Why Use Modular Exhibition Stands?

by Christian Aird

Article published on April 18th 2012 | Business

A custom built exhibition stand is not always necessary. Modular exhibition stands can fulfil every purpose required of a show space, cost effectively and with great ease of storage.

Before carrying on we should clear up exactly what we mean when we say â€œmodular exhibition standsâ€•. A modular exhibition stand may still be custom designed, both in terms of size and layout â€“ it differs from â€œcustom made exhibition standsâ€• only in that it is made of uniform modules, normally aluminium or other light alloy pole structures, which form a skeleton for the stand to be constructed on.

Modular exhibition stands, as a result, are extremely easy to store (they break down into flat pieces); very quick to set up and equally rapid to take down. They are also versatile in a way that a custom built exhibition stand may not be. Because theyâ€™re made of flat pieces they can fit virtually anywhere â€“ and if you have a smaller pitch at one of the shows you attend, you simply leave some bits of it off.

A custom made stand, on the other hand, may be customised to a single location â€“ or may take its design cues from a brand aspect that has changed over the years â€“ meaning itâ€™ll only be a viable current stand for a short while. Modular exhibition stands suffer from none of this potential temporariness.

Shape and size adaptability are the core advantages to having a modular stand. If you can build as much or as little of a stand as you need by just putting in the suitable quantity of identically sized pieces, then you can theoretically take that stand with you wherever you exhibit for years and years. And of course the flat faces of the internal walls make excellent backgrounds for displaying current products or company literature.

Strength and simplicity, then, are key attributes of modular exhibition stands. The less attention stand pieces need, the more cost effective the modular option becomes. Where modern materials and design techniques are used, modular exhibition stands may require almost no refurbishment â€“ meaning they are capable of giving quality service through multiple exhibitions with no extra required expenditure.

As products, branding or messages change, modular exhibition stands can also represent a saving in monetary and time terms â€“ because the framework may still be used while the inserts are re-branded or redesigned to reflect the new tenor of the company. If you find a company capable of designing and printing as well as creating the modular stand in the first place, all you need do when your branding changes is go back and request some new inserts â€“ at a fraction of the price of a completely new stand design.

Modular exhibition stands are flexible, easy to use and strong â€“ ideal for multiple attendances at several different exhibitions.

Article Source:
http://www.articleside.com/business-articles/why-use-modular-exhibition-stands.htm - Article Side

Christian Aird - About Author:

MEMS has been providing exhibition support since 1987. The company designs custom built exhibition stands and a modular Exhibition Stands , and is able to act as total exhibition stand contractors â€“ providing transport and storage services as well as technical support, hospitality and a range of other auxiliary services.

Article Keywords:
exhibition stand designers, exhibition contractors, exhibition project management

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!