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Designing an exhibition stand can be important for the advancement of a business and also companies can compete to present their products. Your Stand design should attract new visitors and interest them upon arrival. Most importantly, your exhibition Stand should be professional and inform potential customers about what your company has to offer. Further, Space constraints, along with a large number of exhibitors, may limit your visual impact and make it difficult to pay attention.

In this article, we show virtual scenes of an exhibition stand Cademix in the Tehran job exhibition, the stand of Cademix Institute of Technology. Also how we design an exhibition stand and the basic ideas with the help of 3D rendering software.

By Shahrbanoo Rajabi, Cademix Institute of Technology.

In this Article

In this article, you will read about design an exhibition stand

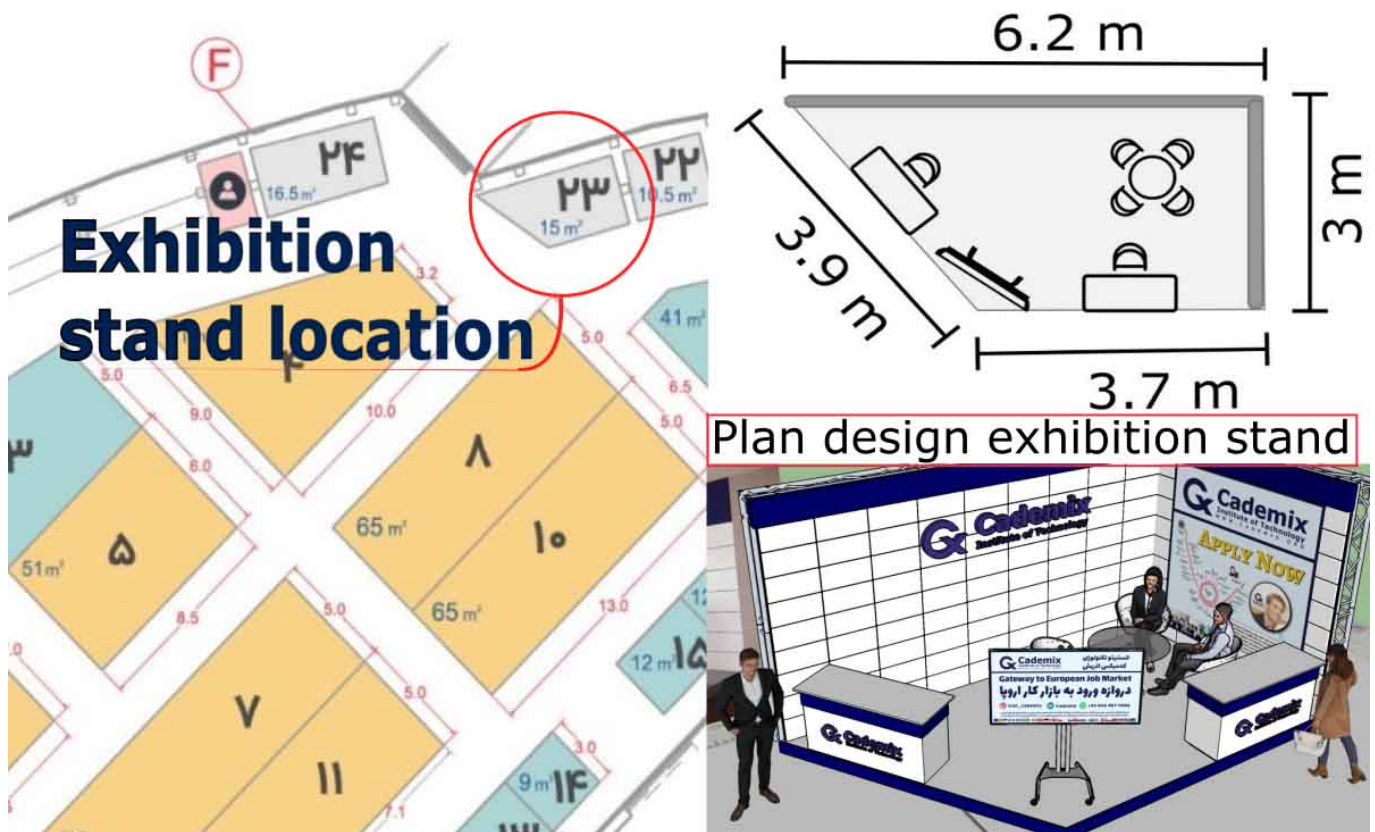
- How to design an exhibition stand?
- Which materials are used in an exhibition stand?
- How do you make an exhibition stand attractive?



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Consider the Requirement

First, we need to evaluate the location map of the exhibition . Then we need to know what the size of the exhibition stand we want to design is. After that, we can design a preliminary plan of the exhibition stand according to the way to access the stand. The most important thing is that we need to know what materials and ideas the employer has in mind for her exhibition stand. For example: in the design of the Kademix exhibition stand, for the first time, only a plan of the stand location and its dimensions and size was available and there was no idea or design. After talking to the employer and using his opinion and idea, the initial plan was formed. To better understand the space of the exhibition stand, it is necessary to provide 3D model of the Plan.



How to design an exhibition stand

A well-designed exhibition stand is critical to the success of a trade show.

Your design should entice new visitors to your exhibit and keep them interested once they arrive.

Above all, your exhibition stand should be professional and inform potential customers about what your company has to offer.

Here are some pointers on how to create an excellent display stand:

Make good use of space an exhibition stand.

Trade show space may be limited and expensive. A stand builder would be the ideal person to assist you on how to make the most of your space. You don't want a sparsely decorated booth, as this is unlikely to catch the attention of passers-by. A messy, congested stand, on the other hand, will not appear attractive to potential visitors either.

Brand message in an exhibition stand

Your brand messaging should be clear and concise. Determine your target audience and keep them in mind throughout the design process.

For example, display your business concept and logo directly above eye level for maximum effect.

In other words, this is an efficient use of space that allows you to be noticed from afar by trade fair guests.

Consider assembly in an exhibition stand

Creating a stand that is simple to build and disassemble should be a top priority.

Anything difficult or too technical for the sales staff to put together should be avoided.

This allows you to save money on employees or the expense of engaging a professional installation crew.

Meeting space in an exhibition stand

Likewise, improve the flow of your display space by removing any physical impediments or barriers upon entry, and attempt to maintain meeting places toward the back of your stand.

If your exhibition space allows, you may want to consider adding an extra meeting place.

For instance, this is readily accomplished by positioning a table and chairs a little distance away from the main display TV.

Use the high of the exhibition ceiling in the stand

Many exhibit stand has a maximum height. In other words, maximize your visibility by using tall paintings, hanging objects, or a tower with a rotating painting to attract the attention of the exhibitors from the moment they enter the exhibition, and as a result, attract them to your stand.

The logo and promotional text of the stand should not be long

Avoid using long sentences because no one will stop to read the long version.

Instead of using company product information on your billboards, choose a slogan that people will remember after the event.

Use the color of your company logo in the advertising teaser. This teaser should be big enough to be seen from a distance.

Place the text of the advertising message that shows your company identity at the top of the booth wall so that it is not hidden by visitors who gather in front of the counter.



Lighting is essential in the exhibition stand.

[Lighting plays an important role in the design of exhibition stands](#) .

Lights enhance the aesthetic appeal and, if used properly, may create different moods and spaces, depending on the intended purpose.

Spotlights, high beams, and colored lights are also great ways to draw attention to specific areas of your exhibit stand, especially if you want to promote something special like a new product.

Color lighting is another innovative method that gives your stand a unique atmosphere.

In designing the exhibition stand, try to place [artificial lights](#) in the form of focused lights on your company logo.



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Which materials are used in an exhibition stand?

There are several materials required in an exhibition stand. For instance we may use various metal structures, wooden parts, ceramic pieces and clothes. We may use these in the following parts:

- Wooden walls
- Wooden Floor
- Metal structures as a wall or stands....
- Advertisement banners
- Counters

The materials often utilized in the production of exhibition stands are light and simple to handle in order to aid installation, and they are also resistant to both indoor and outdoor environmental conditions, and they can support advertising holders and light within the stand. Parts of the exhibit booth include the booth floor, walls, and showcases.

[Design materials](#) are an integral part of any exhibition booth. In other words, materials have various performance capacities. Material selection is always a challenge. Therefore, it is very important that you provide as much information as possible to your booth builder in the early stages of project design. Suppose you finally have your favourite design that you are satisfied with. Then suddenly you may want to

replace a material with another one. For instance, you may need to use metal instead of wood. However, you can not simply substitute or replace materials and parts. Furthermore, each material has its own production methods and its own costs. In general, the more information you have at the design stage, the better plan you have in the implementation. In the rest of this section, we describe important information that can help you in the process of building an exhibition stand.

Exhibition stand floor

Exhibition booth construction materials for the stand floor section include:

Carpet: carpets are available in the market in a variety of designs and colors with excellent quality. Above all, to build exhibition stands that have heavy machinery and very large heavy equipment, it is necessary to use the carpet for the floor of the booth.

MDF: The second suitable material for the floor of the booth is MDF sheets, which in recent years due to their high price and weight compared to other materials, are less used.

Parquet: High color variety, speed and ease of installation, and low weight of this type of material are the reasons that have made it popular with exhibitors.

Exhibition stand walls

The most commonly used wood material is MDF

MDF board, chipboard and wood boards are widely used in exhibition stands, Further, due to the cost-effectiveness of these wood boards, they are widely used to build exhibition stands.

You can use uncoated chipboard to build your exhibition stand to reduce construction costs and cover the chipboard with your company logo design wallpaper.

Aluminum

Lightweight prefabricated aluminum parts are widely used in the construction of exhibition stands. Likewise, the presence of aluminum in pavilion building materials focuses on prefabricated pavilion building styles. Therefore, in modular, Maxima, and other types of booths, aluminum plays a major role in the construction of these types of booths



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How do you make designing exhibition stand attractive

[Your Stand design should attract new visitors](#) and interest them upon arrival. Most importantly, your exhibition Stand should be professional and inform potential customers about what your company has to offer. Your company may have a superior product or service, but if it lacks aesthetic appeal, potential customers may turn away from you and reach out to your competitors.

Use distinctive decorations with the color of the company logo

Place your company logo on the exhibition stand wall in a special way. Cover one side of the booth with the company logo wallpaper and put your company message on it with a simple phrase. Your exhibition stand should show your brand identity so that it can be a place to attract visitors.

Use the plant

Plants have a positive effect on human health. Try to put some plants that are resistant to environmental conditions in your stand. Further, the plants help to make your booth look beautiful.

Use of social networks

The presence of a table and chairs and a bowl of chocolate on it gives an inviting look to your exhibition stand. Try to expand your cyberspace connection immediately after inviting visitors, even if you can communicate with the visitor with a short chat on social networks, exchanging business cards and contact numbers and

emails, and other means of social networks. You can expand your network in a few moments.

Use the TV

In order to better show your company to the visitors, use a relatively large TV, After that, show the description of your activities in the form of an animated film.



Rendering design of the exhibition stand

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Shahrbano Rajabi received her architectural diploma from Technical High School in 2000. Afterward, she received her Associate Degree from the Faculty of Engineering in 2002. After graduating she worked in the field of architecture at private companies between the years 2002 and 2016. In Addition, she graduated with a bachelor's degree in landscape design in 2017. Furthermore, she earned a master's degree in architectural engineering in 2019. She is currently working in the field of architecture as a freelancer. She is available for new opportunities. Please feel free to contact her.



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Keywords related to Designing an exhibition stand

Designing an exhibition stand, Designing, design, How to design, exhibition stand, Exhibition, stand, Basic ideas, advancement of a business, attract visitors, potential customers, visual impact, make exhibitor, virtual scenes, stand attractive, Make good use of space, design process, After that, Meeting space, company logo, Certain materials, design wallpaper, technical, technical exhibition stand, social networks, animated film, business, types of booths,

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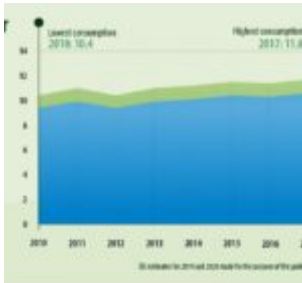
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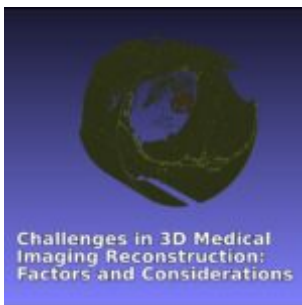
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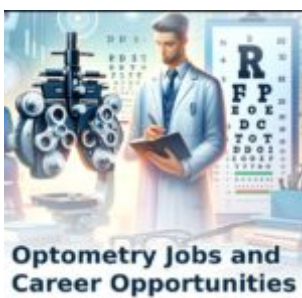
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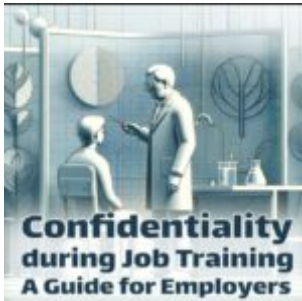
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