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**biggest mistakes
clients make when
organising exhibitions**

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1. Knowing your objectives

Be sure to advise your designer what you intend to achieve from the event. This will help them understand how you will use the space.

Whether it is displaying products, meetings with clients or something else, providing this information will ensure the design you receive meets your requirements.

2. How much!!!

Be clear with your budget.

The best way to get the stand you want for the money you can afford is to provide your stand builder with a figure you are comfortable spending. There's nothing worse than seeing a design which is unaffordable or conversely too basic.

It's essential to consider the other costs when preparing for an event including the stand space, accommodation, it all adds up!

3. Use your space wisely

Whilst attracting the attention of new customers, it's important to be clear with your offering.

Sometimes, less is more.

Carefully planning the layout of your product placements and supporting graphics is essential. After all, you want your potential customers to see your products or services clearly.

4. Time

Planning is key. You spend months preparing for an event which only runs for a few days.

Events can be a large expense, so taking the time to engage with your chosen stand builder will prevent you from having to make last minute compromises or spending money unnecessarily.

5. Know your limits

Each event has its own set of rules which you absolutely must comply with.

You may have some ideas of how you want your stand to look, but this might not always be allowed.

Trust us to help you by following our 4 simple steps. Here at Kudos Exhibitions, we Consult, Design, Manufacture and Install, all in-house, providing you with a show-stopping exhibition stand.



The Vaper Expo



Farm Business Innovation



Our partnership with Kudos has been an exceptional experience!



Domotex, Germany

 **Kudos**
exhibitions

Services

Consult
Design
Manufacture
Install

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