

Buenos días!

EXPO TREND REPORT 2023 – 2025

LIWLIG®

In this sample of our expo trend report forecast we highlight different solutions, ideas and trends that lead our way into the future of exhibitions.

REVENUES IN THE EVENT AND EXHIBITION
MARKET ARE EXPECTED TO EXCEED

USD 50 BILLION

BY 2025, WITH THE ANNUAL GROWTH RATE
INCREASING BY OVER 3,9%. ⁶

FROM WORDS TO ACTION

The trend to go green and embrace sustainability will continue to be important. Clients expect exhibitors to offer sustainable choices in terms of both exhibition booths and related services. Now is the time to turn words into action.

Using materials with less nylon, reducing energy consumption by using LED screens and replacing paper with digital media goes a long way. Recycling materials locally also makes a big difference.

Another way to boost sustainability credentials is to create a digital information pack that details your efforts. The pack can include tips on how to cut your carbon footprint and how exhibition materials are reused or recycled.

1 2 5



THE LIWLG WAY OF WORKING

VISIBLE REUSE RATE

Sustainability drives our design process and is integrated into our everyday lives when it comes to exhibitions.

Our solution is to create a visible reuse rate info package for each exhibition booth or stand we create. This will be customised according to the booth's and client's needs and brand.

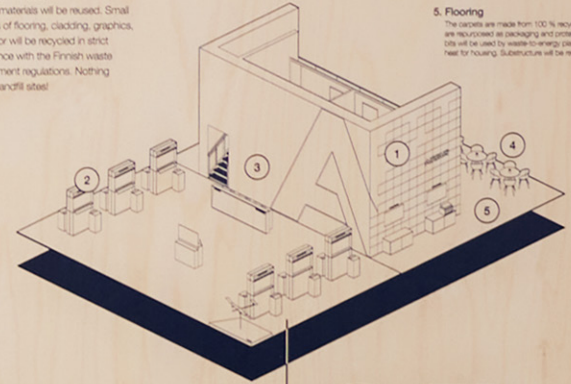
The Reuse Rate Calculator

The best circular economy principles have been integrated into this exhibition stand throughout its planning and design process. Through close collaboration with our vendor TAPAUS and its partners, we have been able to utilize the most sustainable solutions. We have used a designated Reuse rate calculator to measure and indicate the reusability of materials used in different parts of our stand.

0 % landfill waste

95 % of materials will be reused. Small amounts of flooring, cladding, graphics, and décor will be recycled in strict accordance with the Finnish waste management regulations. Nothing goes to landfill sites!

- 1. LED video wall **100%**
The screens have been used previously and will be re-used in future events.
- 2. Product demo kiosks **100%**
Only a few purpose-built parts will be recycled.
- 3. Stand structure **98%**
All furniture is re-used. Cabinets will be re-used in future events. Few individual parts will be recycled.
- 4. Furniture and cabinets **95%**
The carpets are made from 100% recycled materials. Most parts are re-used as packaging and protecting material. Some tiles will be used by waste-to-energy plants to generate e.g. heat for housing. Substructure will be re-used.
- 5. Flooring **86%**



The reuse rate of this stand is

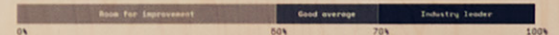
95%



Sustainability is one of the cornerstones in our strategy and thus how we implemented the **REUSE RATE** to measure the exact reuse percentage of the exhibition stands we have implemented.

REUSE RATE TARGETS

- ✓ Rental equipment
- ✓ Materials reused by the builder
- ✓ Elements reused by the customer
- ✓ Sorting and recycling



THE LIWLIG WAY OF WORKING

FIVE STEPS TO AN ENGAGING VISITOR EXPERIENCE

We think that exhibitions are just like any other events, where the visitor experience matters when thinking about reach, impact and the overall experience. Our visitor experience model is the baseline for our event planning. Carefully planned strategic choices guarantee the best flow. The model, shown on the next slide, uses KPIs to measure effectiveness.



THE VISITOR EXPERIENCE

BEFORE

1

REACH

Marketing the stand and inviting customers to visit.



2

ATTRACT

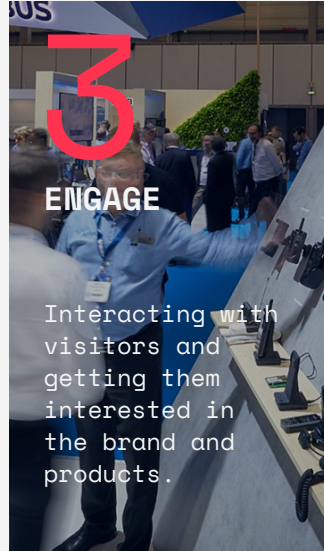
Designing a stand that catches visitors' attention and draws them in.

DURING

3

ENGAGE

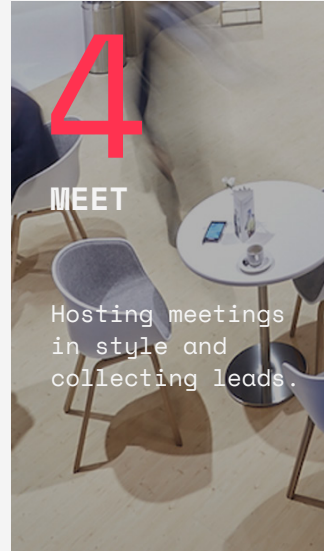
Interacting with visitors and getting them interested in the brand and products.



4

MEET

Hosting meetings in style and collecting leads.

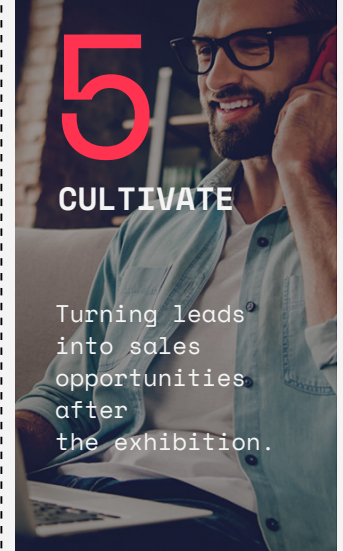


AFTER

5

CULTIVATE

Turning leads into sales opportunities after the exhibition.



CREATING MEASURABLE VALUE

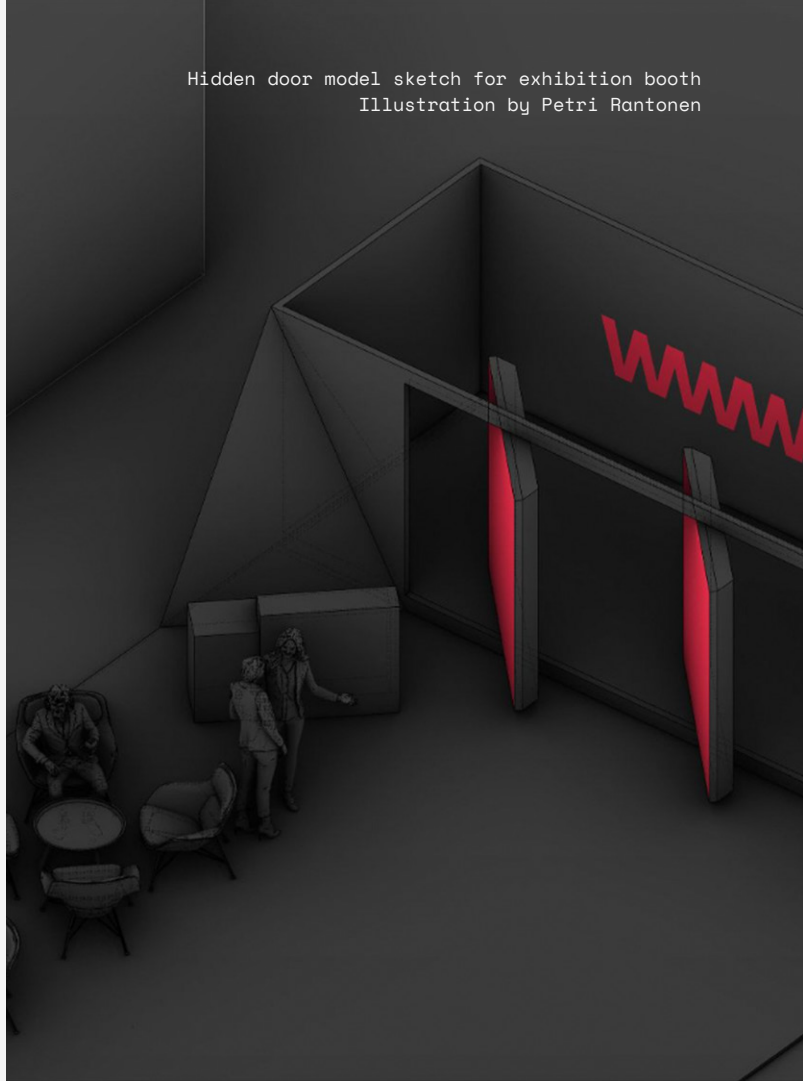
THE LIWLG WAY OF WORKING

SOMETHING EXTRA TO ENHANCE THE EXPERIENCE

One thing that can both pique visitors' curiosity and make the booth easy to remember is to add something unexpected: an installation, a hidden space or even a secret room.

If this has limited access, it can easily generate interest and even produce a queue for people to experience the things they don't (yet) know about.

Hidden door model sketch for exhibition booth
Illustration by Petri Rantonen



BEING COMFORTABLE IS THE NEW BLACK

Square, boxy exhibition stands are becoming a thing of the past. Today, the trend is towards creating comfortable, approachable spaces by using organic designs with curves and shapes, taking inspiration from nature.

If clients are comfortable with bending brand guidelines, we can reflect this in the stand design.

The priority for today's exhibitions is to create comfortable spaces focusing on health, wellbeing and approachability, instead of leaning on clean lines and bright white colours.

3



THE WORLD OF HAPTIC MATERIALS

Texture is in, smooth plain surfaces are out. Matte materials have almost completely replaced the glossy materials we used to see everywhere. The surface of a haptic material can have varying levels and can even generate sound when coming into contact with wind or when people touch it.

Sustainable material choices are a must, and reusing existing structures is common. One-off solutions still have a time and place if they fit the brand or can generate value and contribute to a worthwhile visitor experience. ⁶



FOUR WAYS TO GENERATE MORE AND BETTER QUALITY LEADS

1

Laying the groundwork early before the event is key to maximising reach and lead quality.

While we cannot guarantee a specific number of leads, we can give tips on how to create the optimal conditions for generating them. Pinpointing the correct target group using the client's CRM and anticipating what sort of buyer groups are attending and where is one way to help find new potential customers.



FOUR WAYS TO GENERATE MORE AND BETTER QUALITY LEADS

1

A visitor experience framework is a must when the goal is to generate leads. Targeted *subscriber emails sent in advance of the exhibition can be used to pique interest by giving visitors a sneak peek into what's in store. Around two weeks before the event is a good time to start scheduling appointments via event apps.

2

At the exhibition, **closed or enclosed booths are more attractive** as they provide a feeling of privacy. Form follows function: letting people venture inside to discover new things helps to boost engagement.

3

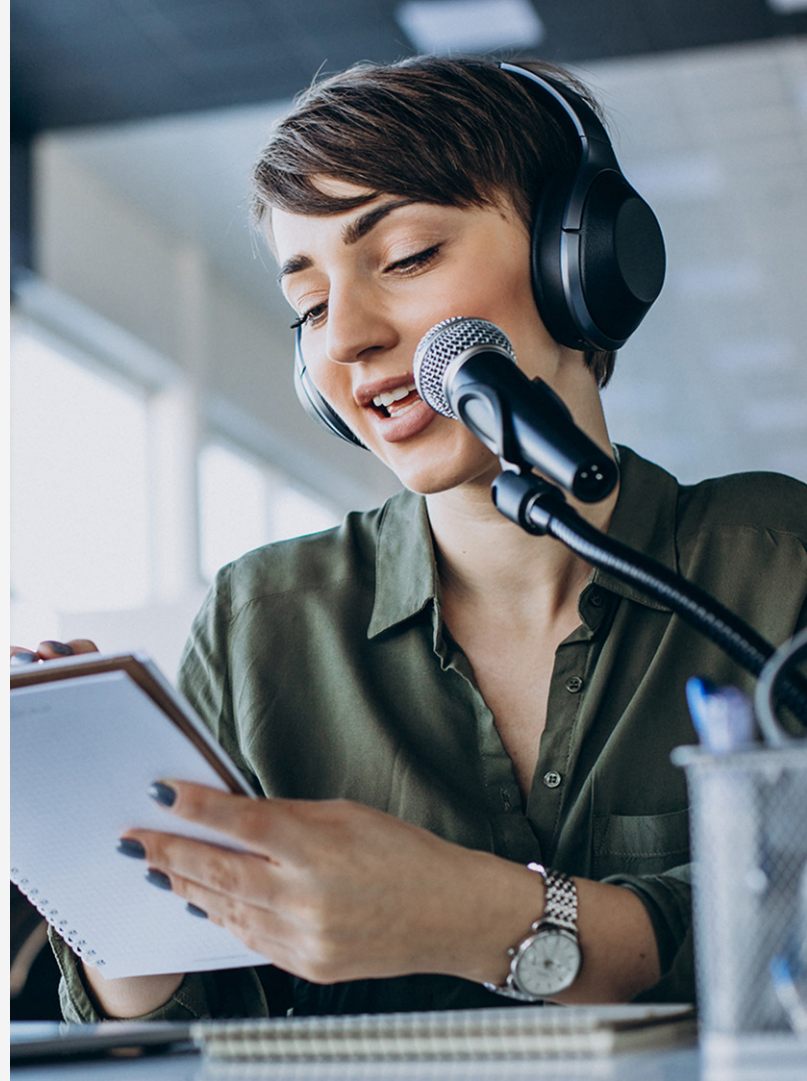
Nurturing the leads gained, e.g. from face-to-face meetings or from contact information, shows potential clients that they are appreciated. ⁴

ACCESSIBLE COMMUNICATION

With today's exhibitions being increasingly international affairs, it's a smart move to make yours accessible to all. To make visitors feel more welcome we can offer live translations, for example using screen readers or automatic translation software.

If the budget allows, hiring a translator for specific face-to-face meetings can be a great way to improve the chances of gaining leads.

1





CARE TO KNOW MORE ABOUT EXHIBITIONS?

This guide has been just a peak of an iceberg when it comes into what is next in exhibition industry. If you want to know more, you can easily contact us for a meeting. We are more than happy to discuss about these topics and other trends with you a bit more.

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SOURCES

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- Industry Forecast of 2022 to 2027



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Liwlig Group is the leading Nordic event marketing company with offices in all Scandinavian countries.

Liwlig employs 250 event professionals and is jointly owned by MB Funds and the companies' employees.

**WE TURN
MOMENTS
INTO
MOMENTUM**