



**zoom**<sup>®</sup>  
DISPLAY

# The Modular Exhibition Manual

A short guide to help exhibitors navigate considerations  
for exhibiting & the options available for stands

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**ADAPT RE-USE PLAN DESIGN**

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# Welcome

You've decided to exhibit at an upcoming event, and we are here to help make it a success. We've prepared this brochure with all exhibitors in mind - whether it is your first show or you are an experienced exhibitor.

For over 20 years Zoom Display has designed, built and supplied exhibition stands for major events. We have worked with international and local professional exhibition and event organisers, associations, government bodies, large corporations and boutique exhibitors alike.

We would love to take this opportunity to welcome new exhibitors and to share our experience with you so that you can get the best out of your exhibiting experience.

Zoom is here to build your brand. Partner with our team and watch your return on investment grow.



# Zoom Modular

Our vision is to bring your brand to life in three dimensions. By creating an environment where people can connect, celebrate and interact; we help showcase our clients' brands, promote engagement and ensure a strong return on investment. For over 20 years, Zoom Display has provided world class event and exhibition solutions for an incredibly diverse range of clients.

Zoom's design and project management experts, along with our experienced sales managers offer a seamless service partnering with clients to achieve their vision. We are passionate about offering exhibition design and construction, custom built solutions, extensive indoor and outdoor event equipment, detailed venue knowledge, proactive project management, innovative technology solutions and stylish furniture products.

With our own in-house design and production facilities in Manchester, our committed team has the backing of solid networks and infrastructure to partner with you to create successful events.

The choice of the country's leading event organising professionals and trusted by thousands of businesses every year, Zoom has demonstrated time after time that our product range and services are second to none in showcasing your company.

By building great exhibitions and events, we help to build successful brands. As your partner - we listen, create and deliver outstanding products and solutions ensuring every event is a success.

Partner with us for a successful event, every time.



# Considerations

**Looking for your first large scale stand or considering an upgrade your old display? Here are our five top tips you should consider;**

## Quality will be remembered long after the price is forgotten

When shopping around for exhibition stands and suppliers there is obviously a price factor involved in the decision. Bear in mind all exhibition stands are not built equally. It is tempting to sacrifice quality over savings, and at Zoom we select our range from quality manufactures and support our products with long warranties. We have experienced designers and builders to insure you receive the best available stand for your budget.

## The Devil is in the Detail

Smart finishing will turn heads. Sometimes it is the small things which may cost a little more which make all the difference to how people relate to you and your brand.

Extra details like lighting, raised flooring, fitted carpets and mounted ipad stands may seem small, but these finer points all contribute to creating a positive and engaging customer experience, helping to position you ahead of the competition.

Consider options such as visual displays or touch screens. Give your visitors some way of interacting which is entertaining and rewarding for them. Anything people can touch, try out and experience for themselves will be far more memorable than just seeing a display or hearing about a product.

## Cut Costs, in the Right Places

Spend your budget wisely. Splurging on fancy gimmicks such as expensive freebies is not always a great idea. It may make you a popular place to be for a rest stop but unless you're getting some great leads which will later convert to sales, your ROI will suffer!

Instead challenge yourself and our designers to come up with something new and innovative that can yield better returns. Take note of which stands you liked at a previous shows, which you thought were attracting an audience and which were most successful.

Focus more on fresh and unusual ideas to get people to your stand and engage with them. The more unique, the more memorable you will be. Technology is offering up new and exciting ways to make engagement easier and more interesting.

## Stick to a Cohesive Brand Message

During the design process there are often many changes and updates. There can be several people in the command chain who want tweaks here and there. Sometimes focus can get lost trying to include too many products or mixing the core brand message.

Decide from the outset what your focus should be for the event; whether it's to launch a new product, showcase a best seller or just build your brand. Whatever your intention, stick to that one message, undiluted across all platforms associated with your event and make sure your exhibition stand design reflects and communicates the same message.

## Consider present and future displays

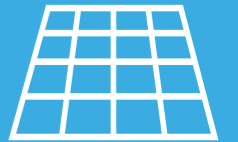
Our products are split into three simple to navigate ranges, Self Build Stands, designed for portability, one team member build and lower budgets. Advanced, the next step up with options to build larger more immersive displays, that may need a bigger build team. Advanced stands have the ability to expand for future needs and scalability. Finally we have our Pro Build options, large scale displays where we take care of all logistics, build and storage, with options to hire as well as purchase complex displays, relax and know all aspects from design to display are taken care off.

# Plan

## Simple steps to organising your exhibit

### STEP 1: CONFIRM

Confirm your space at your upcoming exhibition with the exhibition Organisers. Shell scheme? Space Only? Carpet?



### STEP 2: BROWSE

Browse [Zoomdisplay.co.uk](http://Zoomdisplay.co.uk) for exhibitor tips, booth types, upgrade options, furniture, electrical, signage and more!



### STEP 3: SELECT

Will you have a Stand Package or Custom Stand designed? Whatever your budget, we have a solution for you.



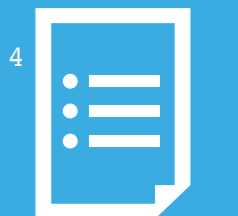
### STEP 4: CONNECT

Connect with Zoom, our professional team will help you order products, offer advice, plans and submit artwork.



### STEP 5: RESOURCES

Browse our site [Zoomdisplay.co.uk](http://Zoomdisplay.co.uk) for inspiration and ideas in our Resources section to help you choose final stand.



### STEP 6: ORDER

Once you've decided on a stand and added all additional requirements. Your in our hands, sit back and relax!



# Your Stands

## Traditional Materials

The first time exhibitor and even experienced professional can be overwhelmed with choices and options. In our experience its best to narrow these options in the first instance to get a broad idea of your requirements and streamline the decision making process.

### Making a stand

A good early decision to think about is the kind of materials your stand graphics will be printed on. Laminated roll up material is the more common option, but fabric only stands have other benefits to consider.

Many stands can support either option or a mixture of both depending on requirements and stand features. Considering a suitable material now may help you narrow down your final stand choice.

### Laminated Panels

**Hard Wearing** Produced with a protective clear laminate & tough backing material that protects your display & acts as stoplight material to eliminate light show-through.

**Flexible** Update complete graphics on existing hardware or small sections. Expand hardware & reprint new walls.

**DIY Installation** laminated roll up graphics are light, making them easy to handle & transport. A great self build option for supported stands, magnetic fixings makes construction & hanging easy.

**Fits a budget** Because of their flexible design, laminated roll up graphics can be purchased in many configurations, a cost effective material for a new exhibitor.

**Environmentally Friendly** Reuse & recycle materials, excellent ROI



### Tension Fabric

**Easy to Set Up** Light graphics are easy to handle and fold neatly, making them small and compact for transportation.

**Long Lasting** Fabric may seem like a more temporary material, but they last longer simply because they require less handling, which means you need to replace graphics less often.

**Looks great** Stretched around the frame for a seamless look, you get a display that looks extraordinarily modern and sleek.

**Durability** Printed with fade free inks for a longer life, fabric materials are hard wearing to ensure your display looks great show after show.

**Cost Effective** Cheaper storage, shipping, setup, and tear-down save you time and money



# Materials

## Alternatives

Sometimes you may need a material that offers something a little different, we have printed Foamex and Dibond ridged boards for a range of customers and clients. Some have used this style of signage for use at shows and found it a great option for building their stand and adding signage to their space or creating a quick backdrop for shell schemes which helps their booth stand out.

**Foamex** Known as PVC foam board – a slight anomaly considering there is not actual ‘foam’! A useful material because of its rigidity and weight. Comes in different thickness from 3mm to 19mm.

**Dibond** This cut plastic material consists of a flexible polyethylene core covered with a thin aluminium sheet on each side, finished with a high quality lacquer that guarantees perfect printing.

### Foamex Board

**Cheaper Alternative** From plywood to other specialist materials, Foamex can be a cheaper material meaning your budget stretches further.

**Bespoke Shaping** Want something different that allows your brand to stand out? Foamex board can be cut to bespoke shapes too.

**Various Thicknesses** The variation in thickness means you can opt for a sign that has more rigidity to it.

**Easy to fix** Fixing to walls, doors and poles is simple. Just use fixings suitable for the surface. It is easy to drill holes in Foamex and fix it almost anything!

**Lightweight** We know many of our customers order these as advertising and promotional boards because they are easy for staff to handle.



### Dibond Sheets

**Weather Resistance** Extremely high UV resistance and excellent stability within a range of temperatures.

**Metallic finish** Dibond offers a metallic finish that's long lasting and strong without the weight or risk of rusting.

**Versatile** Easy to work with, can be drilled, riveted or screwed to almost any surface, and as it will not rust or crack it is ideal for both long and short term advertising displays.

**Custom Size** Dibond is available in pre-cut sheets or may be custom cut to meet your exact specifications.

**Cost Effective** Costs a lot less than what you might pay for metal alternatives, and as you are guaranteed a perfect finish, we believe this quality material more than justifies the cost



# Ready to Select

**You've done your plan, booked your space and considered all the early options available, you're now ready to think about the actual stand that will last you for years, so don't rush the decision!**

## Plan, Plan, Plan!

It may sound like we are labouring the point but these early considerations before your purchase can save you huge amounts of time and money in the future. These simple points to consider will go a long way to help you achieve your objectives this year and many years to come.

## Know Your Competition

Who is your competition? Are they exhibiting at the same show as you? Do you know what their regular sales or discount techniques are? Do you know their products? How are yours any different/better? Potential customers will be shopping for the best value for money, and may ask you why they should choose your product over the competition. You must know who that competition is and be able to prove why yours are the better option!

## Consider Your Budget

With limited budget, a Stand Package may be a suitable option. Alternatively, for more impact consider a custom designed stand specific to your requirements.

## Keep Your Stand Focused

Visitors need to know at a glance what you do. There are many other companies around you trying to attract the same people. Ensure your product is obvious and keep your message clear and simple.

## Offer Comfortable Seating

Functional, comfortable furniture is essential. Shelving is tailored for product displays and don't overlook lockable cupboards - staff need somewhere to store their personal items too.

## Keep it Simple

Stay away from excess. Don't fill every square metre of your stand with furniture, don't cover your graphics in big blocks of text, don't stand there and do all the talking. Keep your message simple.

## Remember Your Flooring

Flooring can set your stand apart from your competitors. Even a small stand can look amazing with brightly coloured carpet or a sleek raised floor in timber or white finish.

## High-Quality Imagery

Intelligent use of graphics and photos can communicate a powerful brand message in a single glance. Clear printed branding should communicate your key message instantly. Do not rely on quick printouts or non-professional services. Industry signage supplies will produce a quality material and high-resolution print.

## Clean and Smart

Make sure your exhibition display is professional. It is a reflection of your company and should be clean, tidy & of good quality - the best representation of your brand.

## Tell The World What You Do

Don't just build yourself an amazing looking exhibition stand. Be sure to convey what your company actually does! The best way to do that is with effective signage & branding. It is the only way for attendees to understand your exhibit & judge whether to talk to you.

## Less is More, More or Less

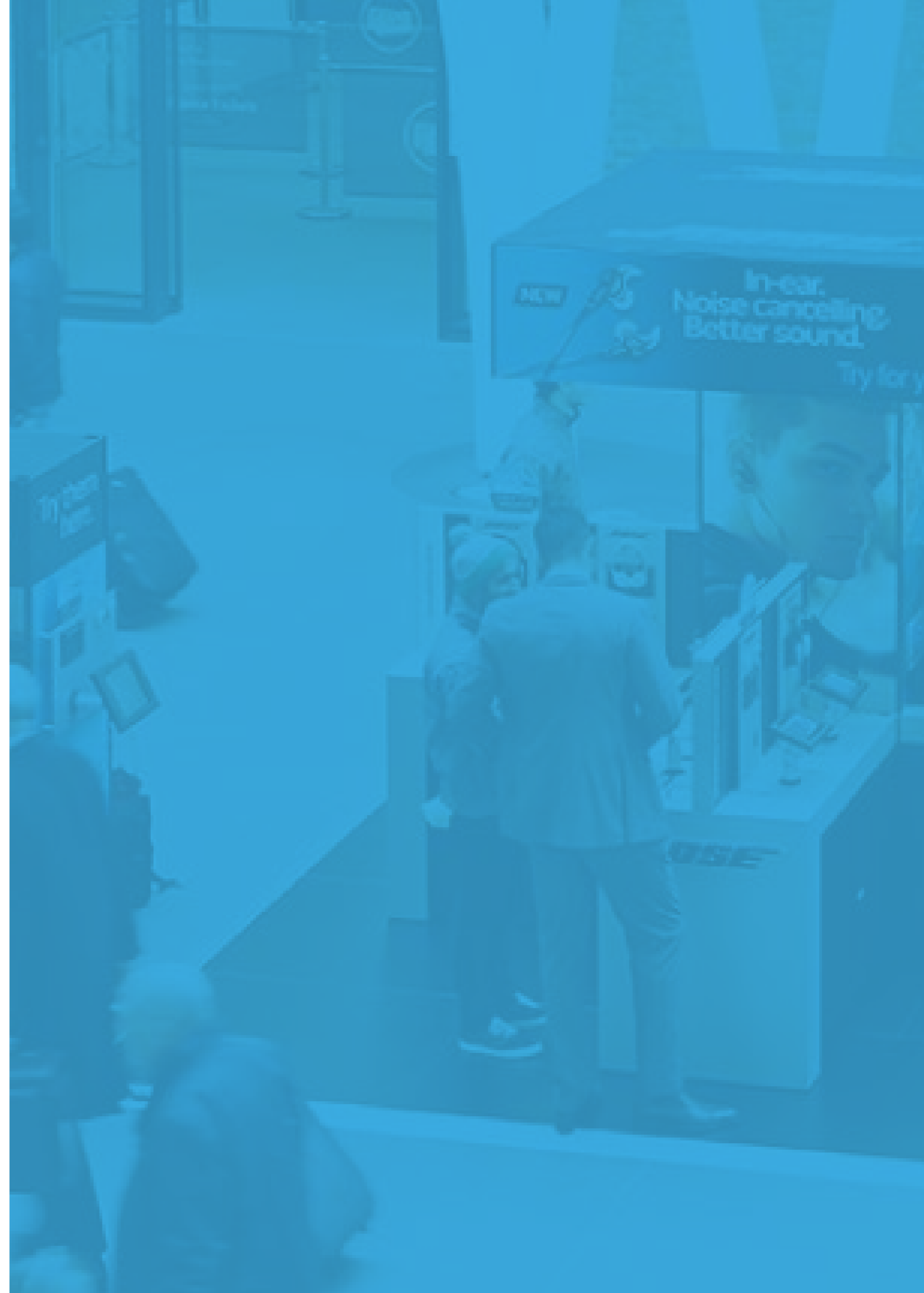
Don't overfill your stand. As a rule, half of your floor space should be free for visitors. Otherwise, if it is hard for visitors to step onto your stand, how will the easily network with you in a comfortable environment?

## Bigger isn't Always Better

Large stand spaces certainly have their benefits, but remember to consider the cost vs return on an investment into a large stand area. A well designed stand of any size can achieve a great deal more when you have clear goals in mind.

## Zones Help Learning

When working with a large floor area or many products and lots of information, consider breaking your stand up into distinct learning or category zones. Have attendees see similar products in one area and then move elsewhere to discover a new product line. This can make larger stands easier to navigate.





# Self Build

## Built for speed

Looking for a portable exhibition system? Design, transport and build your own portable solution with ease. These systems are built for portability and self-build ease for one or two people, while still fully customisable with features including shelving, product displays, LCD screens & doors.

Even our most portable systems come with a minimum five-year hardware guarantee, ongoing support and the ability to update graphics. You can be confident your system will last and adapt in the coming years.

## Shell Clad

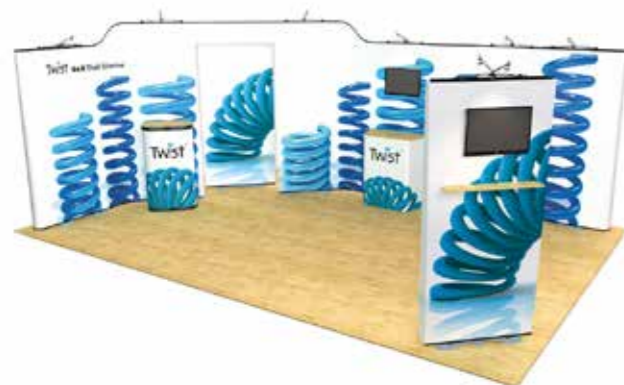
Transform a boring exhibition shell with the Shell Clad system



- Custom sizes fit any shell scheme
- Fast, simple and easy to fit
- No tools required
- Reuse panels again and again
- Custom designs help you get noticed
- Built to order fits any shell scheme
- Designed to free up floor-space
- Budget option

## Twist Modular

Pop up display system



- Patented tensioning system for self levelling and flat graphic panels
- Seamless linking of graphic panels with Flexi-Link and Easi-Link kits
- Create bespoke, unique shapes
- Smooth and natural curves with the patented Flexi-Link Kit
- Cost effective solution
- Range of accessories including screen/tablet brackets, lights & shelves.
- Portable, transport in carry bags or case

# ayble

Limitless possibilities with connecting frames



- Replace & update graphics with ease
- Tool-less connectors, magnet graphics
- Easy self-build, no tools required
- Straight & curved frames walls and roofs
- No limits to your design
- Includes 3d visuals & plans
- Huge range of quality modular accessories
- Invest to impress – ayble will adapt with your ideas for years to come

## Impact modular

Takes you from mini pop-up to large scale modular



- Cost effective - make the modular step with a pop-up budget
- Portable - Impact Modular can break down & transport in a few wheeled cases
- Modular - parts can be taken on and off frame system to make a fully modular display with different widths and heights
- Curved or flat ends, curved or flat walls, variable heights can be achieved
- TV holders, shelving, lighting & more
- 3D drawing service - plan before you buy
- Option for internal shelving - Showcase

## Centro modular

Premium click and lock frames, self-build portable modular stands



- Unique, durable aluminium construction
- Quality assured - 5 year guarantee
- Shaped silver bases ensure stability
- Adaptable options with the Centro range
- Wall, shelving and poster displays function individually
- Substrate options, traditional banner, flexible PVC or ridged Foamex
- Expand over time, flexible outlay
- Self build and easy transport
- 3d rendered drawings available



# Style like a Pro

Think ahead & plan your exhibition stand style

## STEP 1: CHOOSE YOUR COLOUR PALETTE OR THEME

Creating a mood board can help outline a visual direction, such as industrial, modern, retro or a particular colour selection. We can help you choose props, decorations, lighting and furniture that suit your stand style or theme.



## STEP 2: SELECT FURNITURE

Comfort, style and coordinated furniture colours and shapes all add to your stand design. Attract visitors to your stand and keep them relaxed with our range of display products.



## STEP 3: DISPLAY YOUR MARKETING MATERIAL

You are exhibiting to connect with your customers so take the opportunity to build marketing communication points into your stand design with our range of display products.



## STEP 4: AUDIOVISUAL EQUIPMENT

People are increasingly visual learners. LCD screens and touch monitors, projectors and tablets all showcase your marketing content with animated and engaging visual styling into your stand design with our range of display products.



## STEP 5: LET THERE BE LIGHT

Correct lighting adds ambience, warmth and better showcases your merchandise. Choose from special coloured lights for effect or bright white lights that will illuminate exhibition stands and your product range alike.



## STEP 6: HOT TRENDS - PERSONALISE IT!

For more ideas see what we have designed and printed for our customers. Get inspiration on how to style your stand and other helpful exhibition hints and tips, go to [www.zoomdisplay.co.uk/exhibition-resources](http://www.zoomdisplay.co.uk/exhibition-resources) for more details.





# Signage

## Attract attention with the perfect signage solutions

Our team understands brand engagement and works with your corporate branding elements to create powerful exhibition stands, high-visibility event signage or head-turning branded accessories. Ensure visitors to your stand get the message about your brand by using our range of signage options including: exhibition wall displays, branded desks, overhead hanging banners, digital signage, A-frames, freestanding signs, Dibond signs, chalkboard signs and many more. All signs are digitally printed and some offer double-sided printing. Vinyl decals can be added to some designs for ease of installation such as directional arrows.

### FOCUS ON WALL SIGNAGE

When you think 'signage' it's easy to be overwhelmed with the significant range of choices. Check out some of the most high impact wall signage solutions below.

### INFILLS

When plain walls will not do! Brighten and brand your space with custom designed graphics printed on to infill panels. You can upgrade

every panel in your stand for a complete overhaul, or just select ones for more targeted impact behind a product display or AV screen. Solid colour infills are also available for a quick solution.

### BACKLIT

Light up your signage and get attention from a distance. Backlit signage works wonderfully for product information or announcements, on reception areas, back wall signage and much more. The sky's the limit for the use of signage that lights up the room!

### FABRIC

Our vibrant fabric wall graphics are an effective way to create a big visual impact on your stand. Designed specifically for our standard exhibition booths, you can now graphically showcase our brand and product, highlight key company information or simply draw visual attention to your stand. Lightweight, versatile, and easily installed, fabric signage and walls are stylish options for exhibitors who want to personalise their booth space.



Foamex  
Indoor Infills



Formulate  
Fabric Hanging

Vector LED  
Backlit display



Dibond  
Outdoor Signage



# Lighting

## Expert top tips for lighting your display

### Create A Powerful Impression

increase your ROI. Exhibition stylists' number one tip to command attention is often to use lighting effectively on your stand. Similar to using lighting on a photo shoot, the subject or model is best photographed under proper lighting. Exhibitors can maximise exposure at a show by using ample lighting to light up their signage and/or the entire stand. Use accent lights to highlight key merchandise, add colour or get creative by lighting your stand from the floor up using LED up lights. Here are our top three exhibition tips for arranging lights that will help you and your exhibit stand be seen amongst the crowd.

### Tip #1: Light Sells

Don't be left in the dark. Ensure you have adequate lighting for your stand, the brighter your booth, the more you stand out! Normally lighting is supplied on a stand with a ratio of 2 lights per 9m<sup>2</sup> floor size.

Draw attention to your stand and add in extra LED track spotlights that provide bright white light to your stand and products.

For further reach try a 70 Watt floodlight that can illuminate 4m<sup>2</sup>+ of

your stand or your entire back wall solution to stand lighting.

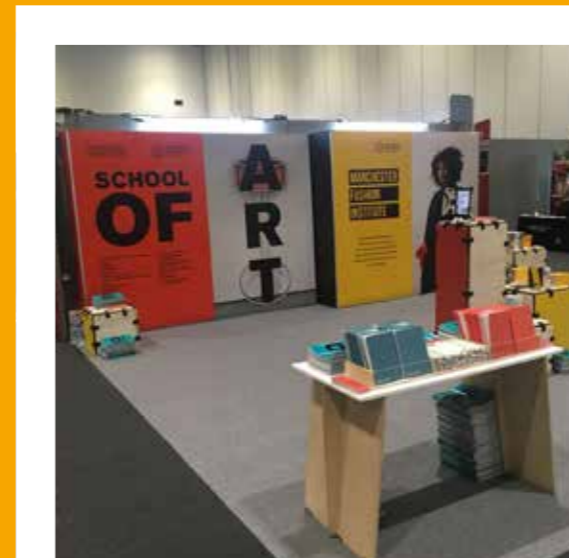
### #Tip 2: LED Lighting Options Are Now Available.

The whiter light of LED enhances all colours with no heat transfer and can be offered in very small areas such as lighting up your stand and merchandise safely with innovative LED lights. They are an eco-friendly, bright and modern solution to stand lighting.

### Tip #3: Get Creative

There's always room for creativity on standard booths as well as custom stands. We can help you determine what type of lighting is the best for your stand and that will suit your layout. There are many options available and the best solutions will work effectively within the wall construction and stand design. Some lighting options to consider when designing custom stands include LED down lights/up lights, LED strip light or rope lights, ambient LED wall washers or funky, designer specialised bulbs such as the latest in industrial look hanging light globes and fittings.

Ask about our latest LED products for your next exhibit.





# Accessories

## The Final Touches

All good modular stands are finished with accessories to truly make your stand functional, practical and attractive. We can advise you on all potential options to compliment and complete your exhibition to create a truly immersive experience for your visitors as well as a functional layout for your trade staff. We've got the essentials covered for your stand.

Some of our most popular exhibition additions include interactive touches such as podium meeting points, tablet holders that provide more interactive information, literature stands, pull-up banners and towers that can really add final impact and information to any exhibition.

## Banners

Quick and easy to use, target extra messages & unused floor space



Banner stands available for a range of budgets and usage requirements. We have split our range of roller banners into different price brackets from low cost budget roller banner stands to premium banner stands, designed for intensive use with award-winning design features.

We also have a range of double sided roller banner stands allowing you to captivate your target audience from both directions. They make a perfect addition to any modular exhibition.

## Tablet Stands

Add interactive iPad and Tablet options with this popular feature



Our range of Tablet & iPad Stands can be used as floor standing interactive display points at exhibitions and events.

The range includes floor standing, desk-top and wall mounted displays, suited for many modern tablets & sizes.

Branded panels and adhesive panels can be added to further enhance your interactive tablet display in your exhibition space to command attention.

## Podiums

Your staff assume a natural position and help guide your visitors



Podiums and counters are a valuable addition to any exhibition stand - providing a branded meeting and demonstration point for your staff to interact with your customers.

Our podiums come with a printed graphic panel, and a tabletop, with some of our podiums offering a range of colours / finishes to the tabletop.

Some of our exhibition podiums and counters provide secure lockable compartments and shelves.

## Literature Stands

Our most popular feature, dispense your brochure to your visitors



Our Literature Stands are designed with portability in mind, an ideal accessory for your exhibition or marketing events.

Each literature stand only takes seconds to set up and will ensure you have the ability to display any literature in style at your next event.

Literature Stands are available in a range of finishes and are available in configurations suited to a variety of brochure sizes.

## Towers

Great final feature to draw attention to your stand & direct visitors



Display towers are a practical eye-catching way to draw attention from afar, through the crowd. Lightweight, portable, they are suitable for all aspects of promotion and make a great addition to any retail or exhibition stand. Some our portable exhibition towers can be illuminated internally.

Towers can be used as a low cost point of direction and distribution of information. Multifunctional sign holders and information boards will help get your audience moving in the right direction.



# Glossary

## Glossary of Industry Terms

**AUDIOVISUAL** Both sight and sound equipment for media presentation.

**BOOTH** Your physical exhibition stand.

**BREAKDOWN** To dismantle and take away an exhibition stand after a show. This may be done for you by a supplier.

**CUSTOM STAND** Unique booths designed and manufactured specifically for a brand.

**CONFEX** Exhibition held at the same time as a conference

**CONFERENCE** A meeting of people with similar interests, maybe business-related.

**DEMONSTRATION** Exhibiting technique for showcasing new products live to attendees and buyers.

**EXHIBITION** A marketing event for organisations to showcase their products/services. This type of event can also be attended by the public.

**EXHIBITION RIGGING** Process of hanging something from the ceiling of a venue, by the event organiser or the exhibitor.

**EXHIBITOR** A vendor who has purchased a space within a show to build a booth.

**FASCIA** Signage displaying your booth number, company name and event logo.

**FLOORING** Fabric, branded or timber floor options for Booths.

**GRAPHIC DROPS** Printed panels that hang from the framework of your exhibition stand, allowing you to customise your space.

**GRAPHICS** Artwork supplied by you or designed by Zoom and used on your booth walls as printed panels (See Graphic Drops).

**LIGHTING** Product used on your stand to provide necessary illumination of your space.

**MOVE IN/OUT** See Set Up.

**ORGANISER** Facilitates final delivery of the show and sale of booth spaces to Exhibitors and sponsors.

**RETURN ON INVESTMENT (ROI)** The measure of potential leads drawn from show networking, social media engagement or direct product sales.

**SET UP** The access times for exhibitors to begin building or dismantling their booth and products. Also known as Move In/Out.

**SHELL SCHEME** Another term for an exhibition booth constructed by an event supplier such as Zoom Display.

**SIGNAGE** Any printed materials showcased within your booth design.

**SPACE ONLY** A sold floor area left empty for fit out by the exhibitor and a 3rd party exhibition supplier.

**STAND STORAGE** Upon event breakdown, Exhibitors may have their custom stands stored for later use.

**STYLING** The use of additional decor, furniture, lights and props for booth design enhancement.

**TRADE SHOW** Marketing event for companies to attract business by showcasing their products/services. A trade show is supposedly only open to professionals within that industry, however this is not always the case.

**WATT** A unit of electrical power. A products wattage determines the power outlet required for a booth.

For answers to other frequently asked questions, go-to;

[www.zoomdisplay.co.uk/exhibition-services/faqs](http://www.zoomdisplay.co.uk/exhibition-services/faqs)

# Client Testimonials

*Just wanted to say big thank you for the T Textile, Twist Stand and pull up banners. The event (attended by the Royals) was a huge success; with compliments for the Twist Stand. I will be sure to send you photographs as soon as we receive them.*

## The Royal British Legion

*We required a fast turnaround on a quality counter system for one of our venues.*

*On both fronts, Zoom were first class - a great experience from initial understanding of our requirement, to guiding us through the production of the graphic element and delivering an excellent product. Would use again and highly recommend.*

## KitKabin

*We have been working with Zoom Display for a number of years now and they have supported us with various products including exhibition display and graphics creation. They not only offer us great products and service at competitive prices, they have become our supplier our choice in this area due to their consultative approach and creative solutions to project briefs.*

## Kimberly-Clark

The background of the entire page is a photograph of an exhibition stand, overlaid with a semi-transparent blue filter. The stand is white with a large, stylized logo that reads 'MTS' in a bold, sans-serif font, with a curved line underneath it. The stand is composed of several vertical panels and a horizontal base. The ceiling of the exhibition space is visible, showing a complex metal truss structure with various lights and equipment hanging from it. The overall scene is brightly lit, typical of an exhibition hall.

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