

Your complete guide to making exhibitions work harder for you



A plus M
A BBN PARTNER

This isn't a manual for building exhibition stands. It's a guide for **building brand presence** – the kind that connects, converts, and stays with people long after the event ends.

As a design and communication agency, we don't compete with stand builders – we work alongside them. Our role is to make sure that every element of your exhibition – from the messaging to the materials, the visuals to the visitor flow – expresses your brand in the best possible way.

Whether you're planning your first trade show or your fiftieth, this guide is here to help you think bigger, plan smarter, and show up stronger.

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Why we exhibit

Exhibitions are more than just a collection of booths – they're one of the few chances your brand has to show up, stand out, and connect in real time. In a world overloaded with digital content, **face-to-face experiences** cut through the noise and leave a lasting impression.

But it's not just about showing up. A successful exhibition presence is built on strategy, storytelling, and structure. It's about guiding visitors through a brand experience that's not only engaging, but purposeful. Every detail, from the first glance to the final follow-up, should work together to build recognition, spark conversation, and drive results.

Start with strategy

Before you think about stand design, think about what you want to say, and **who you're saying it to.**

An exhibition is a rare moment to put your brand in front of the right people, in the right place, at the right time. But without a clear strategy, it's just a lot of noise. That's why we work with brand and marketing teams from day one, helping define goals, shape the story, and map out the experience.

Whether it's launching a new product, entering a new market, or strengthening customer relationships, we help you turn business objectives into creative direction.

What we help clarify before the stand takes shape:

- + Your exhibition objectives – awareness, leads, partnerships, launches?
- + Your audience – what do they care about, and what do they need to hear?
- + Your core message – what's the one thing people should remember?
- + Your story – how will the experience unfold across the space?
- + Your success metrics – what does 'a good show' actually look like?
- + Your internal team – who's responsible for what, from marketing and product to sales and leadership?

Start with a kick-off brief

Once the essentials are in place, we recommend a formal kick-off meeting. This aligns everyone – agency, client, and exhibition partners – around the same brief, timelines, roles, and expectations.

We cover:

- + Key deliverables and deadlines
- + Decision-makers and approval flows
- + Stand builder collaboration and hand-offs
- + Pre-show and post-event marketing
- + Brand guidelines and creative direction
- + Who's doing what – and when

*“It's not just a meeting.
It's the start of momentum.”*

Sara Aschan – Client Director

Designing for impact

Design isn't just what a stand looks like – it's how it works, how it feels, and how it communicates your brand. At A plus M BBN, we don't build stands. We build **brand presence.**

That means using strategy, content, storytelling, and data to turn your space into something people will remember – and act on. We call this our way of creating meaningful connections.



A library of knowledge

Great content is often already there, it just needs uncovering, clarifying, and shaping. We work with your existing materials to bring structure, relevance, and creative direction. Whether it's technical specs, sales presentations, or thought leadership, we turn internal knowledge into content that speaks clearly to your audience.

Crafting the narrative

We don't just deliver facts. We shape stories that position your brand meaningfully, with emotion and function working side by side. Whether you're launching a product or reinforcing your market leadership, the story must resonate at every stage of the visitor journey.

Bringing it to life

Great stories deserve the right stage. We guide how, where, and when your message should appear across the exhibition space – from graphics and demos to video, tech touchpoints, and even staff interaction. We help choreograph the visitor experience so every interaction reinforces the message.

Refining and evolving

Data isn't just for post-event reports. We use it from the start – to guide messaging, test assumptions, and continuously refine content. We measure what matters (not just what's easy to count) so you get insights that shape stronger future campaigns.

Planning the journey



Your exhibition presence doesn't start when the doors open – and it doesn't end when the lights go down. The most successful B2B brands treat exhibitions as a multi-phase campaign, not a one-off moment. **From the first teaser to the final follow-up,** every touchpoint is a chance to reinforce your message and deepen the connection.

We help you think in three dimensions – before, during, and after – so the impact of your exhibition lasts longer than your floor space.

We help build your toolbox

Every client is different. Some need everything from teaser videos to follow-up campaigns. Others just need a sharper message and the right presentation. That's why we help build a flexible communication toolbox – tailored to your brand, your audience, and your internal capacity.

Before

Invitations & Outreach

- + Customer Invitation Email (personalized or templated)
- + Printed Invitation (for VIPs or mailed outreach)
- + Calendar Save-the-Date Link / Google Calendar Event
- + Sales Rep Email Signature Banner promoting the exhibition

Social Media Toolkit

- + Instagram Post Templates (carousel, story, reel)
- + LinkedIn Posts (company & employee shares)
- + Facebook / Twitter / TikTok Assets (if relevant)
- + Countdown Stickers or Graphics for stories
- + Branded Hashtag (if running a campaign)

Sales Team & Employee Tools

- + LinkedIn Banner for Sales Team promoting the event
- + Sales Deck Slide with stand location & reasons to visit
- + Event Talking Points or mini sales script for outreach
- + Sales Enablement PDF with what's new / what to highlight

Website & Digital Presence

- + Website Banner / Landing Page for the exhibition
- + Event Listing Page (with stand number, map, etc.)
- + Lead Collection Form or Pre-book Meeting Form
- + Newsletter Mention / Feature

During

- + Exhibition Stand Graphics & Messaging
- + Giveaway Packaging / Messaging
- + Product Brochures / QR codes / Downloads
- + On-site Digital Screens / Videos
- + Visitor Journey Signage or Floor Decals
- + Business Card / Contact QR Codes

After

- + Thank You Email Template for leads and visitors
- + Social Media Wrap-Up Post (e.g. "Thanks for stopping by")
- + Lead Follow-Up Pack (PDFs, case studies, product info)
- + Internal Debrief Slides with photos and highlights

Interaction by design



Interaction isn't about flashy features. It's about **creating meaningful moments**. The kind that invite your audience in, spark real dialogue, and turn passive passers-by into active participants.

Done right, interaction does more than engage – it helps you learn, evolve, and build lasting connections that go far beyond the exhibition floor.

Designing the experience around the message

We work with you to identify the key moments you want your audience to experience – and help shape the tools, touchpoints, and content that bring those moments to life.

That might mean:

- + A product demo with a clear before/after story
- + A visual timeline that customers can step into
- + A looped video with emotion, not just information
- + A call-to-action that invites participation, not just scanning a QR code
- + A concept that creates curiosity – and draws people in

Interaction should be aligned with the message

Not every brand needs AR goggles. But every brand needs to think about how it engages. We help shape the how, not just the what:

- + Is your story best told through conversation or content?
- + Do visitors need to touch, try, or simply understand?
- + Can you bring a real-world challenge into the space and solve it live?
- + Are you building a moment for 5 people – or 500?

Keep it real, keep it relevant

The most effective engagement isn't always the flashiest – it's the most honest.

We guide clients toward interactive moments that feel true to their brand and useful to their audience.

“Because when people engage, they remember. And when they remember, they act.”

Sara Aschan – Client Director

From booth to broadcast

With events becoming more global and hybrid than ever—why not involve the world?

For MSD Animal Health, we created Studio Bovine—a live broadcasting concept designed to extend the reach of their exhibition stand far beyond the show floor. Positioned directly on the stand, the studio hosted live interviews with leading experts in bovine health, turning the space into a dynamic content hub.

The result? Real-time engagement with both on-site visitors and a wider, digital audience. It's a smart way to maximize visibility, repurpose content post-event, and turn a single booth into a global stage.



A cinema experience

Why limit your message to just one story—when a screen can tell many?

At Bauma 2025, we helped SSAB command attention with a cinema-sized screen at the heart of their stand. It wasn't just a visual statement—it was a storytelling engine. From the SSAB master brand to product heroes like Strenx® and Hardox®, and the fossil-free innovation SSAB Zero™, the screen became a high-impact platform for layered messaging.

We use screens not just to impress, but to inform, educate, and support. Whether it's entertaining passers-by, delivering key messages, or helping the sales team spark better conversations, digital displays play a crucial role in creating memorable, multi-dimensional exhibition experiences.

Greener choices

At most exhibitions, everyone is talking about sustainability. But when every brand uses the same language, the message starts to blend in. If your headline sounds like marketing rather than meaning, **your audience will notice.**

Customers are becoming more aware. If your sustainability story feels vague or exaggerated, it can come across as greenwashing — even when intentions are good. A strong message doesn't need to be loud. It needs to be clear, credible, and backed by action.

Why it matters to your customers

Your customers face the same pressure you do. From regulations and ESG goals to internal policies and buyer expectations, they need partners who can help them move forward. If your exhibition presence reflects the role you play in their sustainability journey, you are offering something that matters.

Sustainability should feel like strategy, not spin

No one expects you to be perfect. But they do expect honesty.

Use your stand to show what you're doing, why it matters, and how it helps your customers. A meaningful message, backed by action, doesn't need to shout. It just needs to be true.

What makes the message work

We help turn good intentions into smart communication. That means focusing on the choices that matter — and telling the story clearly.

That might include:

- + Highlighting responsible material or sourcing decisions
- + Explaining how your offering supports energy efficiency, safety, or circular thinking
- + Avoiding giveaways that don't reflect your values
- + Supporting claims with facts, data, or real-world examples
- + Limiting paper use on the stand — opting for digital solutions instead

“By the way — saying you're a sustainable company and then giving away a cheap plastic gift? That's a big no. Swap those landfill freebies for something meaningful... or nothing at all.”

Nathan Parker — Art Director

FAQs

General questions

1. Why is a well-designed exhibition stand important?

A well-designed stand helps you attract visitors, communicate your brand message effectively, and create meaningful interactions that lead to business opportunities. It ensures your investment in the exhibition delivers tangible results.

2. How far in advance should we start planning our exhibition presence?

Ideally, planning should start at least 6-12 months in advance. This allows time for strategy development, stand design, content creation, and pre-event marketing to maximize visitor engagement.

3. How do you ensure brand consistency across all exhibition materials?

We integrate your brand identity across physical and digital touchpoints, ensuring consistency in design, messaging, and tone. This includes everything from stand graphics to brochures, presentations, and digital assets.

Design & strategy

4. How do you design an exhibition stand that stands out?

We combine strong visual identity, innovative storytelling, and interactive elements to create an engaging space. Our approach considers visitor flow, lighting, materials, and multimedia to maximize impact.

5. What are the key elements of an effective exhibition stand?

An effective stand includes:

- + Clear branding and messaging
- + Interactive elements to engage visitors
- + Comfortable meeting areas
- + Lead capture tools
- + Seamless integration of print and digital media

6. How can we make our exhibition stand more interactive?

We incorporate touchscreens, AR/VR experiences, live product demonstrations, gamification, and engaging presentations to make your stand more immersive.

Marketing & Engagement

7. How can we drive traffic to our exhibition stand?

A successful pre-event marketing strategy includes targeted email campaigns, social media teasers, personalized invitations, and industry influencer collaborations.

On-site, compelling visuals and live activations attract more visitors.

8. What role does storytelling play in exhibition communication?

Storytelling helps visitors connect emotionally with your brand. We craft a clear, compelling narrative that guides them through the exhibition experience and makes your message memorable.

9. How do you align exhibition efforts with sales goals?

We ensure your stand facilitates lead generation and conversion. This includes integrating CRM tools, training staff for meaningful conversations, and providing post-event follow-up strategies.

Post-Exhibition & ROI

10. How do we measure the success of our exhibition presence?

Success can be measured by lead generation, visitor engagement, social media impact, and post-event conversions. We also analyze data from interactions, surveys, and digital engagement tools.

11. What should we do after the exhibition to maintain engagement?

Follow-up strategies include personalized emails, social media recaps, gated content, and targeted lead nurturing campaigns to keep the conversation going.

Keep it simple

There's a lot to **think about** – strategy, messaging, timelines, content, interaction, sustainability... and more. But you don't have to figure it all out on your own.

At A plus M BBN, we're here to make the complicated uncomplicated. We work with your team (and your stand builder) to bring clarity, creativity, and consistency to your exhibition presence – from the first idea to the final follow-up.

Got an exhibition challenge in mind?

Let's make it uncomplicated.

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