



Measuring the success of exhibiting at any event is notoriously difficult; the key to success is knowing exactly why you are at each individual event in the first place.



In a nutshell, a stand should tick the boxes of being:

- Inviting
- Brand building
- Memorable
- Informative
- Friendly

A few pictures from the recent International Truck, Trailer & Equipment Show 2014, held at the Melbourne Show Grounds. Displayrite Resources worked closely with both Meritor and Timken to deliver 2 practical, hardworking and most importantly, extremely effective display's.

First impressions last, prospects consciously and unconsciously form their first impression of your brand, products and even company culture from the overall presentation and appearance of an exhibition stand or booth. Even if they already know and deal with your company or products, pre-conceptions can be reinforced or can be broken, potentially losing you future business, or opening up exciting new opportunities. Prior to finalising the design of your next event stand, take a step back and think carefully about the message it sends both to prospects and existing clients who will be in the audience.