

# 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](http://www.reedsmartspace.co.uk)

Built by



In the business of  
building businesses

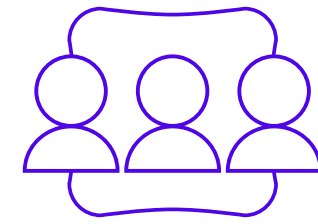
# Displaying your Smart Reader on your Stand

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.

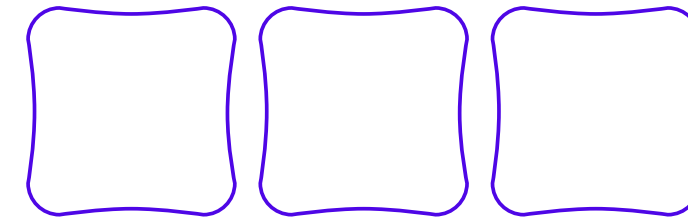


## CONSIDER THE FOLLOWING:

### 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



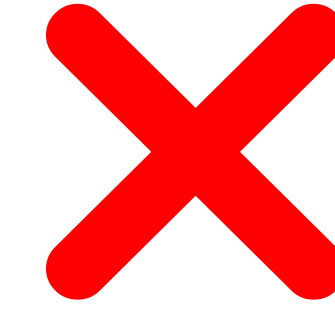
# EXAMPLES

## 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





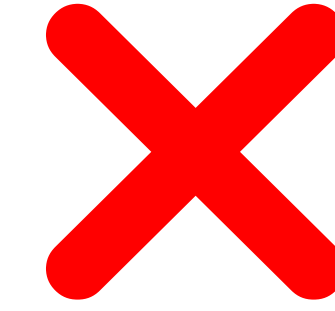
## EXAMPLES

# Height of Device

Displaying your Smart Reader on your Stand



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





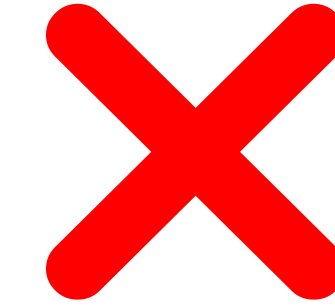
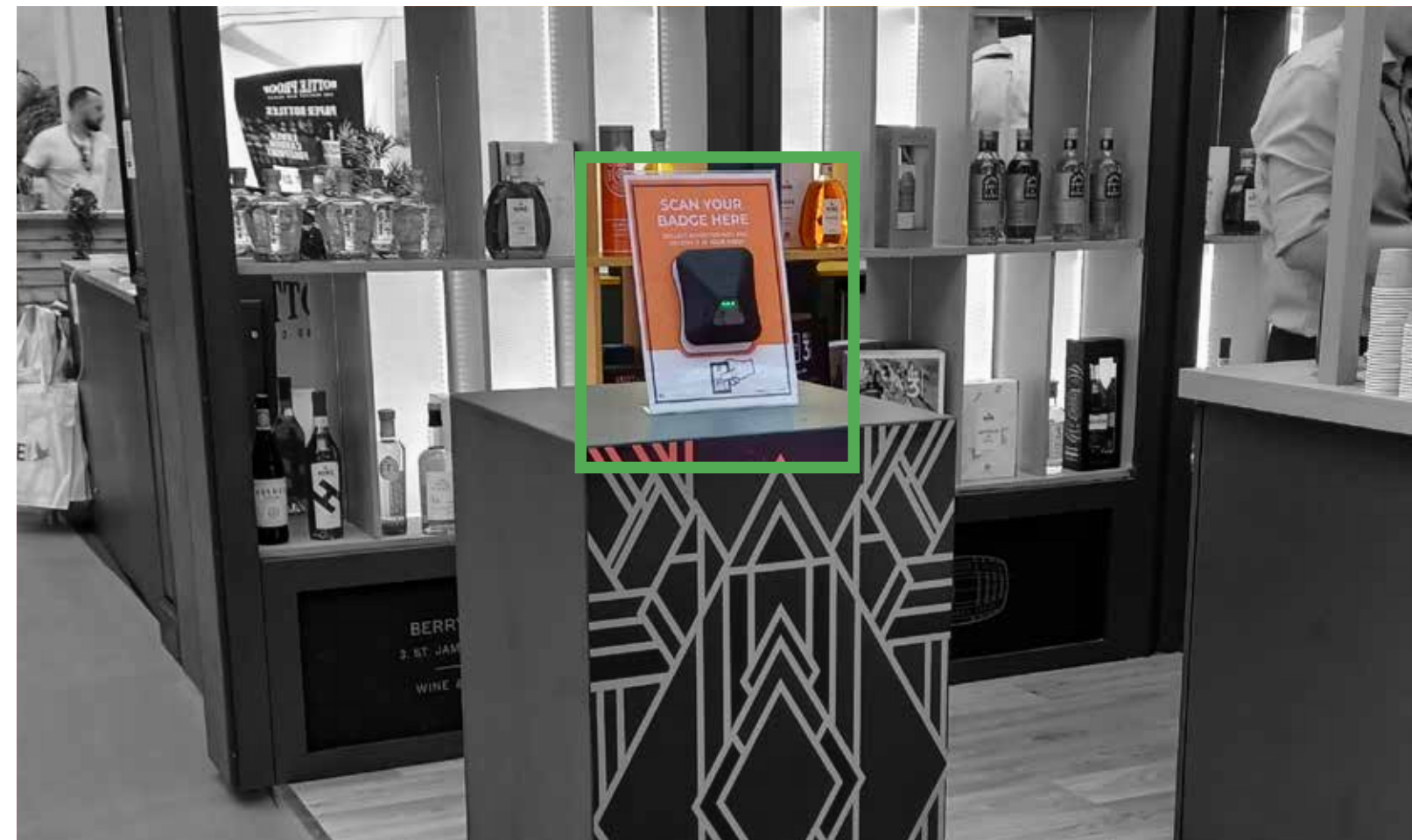
## EXAMPLES

# 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



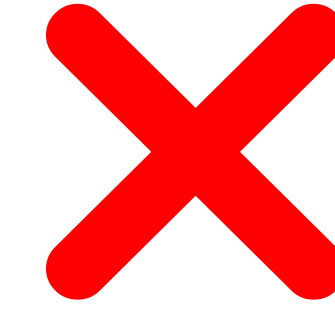


# EXAMPLES Visibility

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



<p><b>OPTION 1</b> RX provides backing sticker</p>	<p><b>OPTION 2</b> RX provides artwork with black text that you can print as a transparent backing sticker</p>	<p><b>OPTION 3</b> RX provides artwork with white text that you can print as a transparent backing sticker</p>	<p><b>OPTION 4</b> RX provides template for you to design and print your own backing sticker</p>
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- When you collect your reader on site from the Exhibitor Services Desk you will be given a **210mm wide x 297mm high** self standing backing sticker to display on your stand

- Link to artwork [here](#)
- Must be printed at **330mm diameter**
- Must be **printed on adhesive material** so can be stuck to your stand
- Must be printed with a **transparent backing**
- The **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

- Link to artwork [here](#)
- Must be printed at **330mm diameter**
- Must be **printed on adhesive material** so can be stuck to your stand
- Must be printed with a **transparent backing**
- The **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

- Link to artwork [here](#)
- **Artwork 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](mailto:customeronboarding@rxglobal.com)



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

**SCAN 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