



This catalogue lists recommended retail prices that do not include tax.

Rental prices listed do not include transportation or set-up/take-down.

We are constantly improving and adding to our product range and reserve the right to modify their specifications and prices without prior notice.

Although this document has been produced with care, it may contain errors or omissions which are not binding on those who distribute this catalogue. Only the final quote is valid.

We also encourage you to review the General Terms and Conditions of Sale of this catalogue's distributor.

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intro

our mission / our services / our expertise



Modular stands / creative and custom stands / portable stands / stand complements and accessories



Tubular and pop-up fabric stands / fabric pop-up counter / trade show kits



retractables & banner stands



flags and totems





tips & tricks

graphic creation / exhibit advice

sum mary

We provide turnkey solutions for peace of mind, responsiveness and quality



Our design office is able to create and quote the stand that corresponds to your needs within 5 days thanks to our 3D configurator.

Easily download, review and manage all your files. View your order history.

our production facilities

The production line is fully integrated (aluminum profiles, fabric graphics, wood working) to guarantee total reliability and responsiveness.

by our experts

Each stand that is manufactured in our facilities undergoes a trial assembly to guarantee perfect quality.

We offer a wide range of complementary services*



OPTIMIZED LOGISTICS

services

Our logistics service offers optimized solutions tailored to your needs to ensure that you get the best prices and responsiveness.

A WORLDWIDE NETWORK OF ASSEMBLY PROFESSIONALS

We guarantee the success of your exhibit by offering you the quality services of local providers, at the right price, while ensuring that you remain in close contact with your local sales representative.

TO HELP you save

money

Are you only exhibiting once and do not know if you have another event within the year or you want to exhibit abroad?

Opt to rent a stand and save money.

STORAGE SERVICES

to preserve your graphics

If you so desire, we can offer you storage services to store your graphics so that you may reuse them at a future time.

intro - our services 5

Our purpose: create, design and build exhibition stands that meet your needs

Are you looking for unique, high-impact exhibit solutions?

All of our solutions are created to put the spotlight on your image. The structures, textiles and printing techniques have been developed jointly. The results: high quality and exceptional impact that helps display case your image.

The endless combinations possible between panels and accessories ensure that your stand is unique.



Are you an agile company looking for solutions tailored to your own pace?

A company exhibits 5 times a year* on average. This is why we design changeable, modular and reconfigurable stands with endless possibilities. A range of accessories are optional to make them even more functional.

*Source : French study by Unimev « Salons et Foires: un puissant outil de développement pour les entreprises »









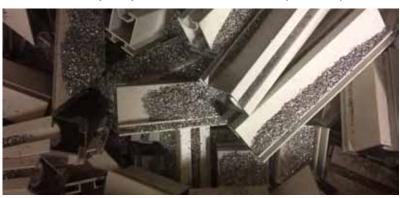
EDPA Orlando

• Is limiting your environmental impact important to you?

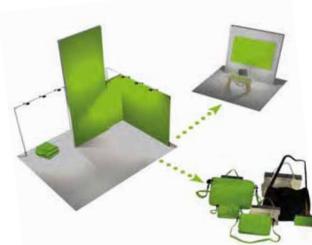
All throughout the life cycle of our products, we implement concrete actions with our network to minimize environmental impact. The design process favors recycled or recyclable materials. All products are repairable in order to increase their lifespan. Production is carried out locally in Canada and Europe. We generate three times more electricity than what we consume thanks to the 788 solar panels installed on the roof of our factory in Europe. We are working on making all of our stands reusable and sharable in order to design the eco-friendly display of the future.



Aluminium is always recycled and we've established partnerships with local organisations to reuse fabric graphics.







Our expertise in dye-sublimation printing on fabric to benefit your communication

• Why choose fabric graphics?

Fabric graphics are very well suited for use in the exhibit and events industries. They are easy to transport, handle and set up; they are scratch-resistant, wrinkle-free and washable, and may even be dry-cleaned.

They offer unrivaled aesthetic rendering with the best color execution that won't fade over time.





What is dye-sublimation printing?

Sublimation is a physical phenomenon by which matter passes directly from a solid to a gas. The fabric's fibers are dyed directly, which improves color resistance over time.

- Benefits of this technology
 - Unrivaled quality: dye-sub printing offers exceptional contrast, intensity and depth. Colors are vibrant and available in a wide range, including at high density.
 - Anti-reflective: dye-sublimated fabric absorbs light and prevents reflections from appearing on your image.
 - More eco-friendly process: the inks used are aqueous solutions that are solvent-free and odorless.







transportable solutions

panoramic® full visual system

A stand solution that complements your image!

panoramic is the only modular stand solution* that allows you to cover the entire frame with your image.

With a space that is entirely dedicated to your image and dye-sublimation fabric, it creates unparalleled graphic impact and a top-of-the-line finish.

The textile-sublimation combination is not only more qualitative and offers a better color rendering, but is also more respectful of the environment.

panoramic is thus the most creative and effective solution to highlight your message.

*Patented system



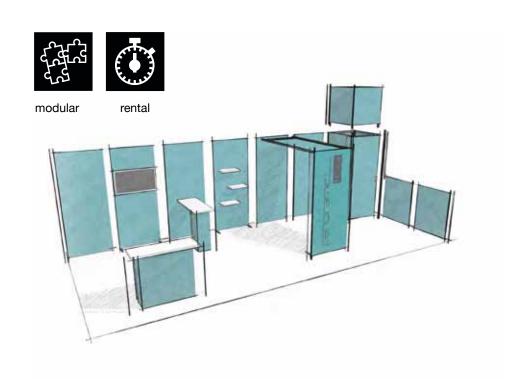
Choose the best solution for your needs!

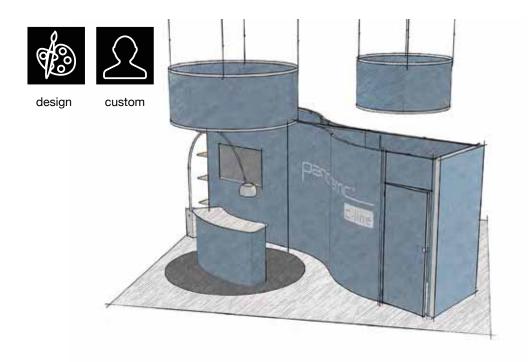


Modular solution, endlessly reconfigurable, available for purchase or rental.



Creative solution, ideal for custom stands.





Also available in a portable solution with panoramic p-line, ideal for 9 m² to 18 m² stands.

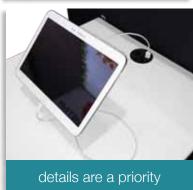
Profiles are cut in two (length: 1250 mm max) and transported in wheeled bags.



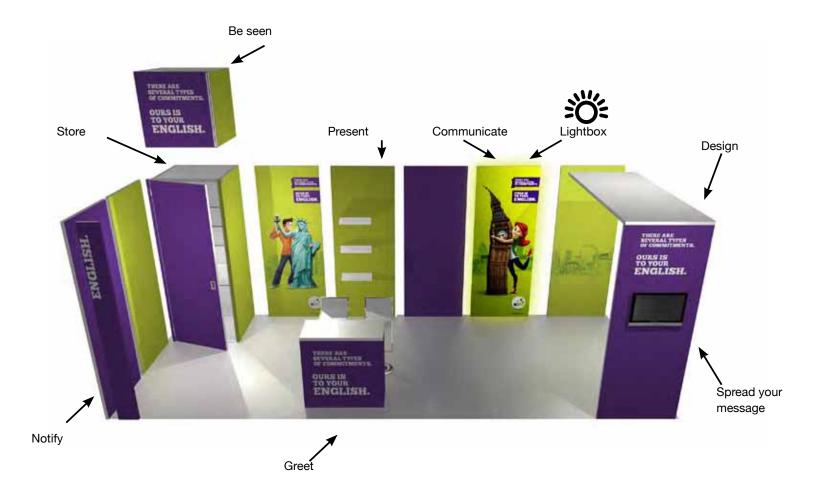
panoramic® h-line

Modular stands



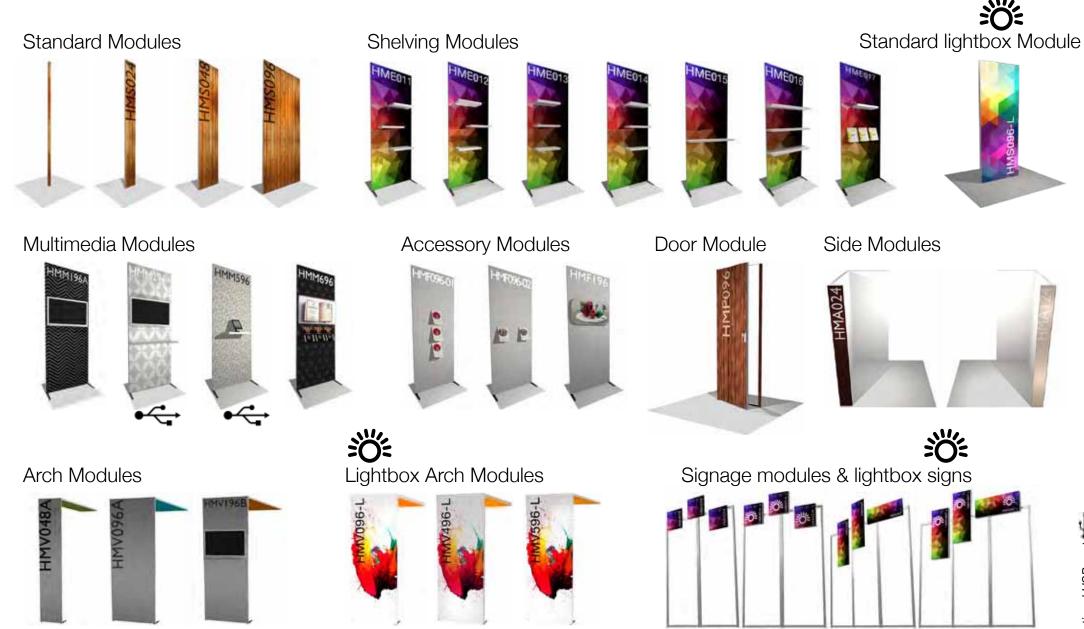




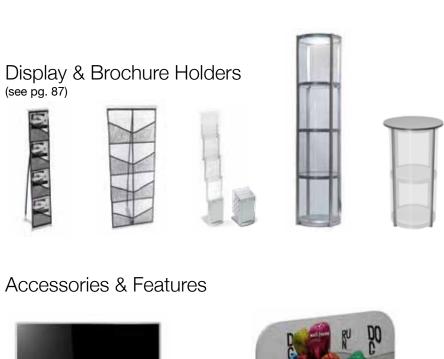


- Create a customized stand using pre-assembled modules that offer a wide range of functionalities
- The visual impact of h-line is created through large format, high-definition fabric graphics. The connections between the panels are invisible
- Set-up time for an 18 m² stand is less than an hour

A function for every module



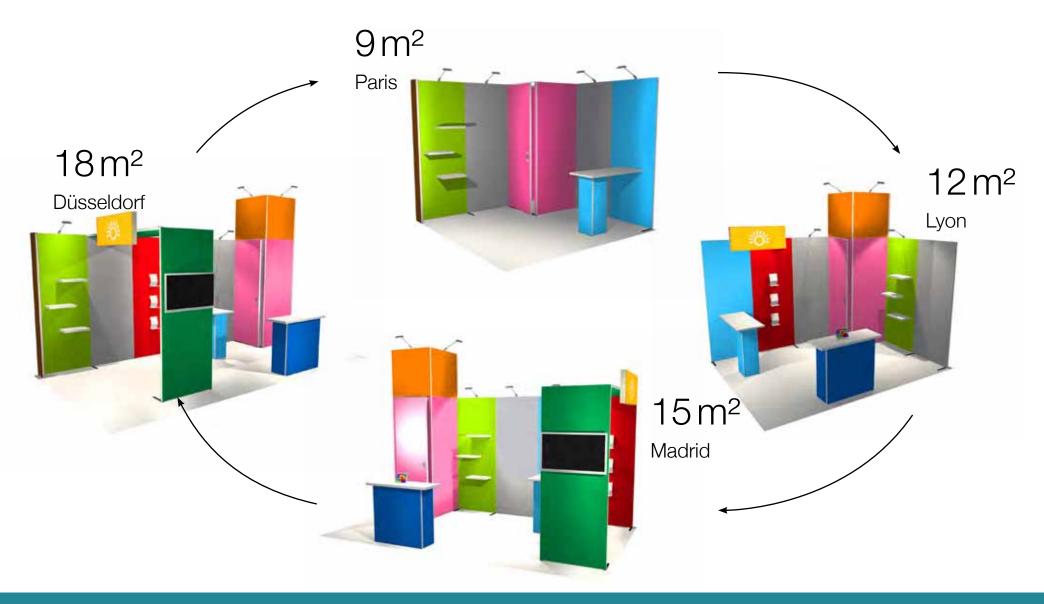




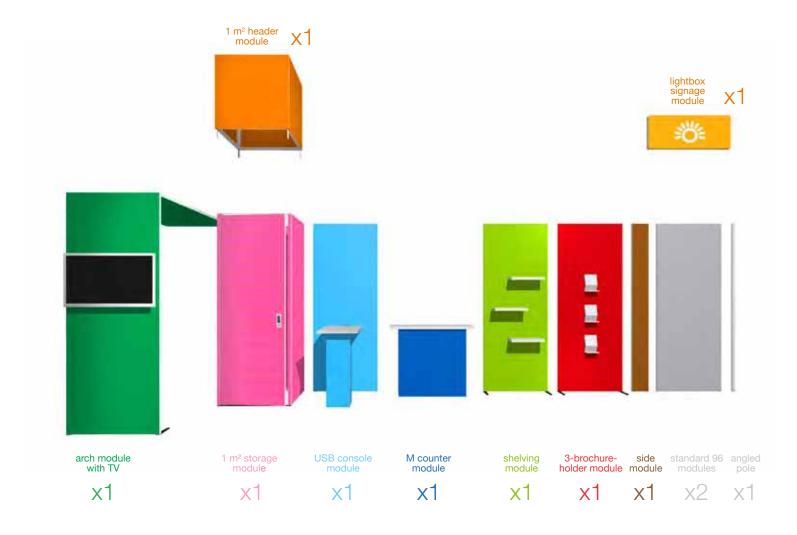


100% modular: 12 modules, 1 transport crate, 4 shows, 4 configurations, 4 locations

Reconfigure your panoramic h-line stand to suit your event, using the same pack of modules each time



100% modular: 12 modules for an unlimited number of configurations!



12-module pack

- 2 standard 96 modules HMS096
- 1 1 m² storage module HMR096
- 1 USB console module HMC296B-USB
- 1 3-brochure-holder module HMF096-01
- 1 shelving module HME011
- 1 arch module with TV HMV196B
- 1 right side module HMA024
- 1 1 m² header module HMH496
- 1 lightbox signage module HMH120-L
- 1 angled pole HMS004
- 1 M counter module HMC096
- 5 LED spotlights
- 1 tablet holder
- 1 storage equipment kit
- · 1 stabilizing foot
- · 2 electricity kits
- 2 3P power supplies
- 1 h-line emergency kit
- 1 H1 transport crate

Purchase*

€13,060

Initial investment for 4 events

Price per event

€3,265

Rental*

€6,172

*Cost of TV not included



hm-stand-30

Modules (structure + graphics) + LED spotlights + Packaging

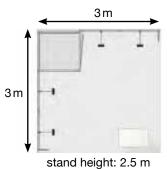
€6,097 Purchase*

€3,093 Rental*

*excludes counter, printed carpet, furniture and multimedia

Travel Solution

1 h-line H2 crate





HMC048 counter (optional)



1 m² equipped storage module HMR096



Add a TV console module

hm-stand-30-a



hm-stand-31

Modules (structure + graphics) + LED spotlights + Packaging

Purchase* **€8,523**

Rental* **€4,146**

*excludes printed carpet, TV and furniture

Travel Solution
1 h-line H2 crate

3 m

stand height: 2.5 m



equipped storage module HMR048



console module HMC296B



Add just a standard 96 module

hm-stand-31-a

Present your catalogs (brochure holder built into the panel)

hm-stand-32

Modules (structure + graphics) + LED spotlights + Packaging

€7,998 Purchase*

€3,800 Rental*

*excludes counters, TV, signage module, printed carpet

Travel Solution 1 h-line H2 crate

Scalable to 9 m²

Just remove the standard lightbox 96 module

hm-stand-32-a

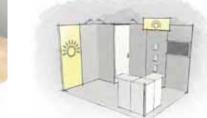


3m

stand height: 2.5 m



2 counters connected with a corner connection module HMC002 (optional)



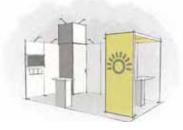


3 m

stand height: 3.5 m



USB hub included in console countertop



Scalable to 12 m²

hm-stand-33

Modules (structure + graphics) + LED spotlights + Packaging

Purchase* €**13,861**

Rental* **€6,357**

*excludes counter, multimedia, printed carpet and furniture

Travel Solution

- 1 h-line H2 crate
- + 1 h-line H4 crate



Reconfigure your stand by removing one standard 96 module

hm-stand-33-a

Create a storage space with our storage modules

Present your promotional items and fliers on the same panel



hm-stand-34

Modules (structure + graphics) + LED spotlights + Packaging

Purchase* **€9,525**

Rental* **€4,643**

*excludes counter, TV, printed carpet and furniture

Travel Solution
1 h-line H1 crate

3 m

stand height: 2.5 m



HME017: shelf module with 3 brochure holders



console module HMC396B



With one panel reversed and two modules removed

hm-stand-34-a

Showcase your products with the helix.200 display case (option, p.87)

Make your brand stand out with a lightbox sign (option)



hm-stand-35

Modules (structure + graphics) + LED spotlights + Packaging

Purchase* €13,707

Rental* **€6,633**

*excludes counter, lightbox signage, display case, multimedia, printed carpet and furniture

Travel Solution

1 h-line H2 crate

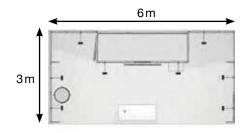
+ 1 h-line H4 crate with wrap



Scalable to 12 m²

Adapt your stand to a 12 m² space by removing three standard 96 modules and two standard 48 modules

hm-stand-35-a



stand height: 2.5 m



accessories attached with universal attachment piece



wall-frame module HMF196



hm-stand-36

Modules (structure + graphics) + LED spotlights + Packaging

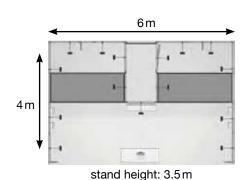
Purchase* €17,948

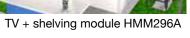
Rental* **€8,426**

*excludes counter, multimedia, printed carpet and furniture

Travel Solution

2 h-line H1 crates







tablet holder (optional)

Scalable to 24 m² island stand

A very different design in the same space!

hm-stand-36-a



Couldn't find the perfect configuration? Let us create it for you!



Find more configurations in our stand library at

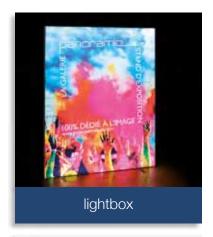
www.panoramic-display.com/en/library.html





panoramic® C-line

Custom and creative stands











- Bring your ideas to life with panoramic: extra-large graphics, backlit walls, curved elements, woodwork element integration, heights over 5 m and more
- panoramic stands are reusable!
- panoramic lightboxes panels are certified





Structure + Graphics + LED Spotlights + Packaging

Purchase from* €12,500

*excludes furniture

Travel Solution

3 stackable crates

+ 1 simple flatbed trolley

Options (price per unit)

Purchase

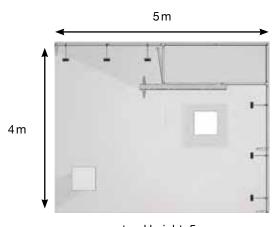
counter

c-count-6

€1,004

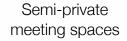
printed carpet

panofloor €1,000



stand height: 5 m







Structure + Graphics + LED Spotlights + Packaging

Purchase from* €24,000

*excludes furniture and multimedia equipment

Travel Solution

1 wood crate

Options (price per unit)

	Purchase
counter	
c-count-8	€2,996
c-count-6	€1,004
brochure holder	
hold.up classic	€289
printed carpet	

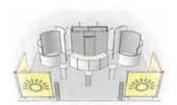
panofloor €2,700

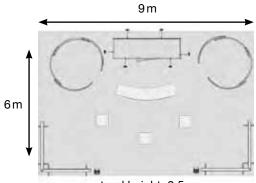


100% lighted corners



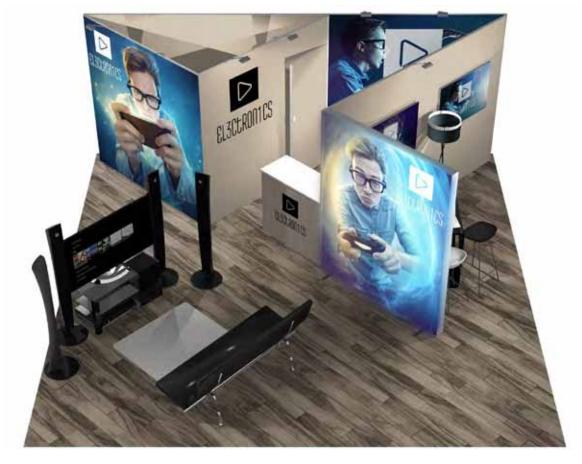
printed carpet (optional)





stand height: 2.5 m



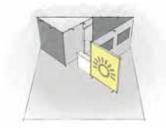




classic wall.frame



double-sided lightbox



Structure + Graphics + LED Spotlights + Packaging

Purchase from* €13,500

*excludes furniture and multimedia equipment

Travel Solution

4 stackable crates

+ 1 double flatbed trolley

Options (price per unit)

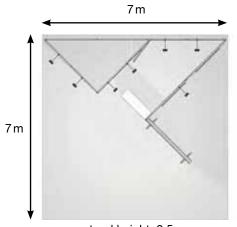
Purchase

counter

c-count-1 €1,309

printed carpet

panofloor €2,450



stand height: 2.5 m

Structure + Graphics + LED Spotlights + Packaging

Purchase from* €25,500

*excludes furniture and multimedia equipment

Travel Solution

- 1 wood crate
- + 3 stackable crates
- + 1 simple flatbed trolley

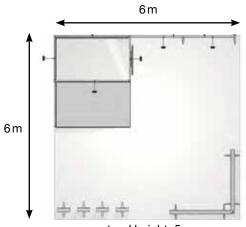
Option (price per unit)

Purchase

printed carpet

panofloor

€1,800



stand height: 5 m

100% lighted corner

Backlit two-sided signage totems

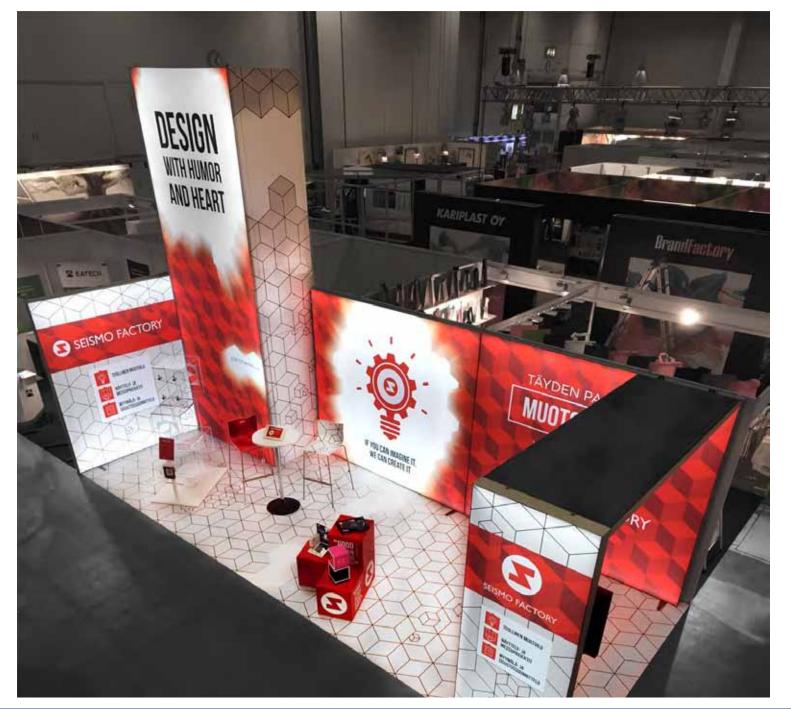
Couldn't find the perfect configuration? Let us help you design it!







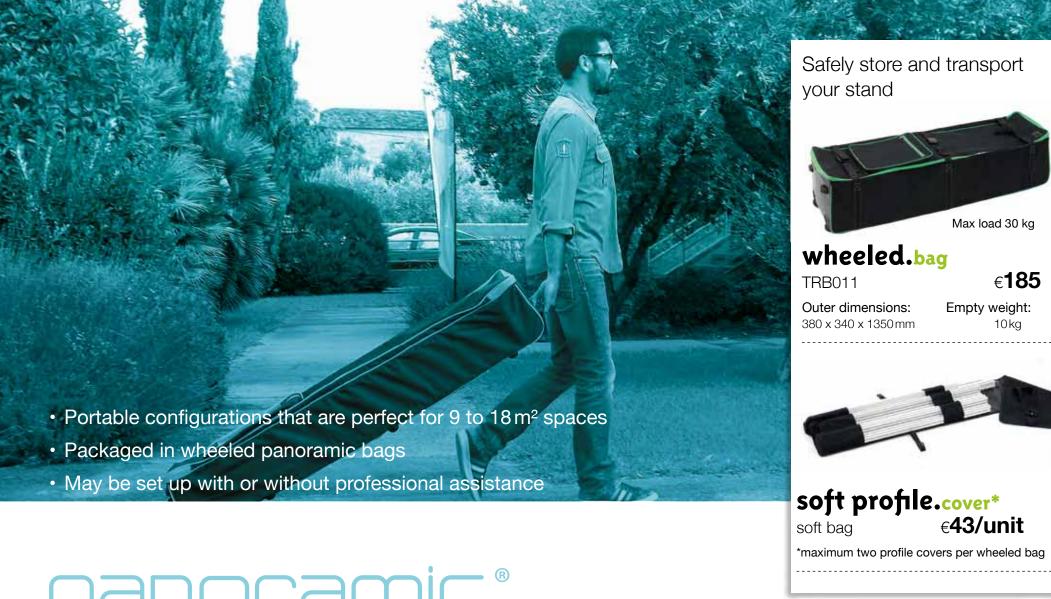




Find more configurations in our stand library at

www.panoramic-display.com/en/library.html





panoramic® P-line



$9\,\mathrm{m}^2$



c.air² pop-up counter (option, pg. 61)



brochure holder (option, pg. 87)



wheeled bag

p-stand-27

Structure + Graphics + LED Spotlights + Packaging

Purchase*

€6,259

*excludes options, furniture and multimedia equipment

Travel Solution

3 wheeled panoramic bags

Options (price per unit)

Purchase

pop-up fabric counter

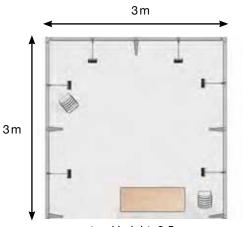
c.air² €450

brochure holder

holdup.classic €289

printed carpet

panofloor €450



stand height: 2.5 m





helix.106 display case (option, pg. 87)



screen mount and TV (option, contact us)



wheeled bag

p-stand-28

Structure + Graphics + LED Spotlights + Packaging

Purchase*

€4,573

*excludes options, furniture and multimedia equipment

Travel Solution

3 wheeled panoramic bags

Options (price per unit)

Purchase

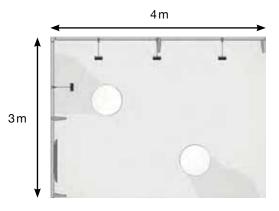
€400

foldable counter display case

helix.106

printed carpet

panofloor €600



stand height: 2.5 m



p-stand-29

Structure + Graphics + LED Spotlights + Packaging

Purchase*

€5,768

*excludes options, furniture and multimedia equipment

Travel Solution

3 wheeled panoramic bags

Options (price per unit)

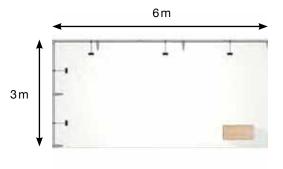
Purchase

pop-up fabric counter

c.air² €450

printed carpet

panofloor €900



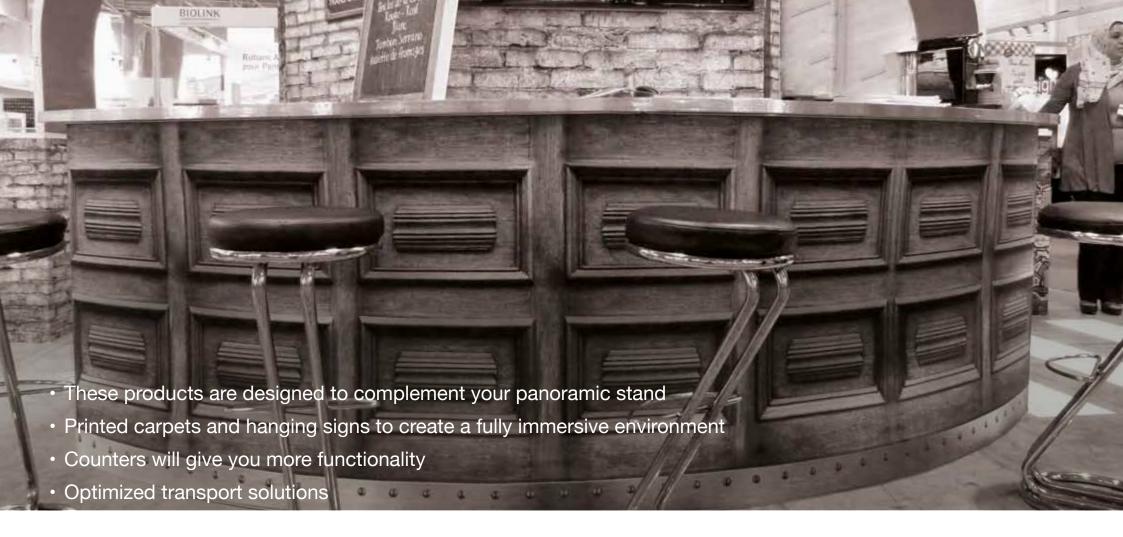
stand height: 2.5 m







seamless graphic wheeled bag



panoramic complements

Personalize your stand's floor with Panofloor!

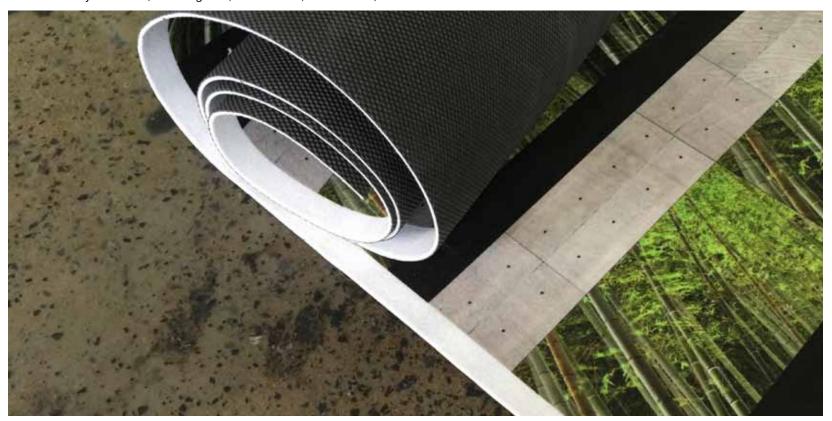








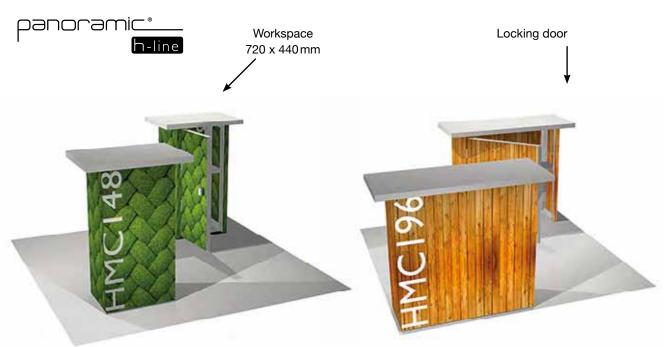
- Give your stand more personality and immerse your visitors in your world
- Large-format dye-sublimation printed carpet, available up to 3m wide without a seam
- Ideal for all your events, including fairs, trade shows, conferences, seminars



panofloor.

9m ²	€450
12m^2	€600
18 m ²	€900
other sizes available	€50/m²

Counters, to greet visitors!



hmc148

S counter module with door (48 x 96 x 30 cm) + graphics

Purchase €**971**Rental €**393**

hmc148-usb•←

Option with USB hub

Purchase **€1,071** Rental **€423**

Counter height

hmc196

M counter module with door (96 x 96 x 30 cm) + graphics

Purchase **€1,246**Rental **€531**

hmc196-usb•←

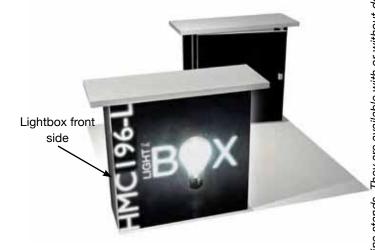
Option with USB hub

Purchase **€1,346**Rental **€561**

Counter height

1000 mm





hmc196-L

M counter module with door and lighted front (96 x 96 x 30 cm) + graphics

Purchase €**1,825**Rental €**705**

hmc196-L-usb•←

Option with USB hub

Purchase €**1,925**Rental €**735**

Counter height

1000 mm



c-count-6

Structure + Graphic + Countertop + Packaging*

Purchase

€1,004

Countertop Dimensions

550 x 550 mm

Counter height

1,025 mm

c-count-7

Structure + Graphic + Countertop

+ Shelf + Packaging*

Purchase

€1,696

Countertop Dimensions

545 x 1810 mm

Counter height

1,025 mm

c-count-8

Structure + Graphic + Countertop

+ Shelf + Packaging*

Purchase

€2,996

Countertop Dimensions

545 x 3163 mm

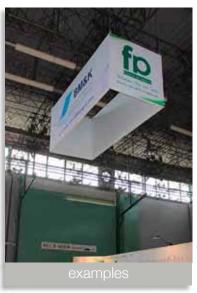
Counter height

1,025 mm

^{*}Custom cardboard packaging

Hanging signs: stand out in a crowd!







- Help visitors find your location in a trade show and add height to to be visible, even from a distance
- Aluminium structure with dye-sublimation printed graphic stretched over structure
- Choose your signs shape, square or rectangular, based on your stand's design.
- Bottom panel can be added to square or rectangular sign

cubic.sign



5-sided graphic wrapping

hsboot

Structure + Wires + Graphics + Packaging*

€1,450 Purchase €721 Rental

Dimensions D 1000 x W 1000 x H 1000 mm

hsbooz

Structure + Wires + Graphics + Packaging*

€2,651 Purchase €1,710 Rental

Weight Dimensions D 2000 x W 2000 x H 1500 mm

Weight 43 kg

42 kg

hsboo3

Structure + Wires

+ Graphics + Packaging*

€3,948 Purchase **€2,830** Rental

Dimensions Weight D 2900 x W 2900 x H 1500 mm 62 kg

rectangular.sign



5-sided graphic wrapping

hsroo1

Structure + Wires + Graphics + Packaging

€1,822 Purchase €1,004 Rental

Dimensions D 1000 x W 2000 x H 1000 mm

hsroo2

25 kg

33 kg

Structure + Wires

+ Graphics + Packaging

€2,367 Purchase €1,339 Rental

Weight Dimensions

D 1000 x W 3000 x H 1000 mm

hsroo3

Structure + Wires

+ Graphics + Packaging

€2,892 Purchase €1,783 Rental

Weight Dimensions Weiaht D 2000 x W 3000 x H 1000 mm 49kg

Get noticed with hanging tubular signs!





- Tubular structure made with anodised aluminium completely covered with stretch fabric
- Excellent method for attracting attention, highlighting your message and adding height to your stand
- Choose your sign's shape, round or square, based on your stand's design

square.sign

2X2X1

Structure + Graphics* + 1 Wheeled transport bag

€1,800 Purchase €1.188 Rental

Dimensions Weight 2000 x 2000 x 1000 mm 21,9 kg

2X2X1.5

Structure + Graphics* + 1 Wheeled transport bag

€2,285 Purchase €1.666 Rental

Dimensions Weight 2000 x 2000 x 1500 mm 24,7 kg

3X3X1

Structure + Graphics* + 1 Wheeled transport bag

€2,460 Purchase €1.718 Rental

Dimensions Weight 3000 x 3000 x 1000 mm 29.5 kg

3X3X1.5

Structure + Graphics* + 1 Wheeled transport bag

€3,225 Purchase €2.458 Rental

Dimensions Weight 3000 x 3000 x 1500 mm 34,2kg

circular.sign

D 2X1

Structure + Graphic* + 1 Wheeled transport bag

€1,495 Purchase €956 Rental

Weiaht Dimensions D 2000 x 1000 mm 16.7 kg

D 2X1.5

Structure + Graphic*

+ 1 Wheeled transport bag

€1,910 Purchase €1,343 Rental

Dimensions Weiaht D 2000 x 1500 mm 18.5 ka

D 3X1

Structure + Graphic*

+ 1 Wheeled transport bag

€2,160 Purchase €1,418 Rental

21,8kg

Weiaht Dimensions D 3000 x 1000 mm

D 3x1.5

Structure + Graphic*

+ 1 Wheeled transport bag

€2.760 Purchase €1,983 Rental

Weiaht Dimensions D 3000 x 1500 mm 24.4 ka

stackable.crate

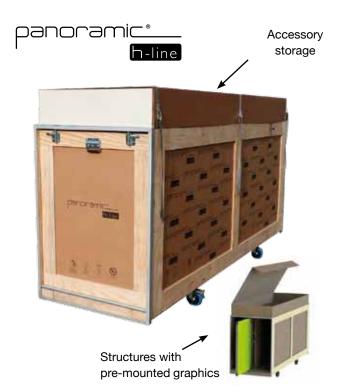
€125 Price for each crate €392 Simple flatbed trolley* €517 Double flatbed trolley**

Outer dimensions:

W 400 x D 2575 x H 260 mm

*Can hold 1 to 3 cartons crates, including 1 top **Can hold 1 to 6 cartons crates, including 2 tops Weight:

17kg



crate.h-line H1

€990 Purchase €297 Rental

Outer dimensions:

W 820 x D 2620 x H 1420mm

Can hold up to 14 frames

Weight:

149 kg

crate.h-line H4

€790 Purchase Rental

Outer dimensions:

W 520 x D 2650 x H 1220 mm

Can hold up to 8 frames



crate.h-line H2

Can hold up to 12 frames

Weight:

80kg

€990 Purchase €297 Rental

Outer dimensions: Weight: W 740 x D 2620 x H 1440 mm

110kg

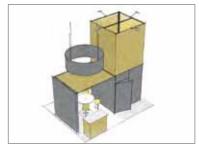
All of our wood



Stand library





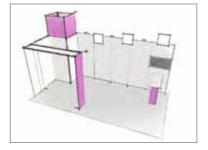














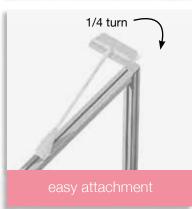
48 stand library



accessories & packaging

Lighting







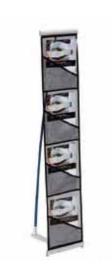


spot.LED

LED spotlight (includes transport bag) €80

The LED spotlight is brighter than a halogen spotlight and is much more energy-efficient!

Brochure-holders and display cases



holdup.fabric4

Brochure holder with 4 fabric pockets (transport bag included)

purchase €**53**



holdup.fabric8

Brochure holder with 8 fabric pockets (transport bag included)

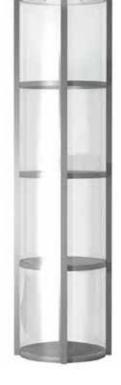
purchase €**60**



holdup.classic

Brochure holder with 4 polycarbonate pockets (transport bag included)

purchase €289



helix.200

Large illuminated foldable display case with 4 shelves and 16 transparent panels

purchase €

Dimensions:

D 560 mm x H 2000 mm



helix.106

Small foldable counter display case with 2 shelves and 8 transparent panels

purchase

€400

Dimensions:

D 580 mm x H 1060 mm

Bags



SOft.transport bag

TRB012 TRB007 €30 €25

Dimensions:

Interior: W 1230 x D 150 x H 120 mm Exterior: W 1260 x D 180 x H 130 mm

Tare weight: 1.4 kg

Interior: W 1010 x D 160 x H 110 mm Exterior: W 1040 x D 190 x H 130 mm

Tare weight: 1 kg

SOft.transport bag

TRB013

€33

Dimensions:

Interior: W 870 x D 250 x H 210 mm Exterior: W 880 x D 260 x H 220 mm

Tare weight: 1 kg



wheeled.transport bag

TRB018

€70

Dimensions:

Interior: W 798 x D 280 x H 275 mm Exterior: W 839 x D 290 x H 280 mm

Tare weight: 1,15kg



XL.wheeled transport bag

TRB015

€130

Dimensions:

Interior: W 840 x D 430 x H 280 mm Exterior: W 880 x D 440 x H 300 mm

Tare weight: 4 kg

Which Travel Solution should you choose?

		Soft bag			Wheeled transport bag		Case-to-counter	
		TRB007	TRB012	TRB013	TRB018	TRB015	TRT038	TRT002
							M	L
xpressions.	(max. 4x3))			•	•	•	•	•
xpressions.	(> 4x3)					•	•	•
xtension.	(max. 4x3)			•	•	•	•	•
virage.	3x3					•		•
virage.	4x3					•		•
sprint. & set.	max 1,000	•						
sprint. & set.	1,200		•					



hard case.M counter

Kit	€350
Complete kit includes:	
Container only (TRT038)	€125
Wood countertop and cover	€100
Fabric skirt	€125

Counter Dimensions W 350 x D 410 x H 950



hard case.L counter

Kit	€484
Complete kit includes:	
Container only (TRT002)	€192
Wood countertop and cover	€125
Fabric skirt	€167

Counter Dimensions W 605 x D 390 x H 970 mm

Stand out from the crowd with a personalized, high-impact stand.

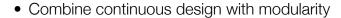
Our stand solutions, especially those from the panoramic line, are designed to highlight printed images. Here are a few creative tips to maximize your visual effectiveness.

Opt for an immersive design

Optical illusion effects, textures, high-resolution and large-format graphics, graphic personalization of the entire surface including the floor...these are just some of the ways you can immerse your visitor in your stand's environment.

Focus on a simple graphic and a unique message

Trade show visitors have less than 30 seconds of attention to give you when they pass by your stand. The easiest message for them to understand is a simple message set against a sleek graphic background. Try to avoid using too many messages, colors or effects, as impact is created through simplicity.



Your modular stand will evolve as you attend various trade shows and share different messages. The languages of your event may even vary. Don't hesitate to adapt its design as necessary. We guarantee perfect graphic continuity, even if your stand is sectioned into panels.













To create your graphics, please refer to the provided templates to create the appropriate files, and contact our operators at the start of your project. You will then be guided through our xpo.center file management platform.

Four reasons to attend a trade show

Meet decision-makers

According to Exhibit Surveys, in 2010, 80% of trade show visitors had "the power to recommend or make final purchase decisions". In addition, 31% of visitors claimed that "their purchase intention was stronger after visiting the trade show".

Improve sales productivity

According to the French Statistical Audit Bureau for General and Specialised Fairs and Exhibitions (OJS), customer contact at a trade show is "four to ten times less expensive than a customer visit". Contact cost for a stand averages at about 20 \$, whereas this contact ranges from 80 à 200 \$ when made during field visits. Furthermore, a sales rep will meet with 15 customers daily at a trade show vs. an average of three customers during a field visit.

• Explore prospects

Trade shows hold a wealth of opportunities and present many "hot" receptive prospects because visitors attend shows on their own accord. This makes it an incredibly effective way for exhibitors to expand their customer base

• Communicate with the press and opinion leaders



Tips & Tricks for a Successful Trade show

Before the show

Create a budget and set goals

Trade show participation is part of a company's overall strategy, as well as its marketing, sales and HR strategies. It is very important to set specific goals and create a budget that includes purchasing of space, a stand, as well as personnel costs (travel, hotels, restaurants). It is essential to create a system for gauging the success of each trade show.

• Select trade shows that your company wants to attend, then choose your placement and area size

A countless array of events exist, ranging from major international trade shows to local conventions. It is important that each trade show you attend corresponds to your company's challenges in terms of business. Many companies now prefer to attend local trade shows with small exhibit areas as they offer more returns on investment. Trade show organizers often offer pre-registration discounts, so it is best to reserve exhibit space in advance. Placement is also a very important factor. Opt for placement near the entrance, in the main aisles or near "locomotives" (leading companies that attract visitors).

• Seek assistance of trade show display and visual communication professionals

Exhibits and event planning are very specific fields and require experience. Seek the advice of professionals, and do not hesitate to ask your service provider questions on how to set up your stand and who will be involved. You may also request references and contact them.

Create a brief for trade show display professionals

Clearly explain your objectives and your strategy. Several constraints may influence your trade show display specialist's recommendations, which can help you cut costs significantly.

What type of stand should you choose? We have divided stands into three categories based on their weight, volume and assembly time/difficulty. The categories are: ultra-portable, portable and transportable. All ultra-portable and portable solutions may be set up and dismantled by exhibitors without any professional assistance. Some transportable stands also have the "Do it yourself" label.

How many times will you use your stand? If you will only use your stand once, opt for a rental. If you will reuse it several times, specify the various spaces where it will be used and your desired configurations. It is possible to start with a modular system that uses shared elements, which will allow you to create exhibits ranging in a wide variety of sizes.

Which features do you need? Reception counters, storage, product displays, videos, customer meetings, brochure distribution.... these are all features that influence how your stand is designed.

• Invite your customers and prospective customers

Trade show organizers provide free passes and distribute newsletters, which will allow you to easily inform your customers about your participation. Sales teams can also increase their scope of action by meeting with customers before and after the trade show for breakfast or dinner. Remember that these times are just as effective as field visits.

During the trade show

• Details make the difference

Your stand is a reflection of your company's image. Make sure it is organized! A storage area is very useful for concealing packaging or for storing brochures. Portable solutions come with a carrying case that turns into a counter, and modular solutions offer storage areas that are secured by a door. Lighting is very important as it puts the spotlight on your message. Environmentally-friendly LED solutions help conserve electricity.

Brief your teams every morning

Your team should be informed about your new products and services.

A daily morning meeting before the show opens is a way to re-specify goals and answer questions that were asked the night before.

Create buzz around your stand

To capture visitors' interest, create buzz around your stand with training sessions, wine & cheese samplings and other attention-drawing events.

After the trade show

• Follow-up is the key to success

A successful trade show is not just about meeting with customers and leads: Ensure that each lead has been treated and a follow-up goal is established. Thank your customers after the trade show and follow up on each request individually. Ensure that each lead has been processed with an objective follow-up. You will then be able to gauge the show's success and decide whether or not you will attend it again in the future.

Reuse graphics after the trade show

Exhibition systems like Panoramic allow you to use portions of your graphics, which can be cut or re-sewn.

The single-sided frame can be mounted on a wall, and the double-sided frame lets you create fabric backwalls, which are like mini-exhibition kits.



