

SMART EVENT BEST PRACTICE FOR EXHIBITORS

In Partnership with:



Smartspace is RX Global in-house design and build service that is part of our show teams. Our experienced team design and build over 300 stands on 4 different continents each year, with sizes ranging from 12sqm to 650sqm.

As an in-house team they will work with our digital teams to design your stand with this latest Smart Event Technology in mind to help increase engagement with buyers at the show.

www.reedsmartspace.co.uk

Built by



In the business of
building businesses

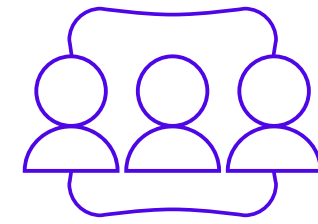
Displaying your Smart Reader on your Stand

This document is our current best practice guide in how to design Smart Event technology into the layout of your stand to help increase engagement with buyers.

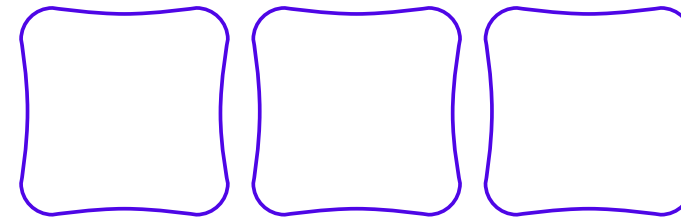


CONSIDER THE FOLLOWING:

How many readers do I need?



Do I have any sharers who need their own reader?



We recommend having a reader per product range so that the most relevant product information is distributed to interested buyers.

How do I design it into my stand?

SEE EXAMPLES OF BEST PRACTICE ON THE FOLLOWING PAGES

Make sure you have briefed your team who will be at the show on how to use the technology

EXAMPLES

Bold Colors



Displaying your Smart Reader on your Stand

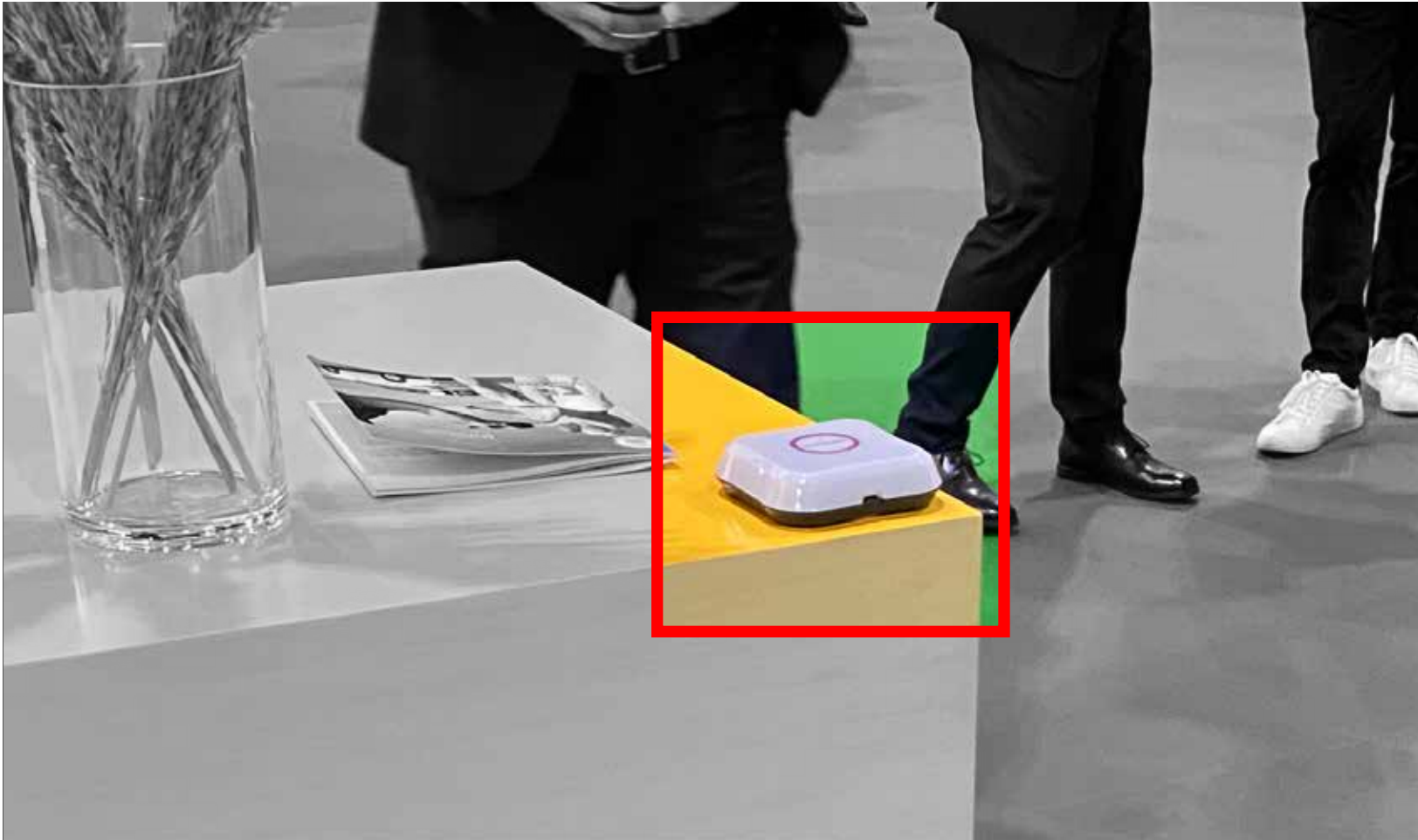


Bold coloured backing stickers are more visible to visitors



Not having a backing sticker with instructions on how to use Smart Badge

Backing sticker colour blending into the stand design making it less visible



EXAMPLES

Height of Device

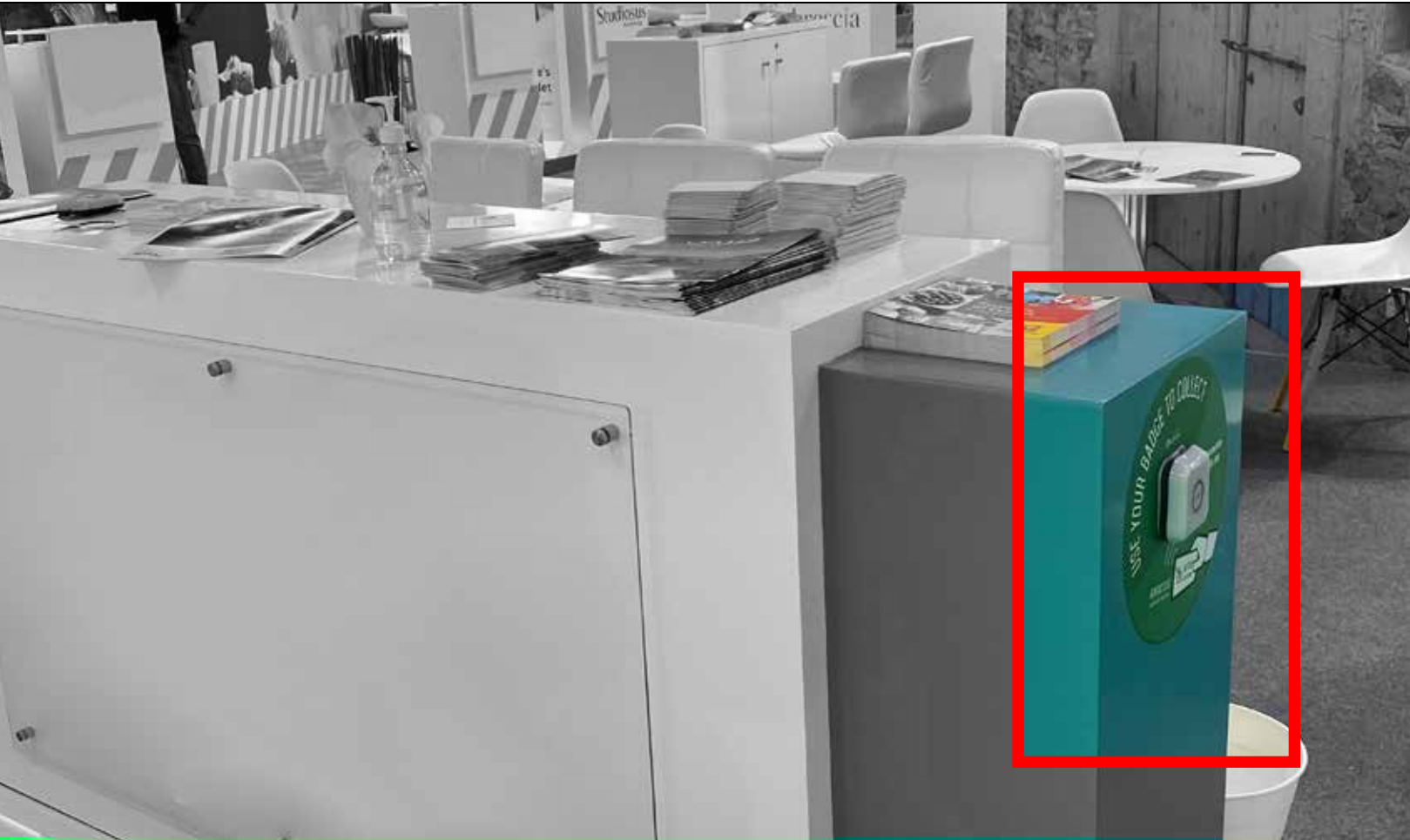
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Place readers close to chest height so that they are visible and also easy to reach to scan



Too low or high for visitor to see and engage



EXAMPLES

Location of Device

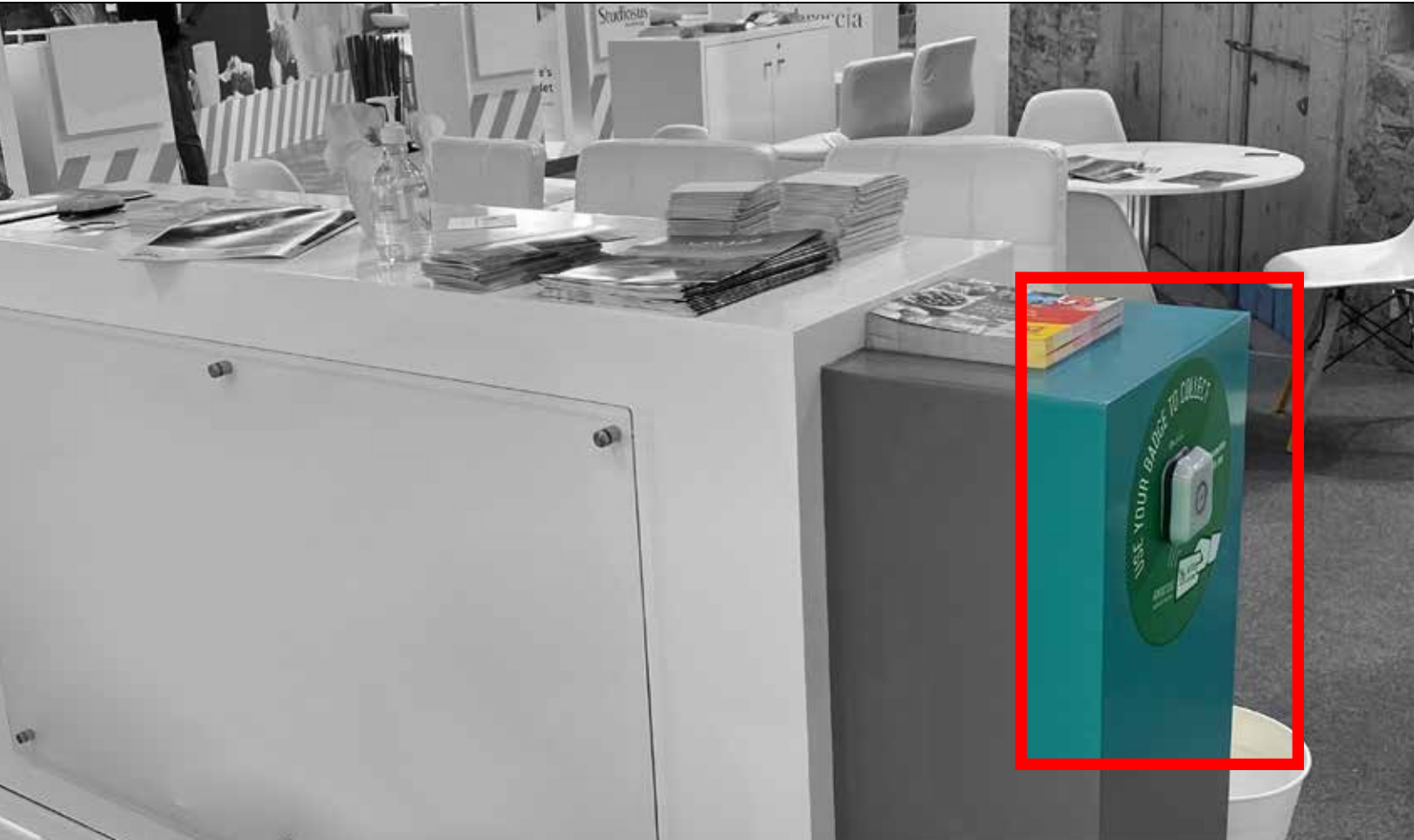
Displaying your Smart Reader on your Stand



Front of stand so more visible
On welcome desks
By product display areas



Side and front of desks as visibility is blocked when someone stands at the desk
Back of stands



EXAMPLES Visibility

Displaying your Smart Reader on your Stand



In areas with no other branding/graphics so very visible



Positioned next to other QR codes which will cause visitor confusion on how to engage with exhibitor

Covered with other literature/distribution



EXAMPLES

Multiple Readers

Displaying your Smart Reader on your Stand



Recommend **1 reader** per 9sqm

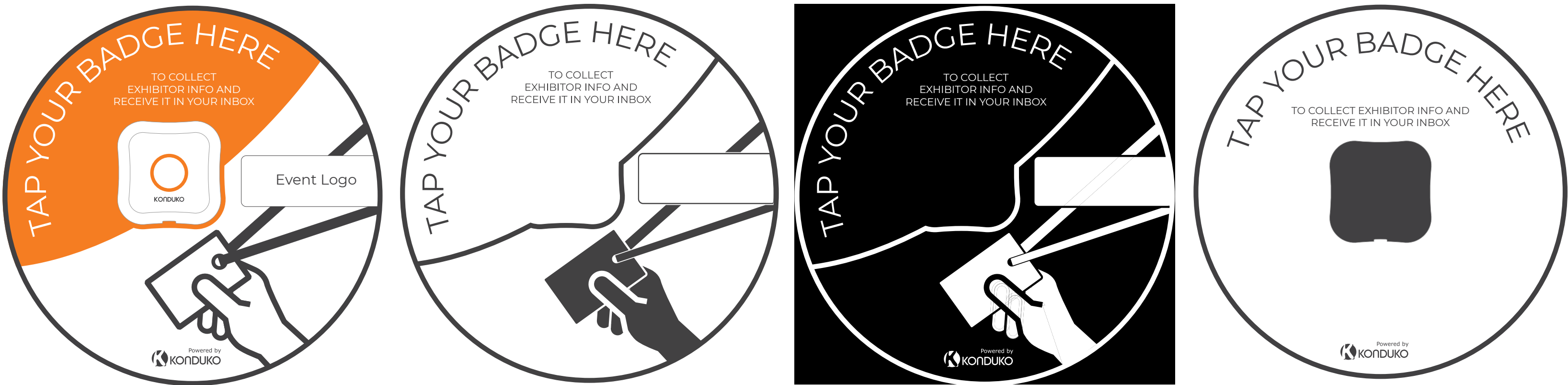
Having different readers for individual products to increase engagement

Consistency in the placement of the backing sticker to increase recognition and engagement of readers

Advanced planning of location of backing sticker and reader



How to Create Backing Sticker for your Reader



OPTION 1 RX provides backing sticker	OPTION 2 RX provides artwork with black text that you can print as a transparent backing sticker	OPTION 3 RX provides artwork with white text that you can print as a transparent backing sticker	OPTION 4 RX provides template for you to design and print your own backing sticker
<ul style="list-style-type: none">When you collect your reader on site from the Exhibitor Services Desk you will be given a 330mm diameter backing sticker to display on your stand.	<ul style="list-style-type: none">Link to artwork hereMust be printed at 330mm diameterMust be printed on adhesive material so can be stuck to your standMust be printed with a transparent backingThe text is black so ensure you have planned sufficient space and background colour to display the backing sticker on your stand to increase visibility and engagement	<ul style="list-style-type: none">Link to artwork hereMust be printed at 330mm diameterMust be printed on adhesive material so can be stuck to your standMust be printed with a transparent backingThe text is white so ensure you have planned sufficient space and background colour to display the backing sticker on your stand to increase visibility and engagement	<ul style="list-style-type: none">Link to artwork hereArtwork can be edited to create a backing sticker with your own branding. However, please follow our top tips on the next page.



Top tips for designing and printing your own Backing Sticker

to help increase visibility and engagement

If you have any further questions about the Smart Reader please contact:

customeronboarding@rxglobal.com



The backing sticker must be printed circular at **330mm diameter**.

TAP YOUR BADGE HERE text must be as shown

You can edit this text. Just ensure you let visitors know what information they should expect to receive in their inbox

The position of the device must be here

Ensure colours are bold and bright to help increase visibility

Recommended location for a logo