

# AVOID TERRIBLE MISTAKES WHEN BUYING DISPLAYS

## A MIGHTY POWERFUL VISION

Many exhibitors have a vision of their desired results expected from an event.

But, many exhibitors do not associate their desired results with their pre-event preparation. They assume their expected results are going to happen.

It doesn't work that way.

Every decision prior to the event either help or hinder the final outcomes of the event.

Successful exhibitors know this and understand the crucial process for consistently high achievement. At Ziggy Displays, we call this process "The Formula".

### STEP 1:

Get yourself a mighty powerful vision of the results you crave. A vision that you can grasp and drive you.

Without it your chances of success diminish fast.

Every decision, including your display, must be tenaciously bound to achieving those results.

### STEP 2:

Most business objectives have only one desired purpose... PROFIT.

Therefore, purchasing a display must be done under the lens of making and maximising profit.

To maximise profit, it is critical that a display is not under the lens of minimising cost.

Your display is not an expense. It is a critically vital tool in achieving your objectives.

Understand:

- What justifies participation in the event.
- The non-negotiable outcomes.
- The consequences if you underperform.
- The consequences if you excel.

### STEP 3:

Now define the plan to attain your objectives and help make the right decisions.

If it's a tradeshow:

- are you looking for a big impact, large audience around your booth?
- or a more subtle, "one on one", more intimate setting?

- do you need to draw attention from a distance?
- are you located near your fiercest competitor that you long to crush?
- are you a start-up with a need to impress?
- is your booth located in a back ally out of the way and need exposure?

You should be starting to realise the many roles your display plays, plus its potential to influence the results of your event.

Again, it's not an expense, it's a tool with bucketloads of possibility and awfully powerful.

Still focusing on your vision, there are 3 functions of a display solution at a tradeshow:

1. Boldly advertise where you are located.
2. Entice engagement between an expert exhibitor and a curious attendee.
3. Enable deals to be made, also known as achieving those objectives.

The right display will encourage engagement and you will be blissfully run off your feet with mind-blowingly lucrative opportunities.

The wrong display will make you invisible, even repel potential business and cause irreparable harm.

The display doesn't have to be expensive, nor does it have to be the biggest or best. It just needs to work.

STEP 4:

A final point, do not go it alone.

Talk to a trusted advisor with knowledge and experience running successful events, and especially achieving desired objectives.

Tell your advisor your vision and your plan to achieve it.

Both of you need to review your display choice.

Be candid, will it help achieve the goals of your vision?

Good advice is free so go and get some, failure is expensive.

There's a bit more about this on our website. [Click on "ABOUT ZIGGY"](#).

A powerful vision with tenacity to achieve the desired objectives will drive you to make your event a success.

But, you must ensure the decisions you make through the planning process are tightly bound to your objectives.

Lofty ideals are not achieved on a shoestring budget under the lens of minimising costs.

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## BUDGET

Event visitors take milliseconds to evaluate you, assessing if they want to engage or not.

A fleeting glance and it's done. You know that, as I expect you've done it yourself.

If they like what they see and are curious they'll engage, if not they'll walk.

Budget has a lot to do with that assessment.

That does not mean your budget has to be a burden.

Forget about being the biggest or best. Your budget only needs to be sufficient to acquire the right solution for obtaining your desired goals. No more, no less.

Be wise about being surrounded by other exhibitors trying to outdo everyone else. You need to be in the game, not crucified by it.

Design the setting to be inviting, clean and uncluttered. It will help promote you as a trustworthy expert.

The right display solution will be:

- more impactful,
- your image promoted well,
- opportunity for lucrative engagement maximised.

Don't waste your budget on tacky extras like flags, pullup banners etc. Instead, invest your wealth in a single solution that will enable you to achieve your goals.

With the extra funds, explore:

- a wider counter enabling broader engagement,
- a variable height wall for character and better graphics,
- a fabric tower for far reaching exposure,
- a section with LED illumination for impact,
- a hanging sign above your booth to enable visitors to easily find you.

With the right balance, your display will do its job without you.

Be highly aware that cheap displays are available on the web, but they are cheap for a reason. You don't want a frame that warps, wobbles, won't stand up straight, hard to fit together or fabrics with washed-out colours. And, over time will end up with bent or broken parts. That's not an investment.

You don't want to find out on the day that you've bought a dud. It's too late to cry about it.

A slightly more expensive display from a reputable supplier will usually include stronger frames, better components, higher quality fabrics and amazingly vibrant colours. It will outperform a cheap display every time and for many years.

In the process, a reputable supplier will also provide you free advice based upon professional experience. That is gold.

That fact alone will help you achieve your desired goals, and the advice cost you nothing.

Imagine if you had a cheap daggy display when your neighbouring exhibitor looks smart, professional and competent. At face value, who would you trust?

Buy cheap?

Congratulations. You may have saved \$100, but you missed out on a \$10,000 project or your new best client.

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## FUNCTIONALITY

Ensure you don't get burnt with unexpected functional issues.

Confirm the display meets the criteria for the venue.

The venue may have very specific height or width limitations such as a narrow stage or low ceiling, a small lift or even concrete pillars to navigate.

Consider the setting up.

- Who will be setting up?
- How many people needed?
- How tall are they, they may need a step ladder to assemble some displays.
- How heavy are the displays, do you need to buy a trolley or are they on wheels?
- Will your display be against an external window with excessive light? Yes, that means your display needs a block-out.
- Are tools required?
- How long does it take to set up?
- Will it fit in a car?
- Can they be sent on a plane?
- Don't forget about issues packing up after the event.

What functionality do you need?

If you expect to reuse your displays in other events, then consider:

- Are the graphics easily replaceable?
- If fabric, are the graphics washable or have flame retardant? Does it matter?
- In the new green economy, is the fabric recyclable?
- Can the dimensions or shape of the frame be reconfigured to be larger or smaller?

- Can you use the display between events, such as for a retail display?
- Are there accessories for shelving, monitors, hanging garments etc?
- Will you be able to get spare parts if parts are lost or accidentally bent?
- How is the display packaged to be safely transported?
- Is the display for indoor or outdoor use?

There's a lot more to know, such as how to design your graphics, how to successfully run your booth on the day and how to maximise your results after the event. But that's outside the scope of this blurb.

However, now that you've read this, we know you are interested in doing better than the average exhibitor.

So, if you would like some expert help, please contact us any time. Our advice is free and the only expectation we have, is that we expect you to benefit from talking to us.

Email: [sneezy@ziggydisplays.com.au](mailto:sneezy@ziggydisplays.com.au)

Better still, call Mike.

You'll find him on **0434 399 330**

Enjoy your events and may your results be triumphant.

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### **A Quick Tip:**

Use your display to promote the benefits of your products or services, not their technical specifications. There's plenty of time for the technical stuff once you have engaged with your new client.

Technical specs are descriptive features. They rarely enchant anyone, and unlikely to draw in any potential client.

Benefits explain how your product or service will make your potential client's life better.

For example:

FEATURE: Our stainless-steel coffee mug is triple walled & vacuum insulated.

BENEFIT: Your coffee will remain hot for at least 10 hours.

Benefits matter to the browsing visitor and will encourage engagement.

Learn more about this strategy by Googling "Benefits Versus Features". There's plenty of good advice on the web.

This marketing strategy works exceptionally well in event scenarios.