

# *Beyond* the booth

Your booth has more  
reach than you think

Small design decisions on the show  
floor can shape campaigns, content  
and insights long after the event.



**Gielissen**  
Interiors | Exhibitions | Events

# Your booth is not a destination. *It's a stage.*

Most exhibition stands are designed for the people who walk by. Few are designed to work beyond the show floor. *That's a missed opportunity.*

A booth is one of the rare moments where brand, product and people come together in real life. It's live, tangible and temporary. Exactly what makes it powerful. If you design for it.

"The show floor is where you really hear what matters to your audience. Their pains and gains. Those insights are valuable long after the event."

*Jan Gevers, Marketing Manager  
at Gielissen*



Seeing your booth as a stage changes the brief. Not only: how does it look on the show floor? But also: what does it enable before, during and after the show?

This shift doesn't require more square meters. It requires more deliberate design choices.



# Same booth. *More value.*

This guide looks at how an exhibition stand can create value beyond the show floor.

It covers **two themes**, followed by a **self-check**.

## The booth as a *stage that travels* **1**

How design choices help moments reach people beyond the exhibition hall. This section focuses on visibility, reach and lifespan.



## The booth as a *content machine* **2**

How the show floor becomes a source of insight. This section focuses on learning, understanding your audience and sharpening future campaigns.



## *Self-check*

A short checklist to assess whether your booth is built to travel, and to learn.

- Yes
- No



# The booth as a *stage that travels*

A booth can do more than attract visitors. With the right design choices, it can also create content, extend reach and support your story long after the show ends.

The examples below show how small, deliberate interventions (moments to pause, interact or record) help exhibitions travel beyond the hall. In each case, design made sharing easier.

**Note:**

In all examples, we built and realised the environment. Depending on the project, the design and concept were either developed by us or provided by the client or their agency.



Case

# Grüne Woche



# A simple selfie moment that travels

At **Grüne Woche**, the Dutch pavilion included one clear photo moment visitors could step into.

In the 2024 edition, a large mirrored installation turned a windmill element into a striking visual experience. The interaction required no explanation and was picked up instantly by visitors.

The moment was shared hundreds of times on social media, appeared on national television, and even became the setting for a marriage proposal. The creative concept was developed by Gielissen.

In later years, new photo moments followed, each built around the same principle: one clear viewpoint and one simple action.

## 👍 Key takeaway

Design a moment people enjoy participating in. Sharing comes next.





Case

# Hydro



# When an exhibition *becomes a story*

Hydro presented 100R as a physical exhibition: design objects made from aluminium that was fully recycled.

Alongside the physical space, Hydro supported the exhibition with active PR, resulting in coverage in international design and industry media.

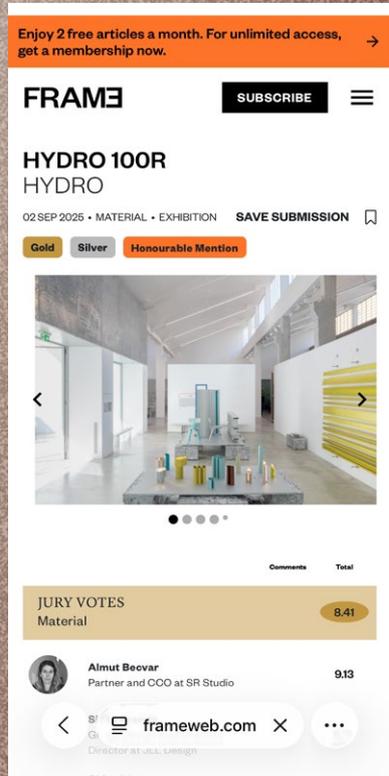
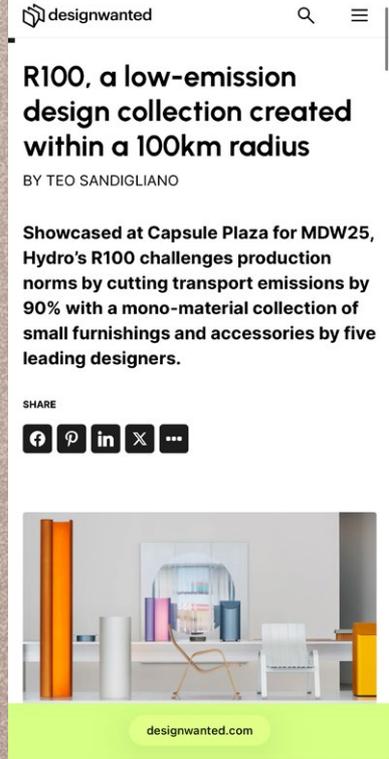
In later editions, the concept was extended by sourcing recycled aluminium locally, adding another layer to the story.

Our role: delivering the physical environment. Hydro's role: shaping the narrative, partnerships and PR.

## **Key takeaway**

A clear story, supported by a physical experience, makes amplification easier, even beyond the venue.





Case

# TwitchCon



# Designed for pause, *ready to share*

'Go touch grass' is a common gaming expression, meaning: take a break from the screen. At **TwitchCon**, this phrase became a physical moment. A large grass wall created a calm, green contrast within a busy exhibition hall.

Visitors used the space to pause and relax. Creators and influencers used the wall as a natural backdrop for filming. No setup was required; the environment did the work.

The design didn't ask for content. It simply made it easy.

## **Key takeaway**

If your booth offers contrast, people stay longer — and sharing follows naturally.



# The booth as a *content machine*

In an AI-driven world, real human contact gains value.

The exhibition floor is one of the few places where brands see how their story actually lands. You hear which questions keep coming back, where people hesitate, and which messages resonate — in real conversations, not dashboards.

When a booth is designed as a content machine, those moments don't get lost. Insights can be captured in different ways: through short recordings, but just as often through notes, observations and conversations that teams actively document.

That input goes beyond content creation. It helps enrich personas, sharpen positioning and develop more relevant campaigns after the show.



Case

# Breakbulk



# Turning the show floor into a *knowledge platform*

At **Breakbulk Europe** in Rotterdam, part of the exhibition floor was set up as a recording studio and media lounge. From this space, interviews and sessions were captured during the event.

The setup allowed speakers, partners and organisers to share insights with an audience that could not attend in person. At the same time, it created a place where recurring themes, questions and developments within the industry became visible.

## 👍 *Key takeaway*

A content-driven setup can turn an exhibition into a learning moment. During the show and long after it ends.



# The insight sheet

Use the exhibition floor to capture what you don't get online: real questions, hesitation, language and reactions. This sheet helps you structure those observations.

## What you hear

### Recurring questions

*Note recurring questions, objections or requests.*

.....  
.....  
.....

### Words your audience uses

*Exact phrasing, terms, metaphors. This is gold for copy.*

.....  
.....  
.....

## What you notice

### Moments of hesitation

*Where do people pause, ask for clarification, or walk away?*

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.....  
.....

### Moments of engagement

*What sparks longer conversations or follow-up questions?*

.....  
.....  
.....

## What this tells you

### Possible pains

*What problems seem most urgent or emotionally loaded?*

.....  
.....  
.....

### Possible gains

*What outcomes or benefits seem to matter most?*

.....  
.....  
.....

## 👍 How you can apply this

This input can be used to:

- refine personas and assumptions
- adjust messaging and positioning
- shape future campaigns or content
- brief agencies or internal teams



# ***Self-check:*** is your booth built to travel, and to learn?

Run this quick check before your next show:

- Does your stand create moments where visitors naturally pause and talk?  Yes  No
- Is it clear what you want to learn from those conversations?  Yes  No
- Are there moments that can be captured: visually or through observation and notes?  Yes  No
- Can insights be collected without disrupting visitors or staff?  Yes  No
- Have you planned how questions, objections and reactions will be documented?  Yes  No
- Is there a clear owner for turning these insights into follow-up actions?  Yes  No
- Can what you learn on the stand feed personas, messaging or future campaigns?  Yes  No

If most answers are “no”, the stand may still attract visitors, but it will miss the opportunity to create lasting value.



# What's your *next step?*

This guide shares ideas and examples of how exhibition stands can create value beyond the show floor, through reach and insight.

Every situation is different. The next step is to translate these principles to your brand, your audience and your next exhibition.

If you'd like to explore that together, we're happy to think along.

## **Get in touch**

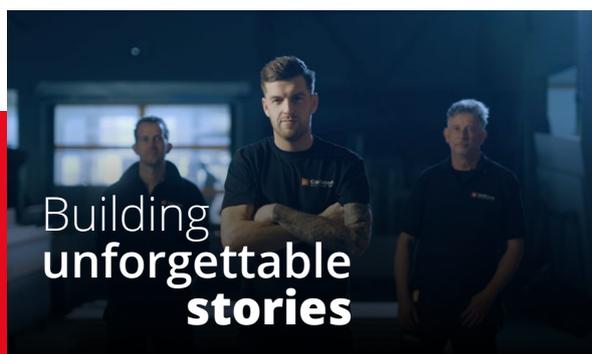
Discuss your next exhibition, activation or stand concept with our team.

Or sent us a message at  
[\*info@gielissen.com\*](mailto:info@gielissen.com).



# Why *Gielissen*?

We help brands translate ideas into spaces that connect with audiences, on the show floor and beyond. With in-house design, production and execution, we focus on creating stands that support reach, insight and long-term use.



Watch our  
brand movie  
at [gielissen.com](https://gielissen.com)  
or scan the code



**420+**  
employees



**9.0** average  
NPS-score



**85+** years  
of experience



**1,500**  
projects/year



Active in **72**  
countries



**13**  
offices



building  
unforgettable  
*stories*



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