WORLD OF FIREPLACES

stand construction guide



How to showcase your company and your products perfectly at WORLD OF FIREPLACES

www.world-of-fireplaces.de

how to perfectly showcase your company and your products at world of fireplaces



1 set a clear message and goals

Define in advance the main messages and objectives you want to achieve with your stand. This could include launching new products, increasing brand awareness or generating leads.



2 attractive stand design

Design a stand that stands out and matches the company's brand. Use appealing graphics and colours to attract attention and convey a professional image. The stand design should also exude a certain homeliness or cosiness to attract visitors and create a pleasant atmosphere. Avoid white walls, as they often appear impersonal. Instead, use warm colours, textiles or wooden elements to give the stand an inviting and appealing look. Adapt the stand construction concept to the corresponding stand shape. You may build stands up to 4 m high, but stands over 3.5 m require approval. Rear walls over 2.5 m must be neutral white or black on the back.



3 how to be seen

Light is mandatory! Please provide sufficient lighting and place spotlights on your products. Lighting can also be provided via a suspension/rig.



4 integrate interactive elements

Integrate interactive elements such as demos, product demonstrations or live presentations to attract visitors and actively involve them. This allows potential customers to see the products in action and get a better idea of them.



5 accessible stand design

An accessible stand design ensures that all visitors – regardless of physical limitations – can easily perceive, enter, and experience your exhibition stand. It not only contributes to inclusion but also enhances the overall visitor experience and strengthens your professional appearance.



6 optimise product presentation

Ensure that your products are attractively presented and easily accessible. Provide clear labelling and information for each product.



7 professional staff

Train your stand personnel in dealing with customers and in sales dialogue. They should have in-depth knowledge of your products and services and be able to approach and advise potential customers effectively and follow up on contacts. Stand personnel should be present during the duration of the trade fair; the duty to be present applies daily until 6 pm.



8 create networking opportunities

Use the stand as a platform to engage in dialogue with potential customers, partners and industry experts. Offer seating or a café corner to encourage informal discussions. You can also organise catering through our partner.



9 develop a follow-up strategy

Plan in advance how you want to follow up and convert the leads you generate at the trade fair. Collect contact details and make arrangements for follow-up meetings or product presentations after the trade fair.
Follow-up must be carried out promptly after the trade fair: This leads to a plus in deals. The VIMA visitor scanning system can provide you with efficient support here.

WORLD OF FIREPLACES



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wir sehen uns.

trendfairs

We are a trade fair organiser with excellent event know-how and a keen sense of the market. Our objective is to make our trade fairs a success for exhibitors and visitors alike. Our passion is valid for the fascination of the unique, the extraordinary – for the establishment of outstanding events with high attraction. This is how we make trade fairs better and exhibitors more successful. We love inspiration and live perfection.