

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

BSB Showcase 2021

Presented by

**Jano Kotzas** – The Prop House & VM+

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



# BSB Showcase 2016





# BSB Showcase 2018

hassle free. fast turnarounds. reliable  
We are your create + print partner, ready to assist...

SHOWCASE 2018  
*Spotlight your business*

studio pictures  
WEST END  
STALL 30

POOPUP RADIO  
CONFERENCE & EVENTS RADIO

Coopers Place  
Emerald  
Water Hill

HISTORY NEVER FELT SO MODERN

Calculating 100

LET'S MAKE CHALLENGING FUN

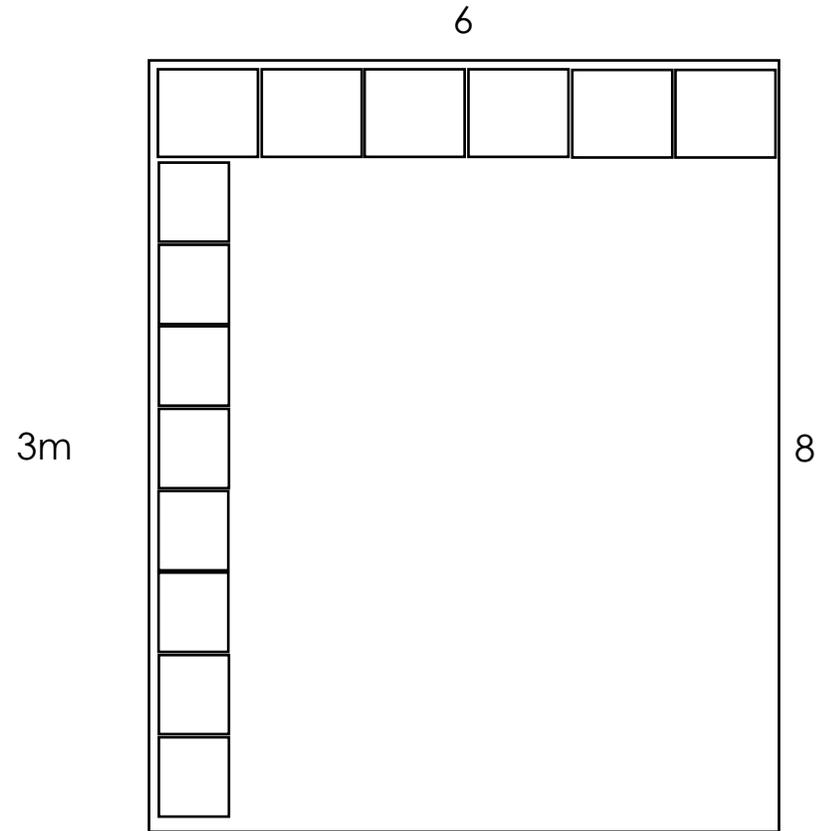
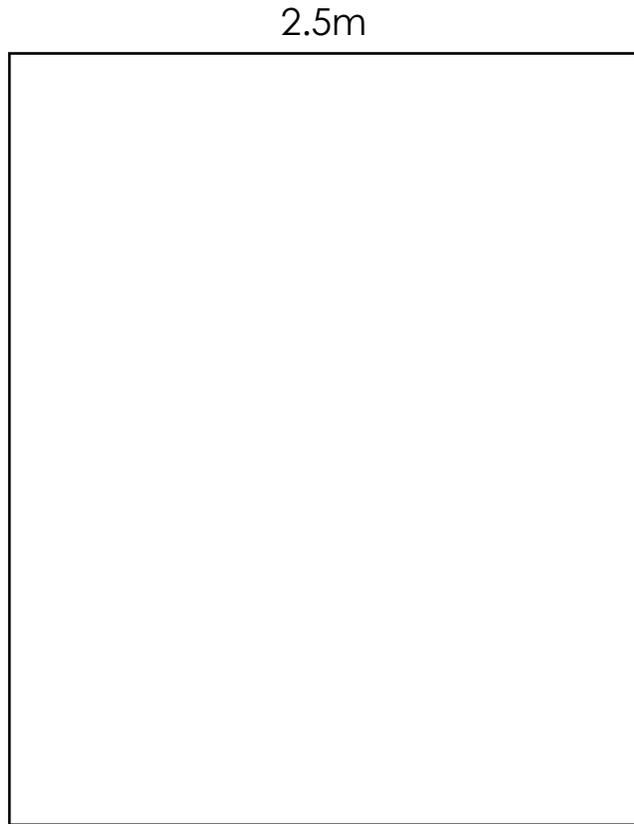
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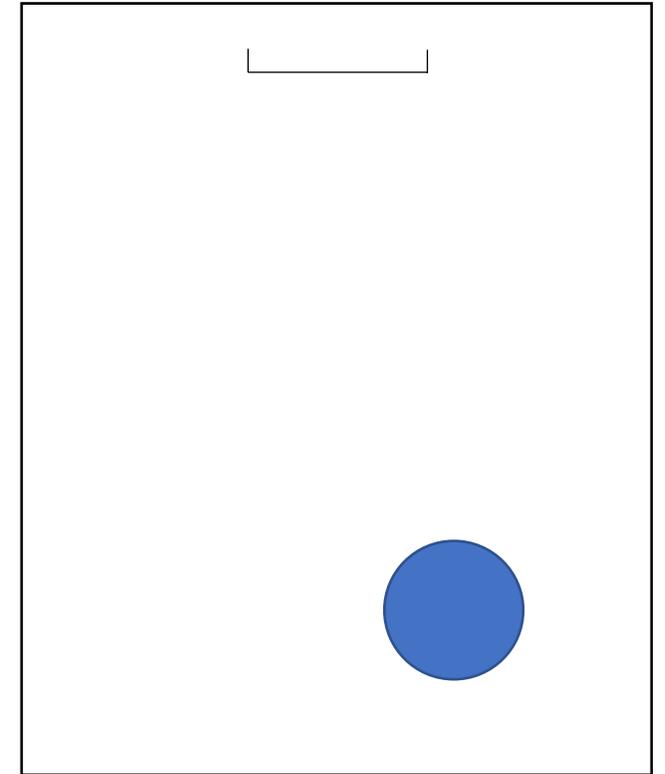


It's pretty crowded and busy!

Area of stand...



Approx 48 milk crates



w/ banner & drum

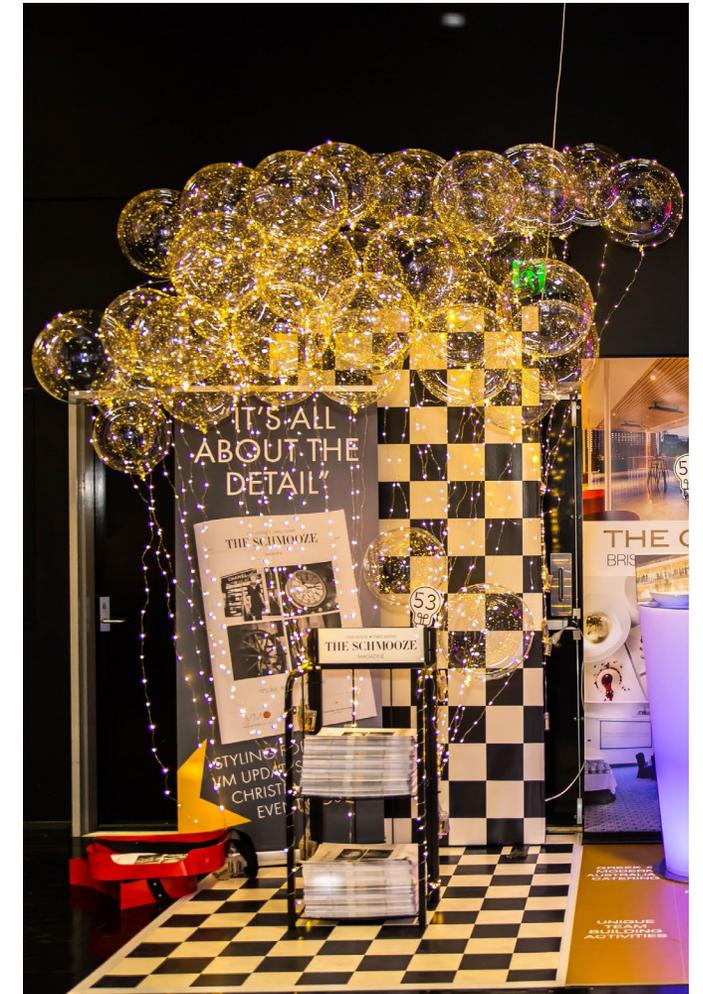
# A simple stand design....



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



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





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world of...  
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# 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.





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what you look for  
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• **Use COLOUR!**

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

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Tell us in 3 minutes  
what you look for  
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student or  
graduate.

Win a free promo video for your business



- **Try using PROPS!**

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

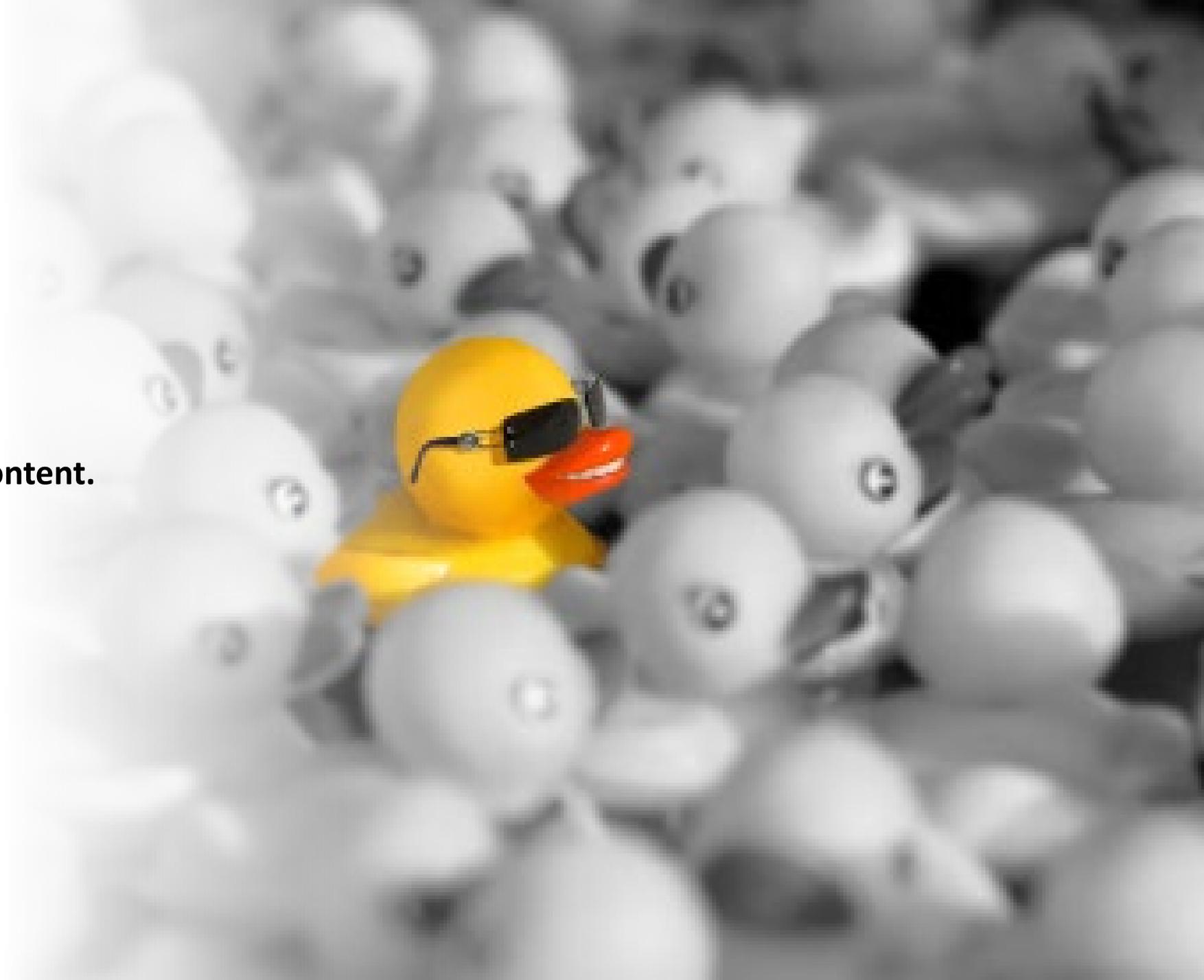


- **Have FUN!**

- 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



**T H E   P R O P   H O U S E**

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**1995 - 2020 ★ 25 YEARS OF PEOPLE, PLACES & PARTIES**