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Graphic Assistant

Graphics - The important thing about exhibitions is to understand the total costs and stick to your budget. If you have a unique service or product, an exhibition can provide an ideal launch platform, and inviting the press can give you much free publicity.

Your Graphics should:

- Create interest
- Focus attention
- Tell visitors about your products or services

Project the right image:

- Use a designer who understands your services or products
- Understand what image you want to project is it:
 - Traditional
 - High-tech
 - Dependability
 - The typeface
 - The colours
 - The artwork
 - The company image

Audience design:

- Design for your target audience.
- Focus on customer benefits and show how your company differs from the competition
- Design to stimulate imagination beyond the conventional.
- Convey technical information using good design principles plus carefully planned graphics

Use different types of graphics:

- Front and rear lighting
- Mural banners
- Floor graphics, mats, carpets, projected image, moving images
- Detachable signage

Integrated approach:

- Graphics should have a uniformed theme i.e. posters, banners, pop-ups and promo literature should have all the same theme, images, colours, typeface etc



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Photographs instead of illustrations or other artwork:

- Photographs attract the eye first; they are more believable and better remembered.
- Illustrations should be rendered in an easy to understand style
- Tell a story with your pictorial element

Special effects:

- Pull in your audience:
- Graphics coupled with other effects
- Movement attracts attention
- Plasma screens
- LED message signs
- 3D imaging

Use simple language:

- Keep sentences short as too much text will not be read
- Proof read carefully
- Proof read by a third party
- Proof read by a fourth party - why? Would you work with a company that cannot spell or use grammar correctly?

Design your graphics:

- Design graphics ahead of time
- Avoid last minute rush - this will avoid errors
- Proof read
- Avoid last minute changes

Buying your hardware / Displays:

Consider the best type of display stand for your wants and needs not the suppliers. Can they be stored easily when not in use - Are they lightweight - Do they have wheels

- Shipping costs - Shipping costs for airlines, will they accept them?
- Shipping plans, plan to send at least 1 day ahead of the day you require them!
- Are you taking them? - will they fit in your selected transport, can you get them out?
- Are you taking them? - Can you move from the car park to venue easily?
- If sending to a hotel - will they accept? - will they allow for collections?
- Couriers, will they accept and more importantly are you protected for loss or damage?
- Are they easy to assemble, have you practiced before the event?
- Are they adaptable if space is a premium at the event?



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Budget for your Graphics:

Being truthful; the graphics are the most important aspect of any exhibition as they help to attract your targeted audience, get these wrong and you risk every thing so:

- To save money - Have a design in mind before approaching the designer
- Think - Is your website the best source?
- Think - Is your best client your best source?
- Think - Is it worth asking your current clients for ideas?
- Think - What is your budget?
- Think - Plan for at least 33% extra in costs
- Avoid - Last minute changes
- Avoid - Leaving it to the last minute as this will cost you more
- Is your message - Information or is it sales or basic awareness?

Graphics supply:

- Have you planned a target date that is acceptable with all parties or more to the point is this agreed date actually possible?
- Do you have a back-up plan if they fail to deliver on time?
- Have you planned to attach the graphics ahead of the exhibition date and if so do they fit?
- Have you planned to obtain all your exhibition equipment and the most important thing is have you planned for time in testing the actual erection of the exhibition items?
- Do they look good?
- Do they work?
- Do they look cluttered?
- Do they need a 2nd opinion?
- Tip:- Ask a fellow business client to give their honest opinion of what the finished assembly looks like (they love doing this - remember to listen intently)
- Tip: Lots of questions need answering before the event, think about these answers seriously as it is very costly for you and your companies reputation if you get them all wrong or more to the point get the obvious wrong and it will go pear-shaped,

Summary: Plan - Budget (add 33%) - Receive - Test - Opinion - Go to event - ENJOY