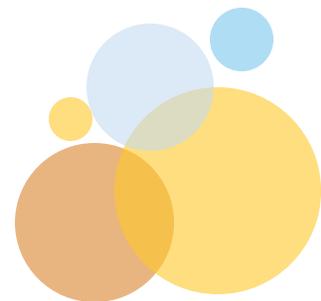


Small Spaces, Big Wins

Unlike shoe shopping, success in trade show marketing doesn't hinge on the size of your footprint. While a large activation may be the right approach for your needs, trade shows are not one-size-fits-all.

With the right strategy and a lot of creativity, brands are turning pint-sized spots on the show floor into major wins.

We'll show you how.



Small is...

Smart.

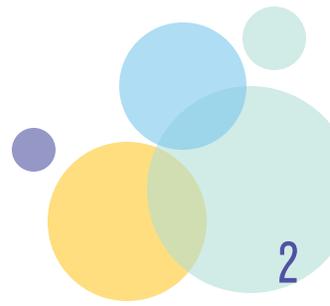
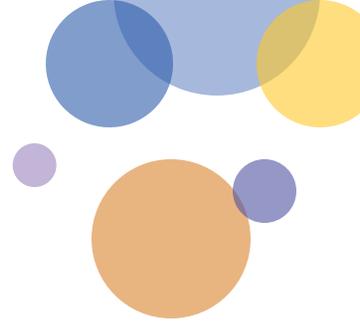
Tiny houses. Small plates. Teacup pigs.
And of course, this hamster with his
miniature kitchen and magnificently
minute burritos.

In the age of grandstanding and
supersizing, there's something
refreshing about small.

**Small is not desperate
or ad hoc. Small is not
second-rate.**

**Small is mighty. Small is
smart.**

And smart begins with strategy.



Small is... Strategic.

Let's be clear. Small-space success does not mean "Experiential on the cheap."

If your strategy is to simply show up with a printed banner and some pens, that's not a small space win — unless, of course, a banner and pens are precisely what resonate with your audience.

A small space without a plan is wasted cash. Small space strategy means making an assessment of your goals and choosing the right approach to make them happen.

What kind of goals, you ask? Here are a few that have inspired Group Delphi clients to try tiny — and win.



Be Nimble

Shows in emerging markets (especially niche tech spaces) tend to pop up quickly — too quickly for massive exhibits with ship dates set many months in advance. Having a smaller exhibit at the ready ensures that no matter where your industry goes, you'll be primed to follow the trends — and fast.

Test the Waters

Checking out a show you've never attended? It's risky to invest in a large, complex property for what might end up being the wrong audience. A smaller space is a cost-effective way to evaluate the market at a new show, see what other exhibitors are doing, and make a great first impression. You may even discover that a small booth will be just right for conveying your message at that show in the future — or that you're better off exhibiting somewhere else.

Open New Doors

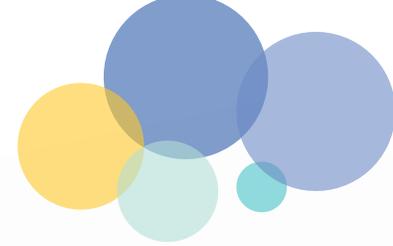
Trade shows: They're not just for convention centers anymore! Thousands of shows take place in smaller hotels or non-traditional venues like gardens and museums, where a 50x50 exhibit simply won't fit. A smaller presence gives you access to any opportunity that may present itself, no matter the location.

Get with the Program

It's not rocket science: More shows mean more interactions. A high-volume/high-frequency program builds familiarity with attendees who see your brand at multiple shows. This is especially useful for companies whose products aren't cheap; larger, more expensive sales take education and trust built over numerous touches. And don't forget the obvious: a small space that's a third of the price means you can wow audiences at three shows instead of one!



Big Wins: Automation Anywhere



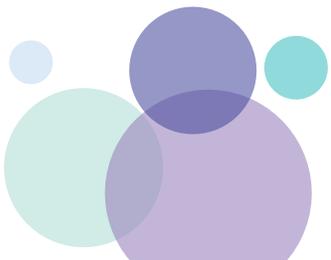
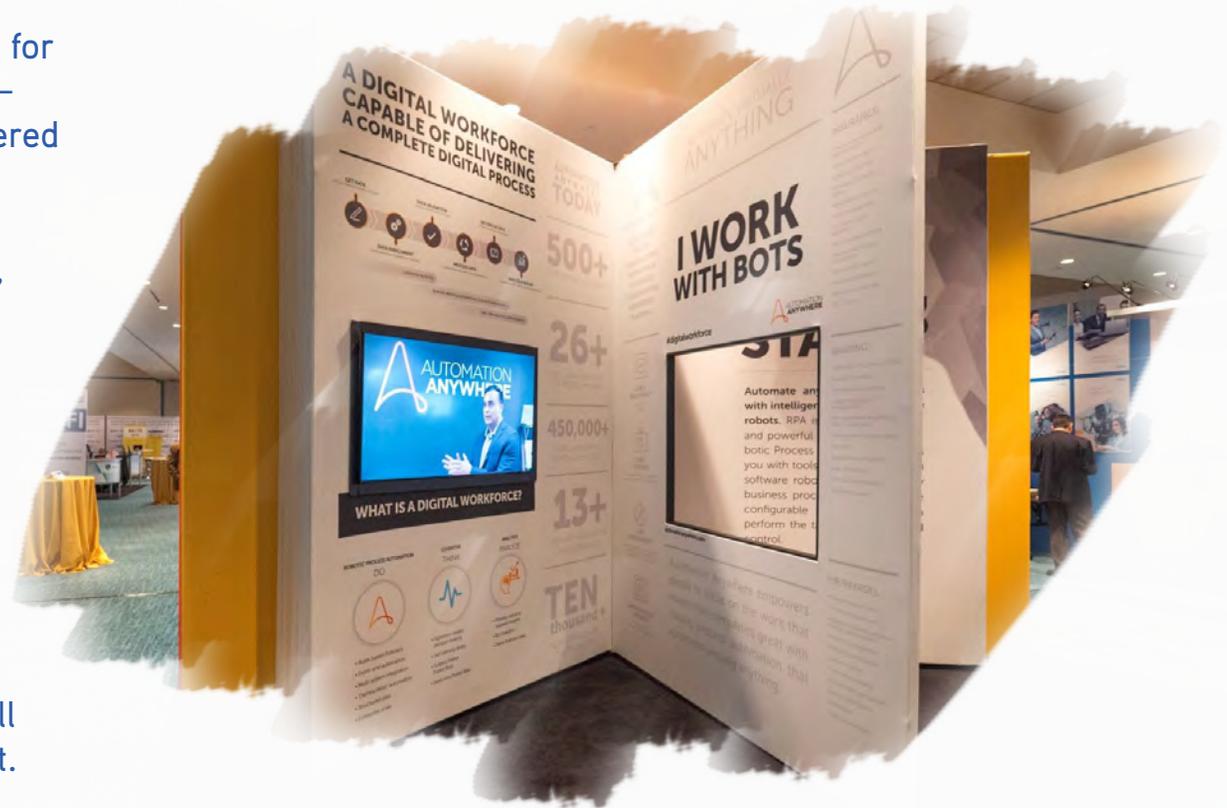
Activate the Shrink Ray

Automation Anywhere gained global attention for “The Big Book,” a massive replica of a book — complete with embedded screens — that towered over the heads of trade show visitors.

But Automation Anywhere’s bread and butter, Robotic Process Automation, is a quickly emerging industry with new, smaller shows popping up all the time — many of which can’t accommodate such a massive tome. How to bring large-scale buzz to a 10x10 space?

Enter “The Little Book.” The reduced-size (but still totally oversized) hardcover allowed Automation Anywhere to maintain their overall experiential theme in a much smaller footprint.

Who says print is dead?



Small is...

Big Impact.

Location Counts!

If possible, register early to nail down a booth space on the main aisle or on a central corner. Prime real estate puts your brand in front of more attendees. It also lends a subtle hint of your prominence.

Space Savers

Trade show booths are a bit like apartments; you can make smarter use of space by getting clever with the furniture. Choose seating that doubles as storage or coffee tables with built-in coolers. Of course, any hidden phone charging is a winner. And like apartments, the best booths have great snacks.

Get Visible

Capitalize on the height of the room with a logoed sign visitors can see from the entrance or other aisles. (Extra points if the sign is backlit like a shining beacon of hope.)

Make it Glow!

Excite and delight with inviting lighting. Small LED lights give you the versatility to create different moods or highlight different elements in the same space.

Send a Clear Message with Moxie

Cluttered space, confused customers. Whether it's a banner, a screen or a hologram, create one large, central focal point that visitors can't miss. Be sure it tells your story loud and clear.

Step Out of the Booth

Trade shows are about connection, so focus your experience on friendly interaction. Employees lurking together in the booth create a closed-off vibe, but a friendly, roving team invites engaging conversations. Train your staff to edge into the aisle and extend warm greetings to passerby.

Big Wins: Slack

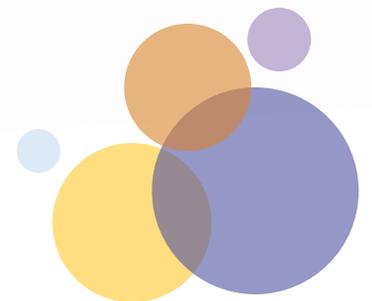
So Fresh and So Clean

Slack's intuitive chat software makes team collaboration at work feel as natural as ... well, nature. So when Slack chose Group Delphi to showcase their product in a small space at Dreamforce, we brought nature indoors.

Slack hoped to set itself apart in a vast expanse of exhibitors and demonstrate the friendly, natural vibe of their product. So we built something we knew no other brand would have: a living wall, lined with plants bursting from a wood backdrop. The warm, comfortable space drew visitors in and put them at ease, setting the stage for meaningful connections with the Slack team.

In addition to being named one of Radius' "Top 10 Booths at Dreamforce 2016," our work with Slack took home a Silver for Best Trade Show Experience at Event Market's Ex Awards.

No small feat.



Ready to Get Small? Give Us a Call.

Let's make some big plans. We'll help you develop a strategy to tell your brand's story in awe-inspiring ways — no matter the size of your space.



Group Delphi is the experience creation shop. For nearly 30 years, we have designed, built, and produced unforgettable spaces and moments for the world's best brands.

Trade shows. Corporate environments. Branded events. Retail spaces. Museum exhibits. Our roots are in theater, so every experience we create is as captivating as a show and is built on the power of an amazing story: yours.

From Paris to Portland to the Mojave (literally), we are the makers of wonder, awe, and connection.

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