

EXPLORING SPACES

MAKING THE MOST OF THE SPACE YOU HAVE

WHEN IT'S TIME TO PRESENT PRODUCT TO A CUSTOMER, THE SPACE YOU HAVE TO WORK WITH DEFINES THE KIND OF PRESENTATION YOU CAN ACCOMPLISH. FROM AN EXPANSIVE SHOWROOM FLOOR TO A TINY CLOSET IN YOUR HOME, A SUCCESSFUL PRESENTATION WILL ADAPT NATURALLY TO THE SPACE YOU HAVE AVAILABLE.



Product expertise at your fingertips.



TIPS & TRICKS FROM OUR EXPERTS

STATIONARY DISPLAY SPACES

WHEN YOUR CUSTOMERS COME TO YOU, YOU'RE USING A STATIONARY SPACE. YOU CAN SPEND MORE TIME DESIGNING THE WAYS THEY EXPERIENCE YOUR DISPLAYS THROUGH LIGHTING, SIGNAGE AND INTERACTIVITY.

- A **SHOWROOM SPACE** FEATURES LARGE PERMANENT DISPLAYS AND LIGHTING. FOCUS ON HOW CUSTOMERS MOVE THROUGH THE SPACE AND ENCOURAGE EXPLORATION.
- A **STOREFRONT WINDOW** SHOULD BE UPDATED OFTEN AND FEATURES PORTABLE, DYNAMIC ELEMENTS THAT TELL A STORY ALL ON THEIR OWN.
- A **TRADESHOW BOOTH** SHOULD BE PORTABLE ENOUGH TO BE SET UP QUICKLY, AND ALLOW FOR CUSTOMERS TO APPROACH AND INTERACT WITH THE SPACE DIRECTLY.



MOBILE DISPLAY SPACES

YOU NEVER KNOW WHEN OR WHERE YOU MIGHT BE CALLED ON TO PRESENT PRODUCT. KEEP YOUR DISPLAY OPTIONS PORTABLE AND PACKABLE TO BE READY ANYTIME, ANYWHERE.

- A **POP-UP SHOP** IS DESIGNED TO FIT IN JUST ABOUT ANYWHERE, AND SHOULD FEATURE FLEXIBLE, CHANGEABLE IMAGERY AND SHELVING ARRANGEMENTS.
- A **CONFERENCE ROOM** MIGHT BE IN A CUSTOMER'S OFFICE BUILDING OR IN A HOTEL CONFERENCE CENTER. CALL AHEAD TO GET AN IDEA OF THE SPACE YOU'VE GOT TO WORK WITH AND THE FIXTURES IN THE ROOM.
 - **PRO TIP: IF YOU CAN, SCOUT THE LOCATION AHEAD OF TIME AND SEE IT FOR YOURSELF!**
- A **HOTEL ROOM** USUALLY HAS LIMITED SPACE TO WORK IN. USE TABLETOP DISPLAYS THAT ARE SIMPLE AND INTERACTIVE, PRESENTING A FULL OUTFIT AT FIRST GLANCE.

VIRTUAL MEETING SPACES

WHEN YOU CAN'T MEET IN-PERSON, A VIRTUAL MEETING CAN TAKE PLACE ANYWHERE. TAKE A LOOK AT DIFFERENT VIDEOCONFERENCING SOFTWARE TOOLS TO ADD INTERACTIVITY AND FUN WHEN FACE-TO-FACE ISN'T AN OPTION.

- THE TONE OF A VIRTUAL MEETING **CAN BE MORE ORGANIC AND LESS FORMAL** THAN AN IN-PERSON PRESENTATION.
- DON'T BE AFRAID TO USE **HOMEMADE DISPLAYS OR HAND-DRAWN BACKGROUNDS**.
- **SEND PRODUCT TO YOUR CUSTOMER AHEAD OF TIME**, SO THEY CAN STILL SEE AND FEEL IT ALL FOR THEMSELVES WHILE YOU'RE PRESENTING VIRTUALLY.
 - **PRO TIP: MAKE A GIFT OUT OF IT WITH A BRANDED PRESENTATION BOX, COMPLETE WITH A THANK-YOU CARD AND A RIBBON TO UNWRAP.**
- CREATE MARKETING MATERIALS AND VIRTUAL SAMPLES **SPECIFIC TO THE CUSTOMER YOU'RE PRESENTING TO**, AND BE SURE TO EMAIL THEM BEFORE YOUR MEETING STARTS.
- **USE VIDEO, AND ENCOURAGE YOUR CUSTOMER TO DO THE SAME.** THEY SHOULD BE ABLE TO SEE YOUR EXCITEMENT AND YOU WANT TO SEE THEIR REACTIONS TO WHAT YOU'RE SHOWING.
- IF YOUR SOFTWARE SUPPORTS IT, **USE A VIRTUAL BACKGROUND TO ADD SOME FUN** – BUT MAKE SURE THAT THE VISUAL EFFECT DOESN'T INTERFERE WITH WHAT YOU'RE PRESENTING.

DO-IT-YOURSELF BACKGROUND MEDIA

ADD SOME VISUAL INTEREST WITH AN ON-MESSAGE BACKGROUND THAT ENHANCES ANY PRESENTATION.

- **PULL-UP BANNERS** ARE PORTABLE AND EASY TO SET UP.
- **DYE-SUBLIMATED GRAPHICS** ADD RICHNESS AND DEPTH TO A TABLETOP OR FULL-LENGTH DISPLAY.
 - **PRO TIP: PRINT DIFFERENT GRAPHIC BANNERS TO REFLECT DIFFERENT BRANDS OR MARKETS.**
- **MANNEQUINS** REQUIRE MORE SETUP, BUT SHOWCASE APPAREL BETTER THAN A CLOTHES HANGER.
- **VIDEO** PLAYING IN THE BACKGROUND SHOULD BE SHORT, LOOPABLE, AND NOT OVERLY DISTRACTING.
- **CREATE YOUR OWN GREEN SCREEN** FOR VIRTUAL MEETING BACKGROUNDS WITH A GREEN BLANKET HUNG OVER A DISPLAY RACK BEHIND YOU. THE PORT AUTHORITY® BP60 IN VINE GREEN IS A POPULAR CHOICE.



A FEW FINAL TIPS

- ✓ **GET INSPIRED!** SEEING WHAT OTHERS DO WITH A STOREFRONT WINDOW OR POST ON SOCIAL MEDIA WILL GIVE YOU IDEAS YOU CAN USE FOR YOUR OWN SPACE.
- ✓ **TAKE SOME TIME TO PRACTICE WITH YOUR SPACE**, TO MAKE SURE ALL THE ELEMENTS WORK TOGETHER SEAMLESSLY.
- ✓ **LESS IS MORE.** FOCUS ON THE PRODUCT YOU REALLY WANT YOUR CUSTOMER TO SEE AND GIVE YOUR DISPLAY SPACE SOME BREATHING ROOM.
- ✓ **GET FEEDBACK FROM COLLEAGUES, FRIENDS OR FAMILY MEMBERS** ABOUT YOUR DISPLAY. POST PHOTOS ON SOCIAL MEDIA AND INVITE CONSTRUCTIVE COMMENTS!