



**Design
Desk**

Exhibition Success 10 Proven Stand Design Secrets

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1 Prioritise Simplicity for Maximum Impact

Overcrowded layouts overwhelm visitors and obscure your main message.

Keep the design clean with open pathways, clear focal points, and minimal content for a memorable experience.





Design & Build for CEAT at Agritechnica, Germany

2 Create a Cohesive Brand Image

A disjointed look weakens brand recognition.

Ensure consistency in colours, fonts, and visuals, making your brand instantly recognisable and impactful.

3 Use Lighting to Set the Scene

Proper lighting brings your stand to life.

Avoid extremes like overly dim or harsh lighting; instead, balance ambient and task lighting to draw focus to key elements.





4 Engage Visitors with Interactive Experiences

Passive displays miss engagement opportunities.

Integrate touchpoints like demos or interactive screens to create memorable interactions and draw visitors in.

5 Understand and Design for Your Audience

Your stand should resonate with your target visitors.

Use insights on audience demographics and preferences to tailor design choices and maximize connection.





Design & Build for ACG at Achema, Germany

6 Leverage Colour for Brand Recognition

Colours are powerful tools for branding and setting the tone.

Use your brand colours prominently to boost recognition, and consider how colour combinations can evoke specific emotions, from excitement to calm.



Design & Build for Borosil at Intersolar, Germany

7 Ensure an Open and Inviting Layout

Avoid blocking entry or creating a “closed-off” feel.

Design your stand with clear pathways, encouraging visitors to explore comfortably without barriers.

8 Incorporate Clear Signage and Wayfinding

Help visitors navigate your stand easily with clear, well-placed signage.

Whether indicating product sections or leading to demo areas, effective wayfinding reduces confusion and encourages visitors to explore all areas of your booth, enhancing their overall experience.





Design & Build for Morocco Tourism at OTM, India

9

Optimise for Photo-Friendly Moments

In today's digital age, encourage visitors to take and share photos at your stand.

Incorporate attractive backdrops, branded props, or interactive elements that make for great photo opportunities, amplifying your brand's reach through social sharing.

10 Invest in Quality to Stand Out

A high-quality, well-designed stand speaks to your brand's commitment to excellence.

Avoid cutting corners to make a lasting positive impression amid competition.





Design Desk is an exhibition stand design specialist

19+
years
of experience

30+
countries bringing
brands to life

Driven by our philosophy of IMPACT ABOVE ALL, we make sure your exhibition stand commands attention on the show floor.

Our creative, detail-oriented team provides a smooth, stress-free process, delivering high-quality, visually striking booths—anywhere in the world.

↘ **Get in touch at hello@expodesigndesk.eu to discuss your next exhibition stand project.**

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