

How to make your stand **STAND OUT!**

BSB Showcase 2021

Presented by
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YOU NEED TO
STAND OUT
IN A
CROWD....



BSB Showcase 2016



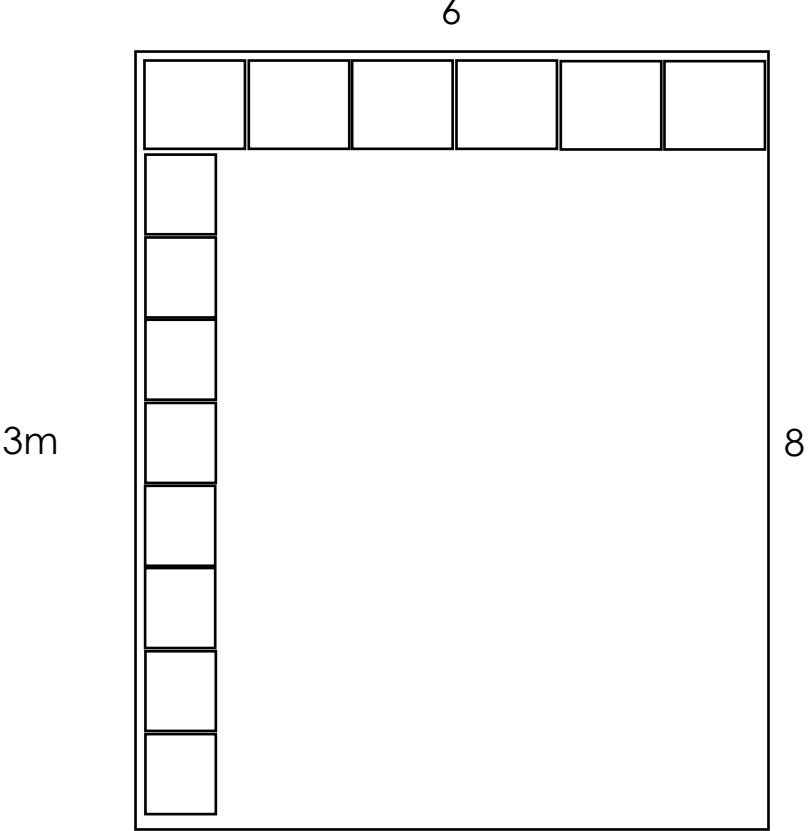
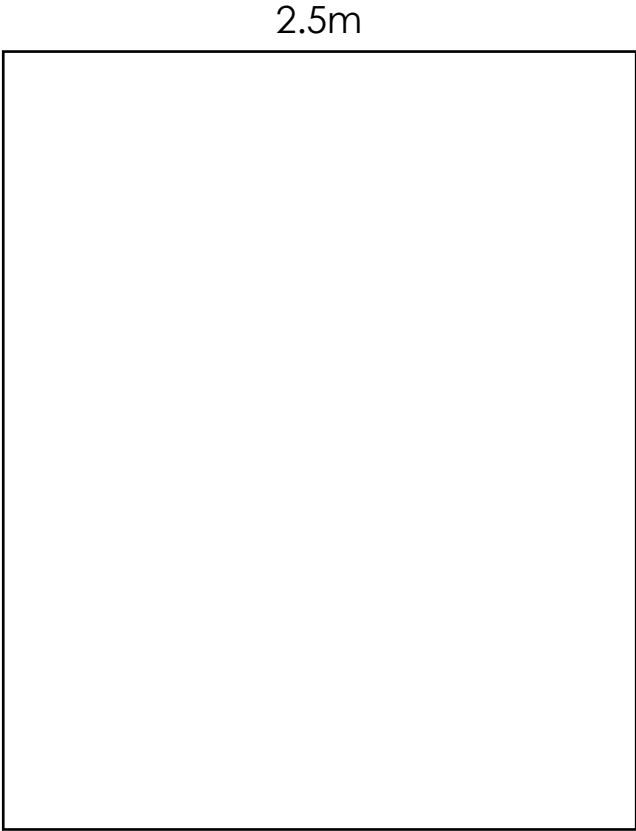


BSB Showcase 2018

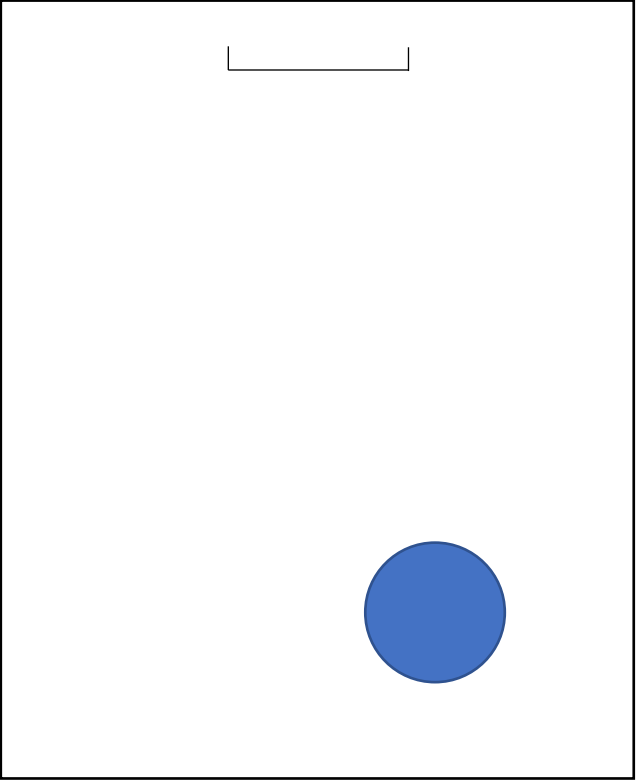


It's pretty
crowded
and busy!

Area of stand...



Approx 48 milk crates



w/ banner & drum

A simple stand design....



A simple
stand design
with a bit
more....



When design & content combine to create success....



Some things to remember....

- Don't fill up your space
- Allow room for potential customers to feel welcome in your space.



Also...

- **Keep your area tidy**
- Try not to clutter your area with boxes of extra collateral – storage is available out back.





- **Use COLOUR!**

- Don't overlook the appeal of the strength of colour.
- Colour creates impact and energy!





- **Try using PROPS!**

- A prop can break the overall look of 'same'.
- Make sure your props ADD to your message!
- Props can attract attention.

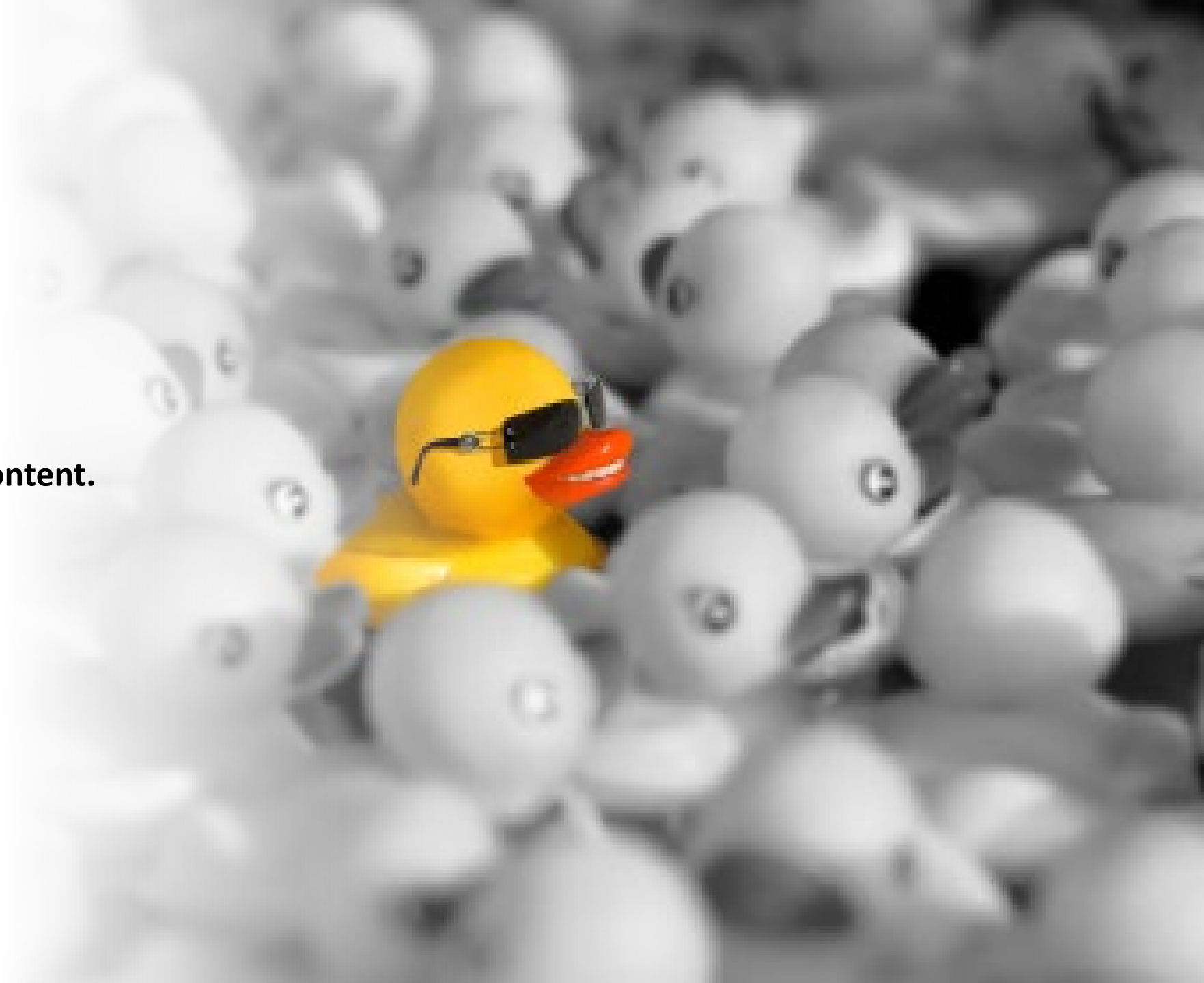


- **Have FUN!**

- The BSB Showcase was developed as a form of '*Speed Dating for Business*' so having fun is essential.
- Dress up.
- Hold a contest and get valuable contacts.
- Giveaways are great.

REMEMBER....

- **Stand out.**
- **Combine design and content.**
- **Be different.**
- **Have FUN!**



Thank You...

THE PROP HOUSE is
happy to offer
15% discount
to BSB members
on any prop hires for
BSB Showcase 2021

