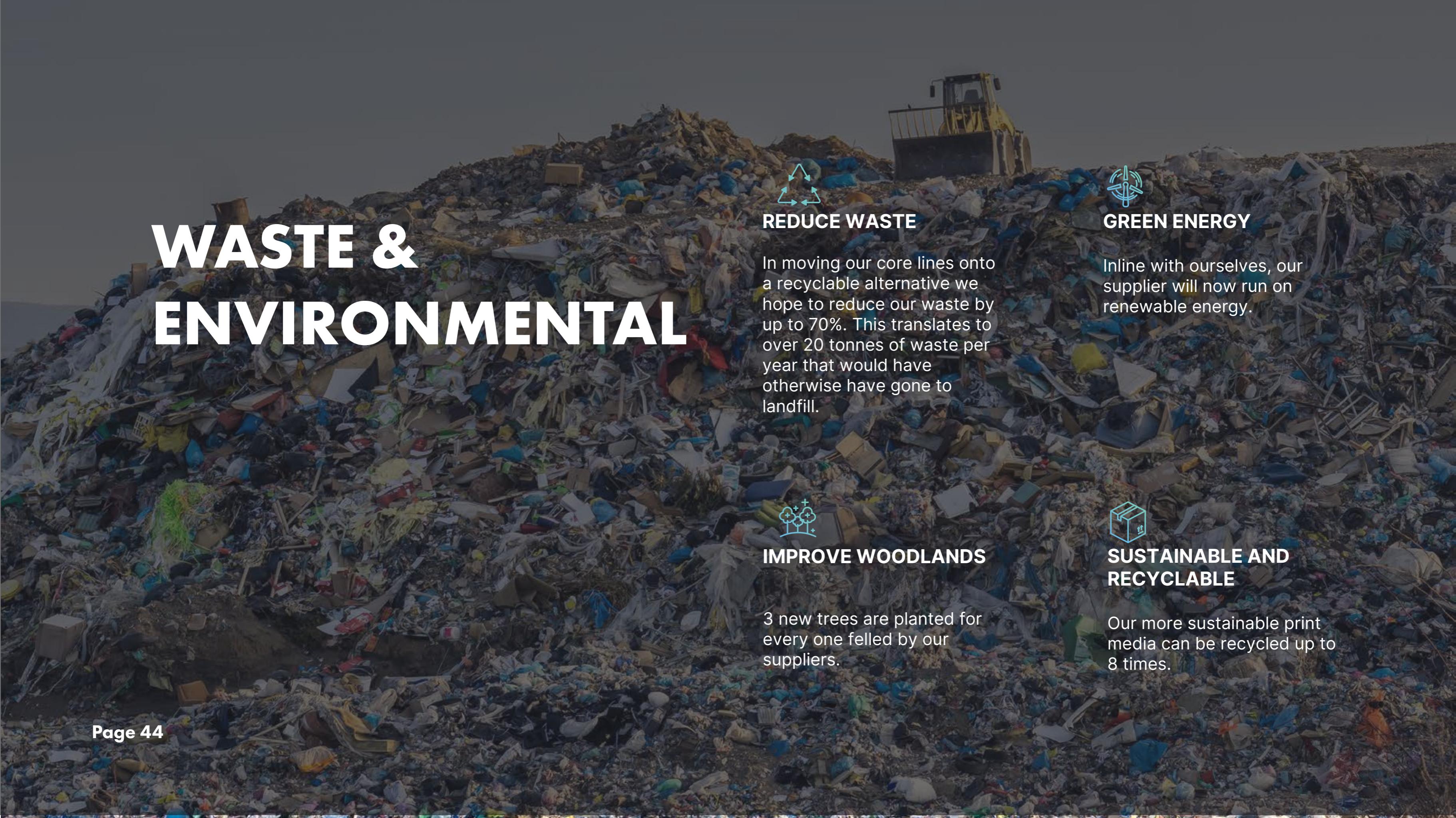
Water reducing taps

THANKS

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WASTE & ENVIRONMENTAL



REDUCE WASTE

In moving our core lines onto a recyclable alternative we hope to reduce our waste by up to 70%. This translates to over 20 tonnes of waste per year that would have otherwise have gone to landfill.



GREEN ENERGY

Inline with ourselves, our supplier will now run on renewable energy.



IMPROVE WOODLANDS

3 new trees are planted for every one felled by our suppliers.



SUSTAINABLE AND RECYCLABLE

Our more sustainable print media can be recycled up to 8 times.