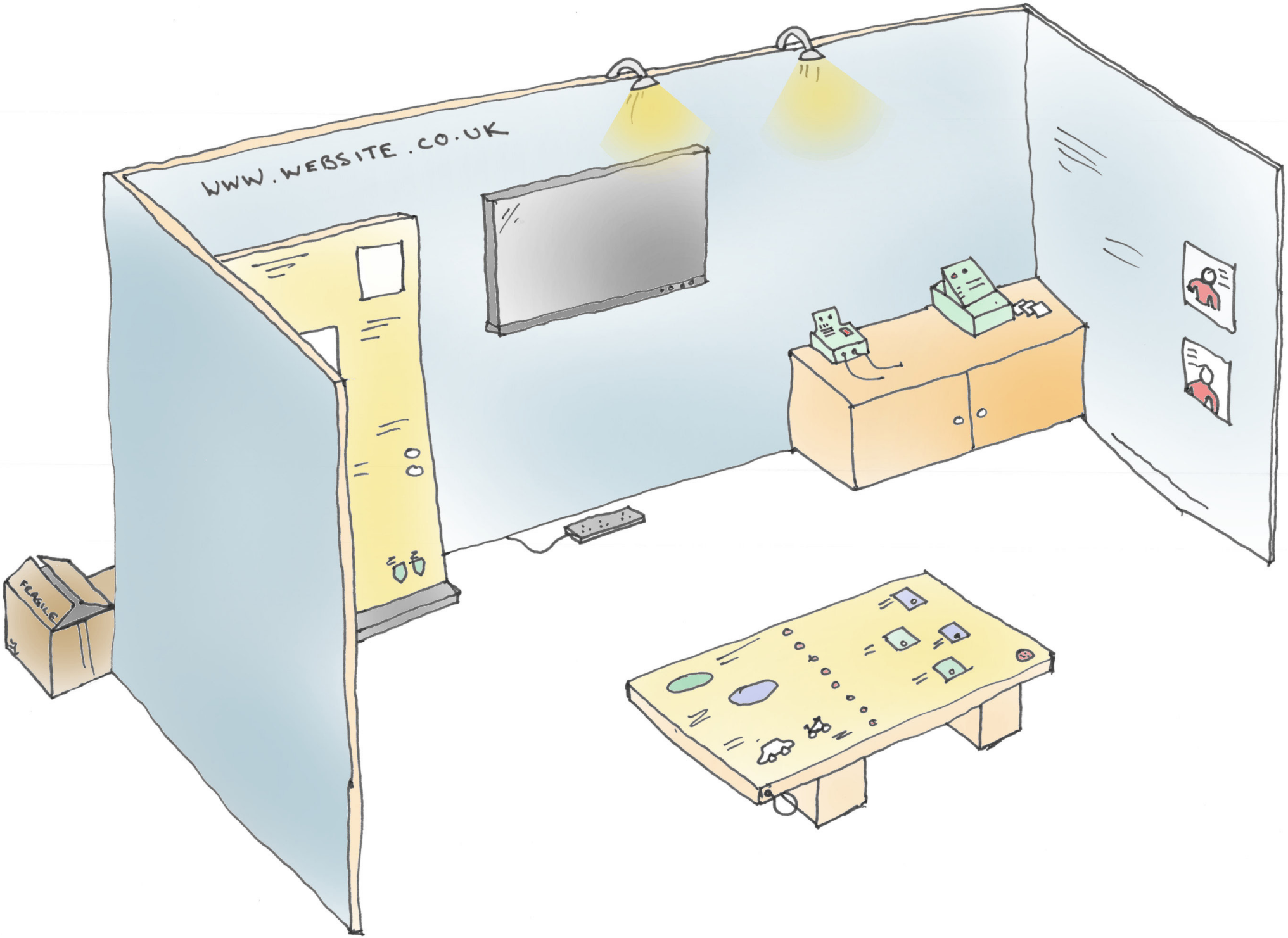
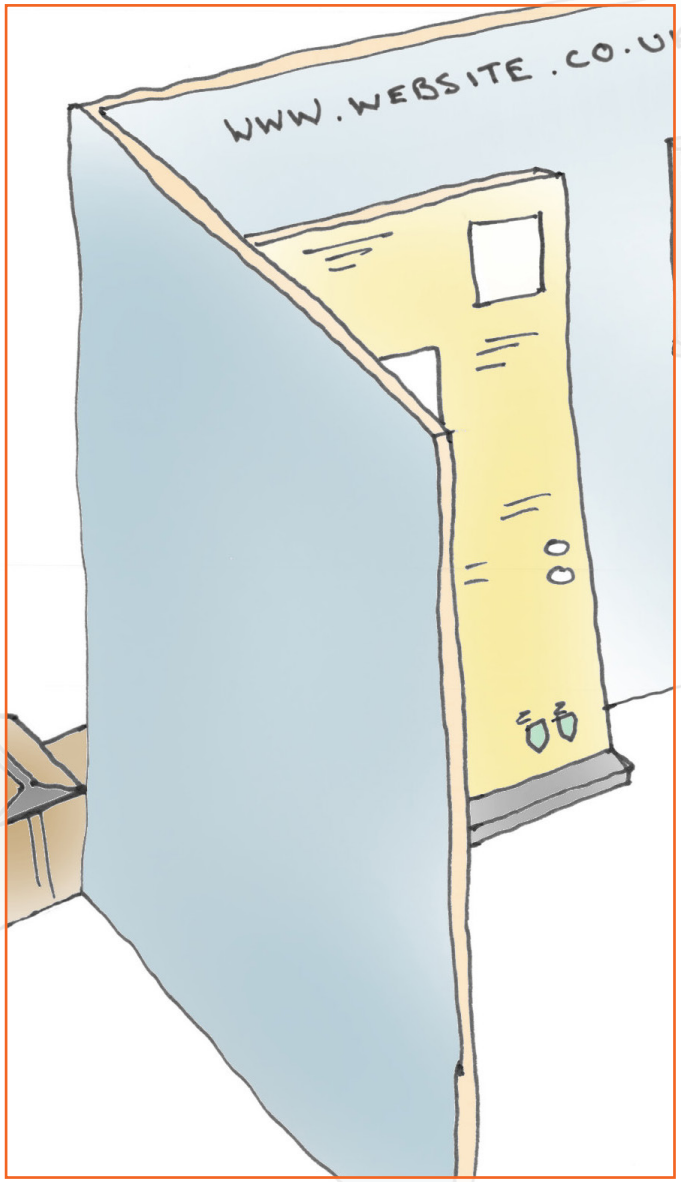
DEVELOPING YOUR EXHIBIT

Kenneth Boyd

FifeX Ltd
www.fifex.co.uk

1 - GETTING THE MOST OUT OF YOUR BUDGET


WWW.WEBSITE.CO.UK
FRAGILE



THE STAND

- Pop-up banners / stand (or both)
- Solid structure (timber / aluminium) + panels
- Set-dressing
- Temporary structure: trussing
- No stand

Think about:

transportation, the set-up, future use, lighting, double-sided?, changing graphics, mounting TVs and other objects, storage after the event...

GOOGLE...

"pop up display stands"

Shop for pop up display stands Sponsored

3x3 Pop Up Stand Kit...
£426.00
XL Displays
By Google

3x3 Pop Up Stands Include...
£510.00
XL Displays
By Google

3x3 Pop Up Display Stands...
£426.00
XL Displays
By Google

Roller Banner - 85 x 200 -...
£32.34
Helloprint.co.uk
By Google

3m x 3m Exhibition Stan...
£1,054.80
XL Displays
By Google

3m x 4m Exhibition Stan...
£1,198.80
XL Displays
By Google

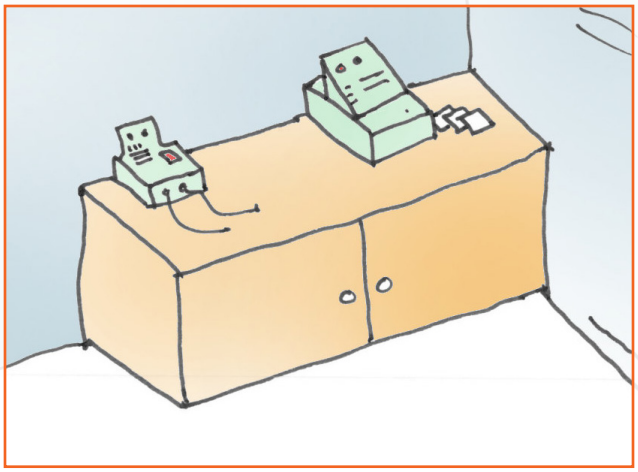
6 Panel Lightweight...
£96.90
Panel Warehouse
By Google

Formulate Fabric Exhibition Stan...
£426.00
XL Displays
By Google

3x2 Pop Up Stand Kit Inc....
£382.80
Display Wizard
By Google

THE TABLES

- Borrowed
- Bespoke
- IKEA



Think about:
transportation, the set-up, future use, locks during the day, storing your jackets etc., cable access, heights, depth to maximise space, storage after the event...

BIOMASS

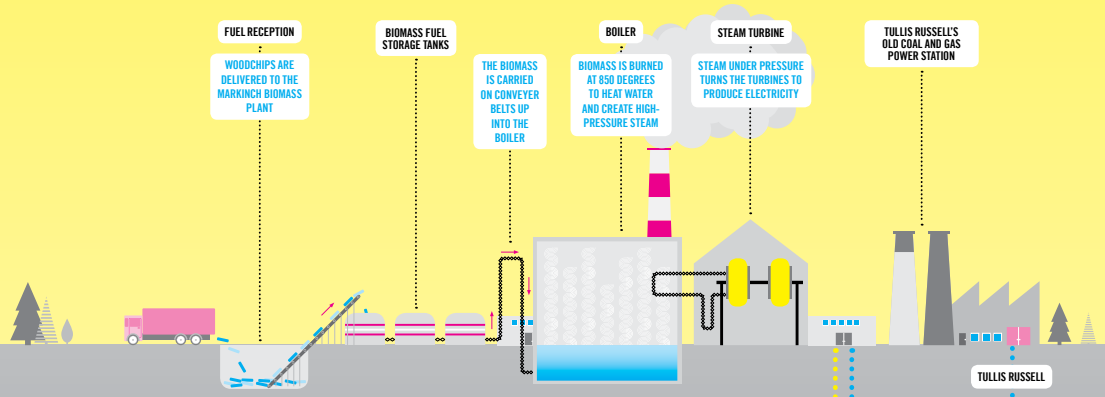
Tullis Russell is switching from generating its power from coal and gas to biomass fuel. This fuel comes from chipping down thrown away wood that's collected and burned in the new power station you can see from the T.R.E.E. Centre car park.

The new biomass plant, which can generate up to 65 megawatts (MW) of electricity, will supply all the power and steam required at Tullis Russell to make its paper. There will also be enough extra power to supply more than 47,500 homes!

The new power station will reduce Tullis Russell's fossil-fuel carbon dioxide emissions by 72%. That's the same amount of carbon that would be produced by 13,000 homes over a year. The wood used for the biomass fuel can come from old buildings being demolished and furniture that's thrown away or it can be grown as a crop, like fast growing willow trees.

...AND BEYOND

1 megawatt = the power required to boil 300 kettles!



TULLIS RUSSELL

15MW

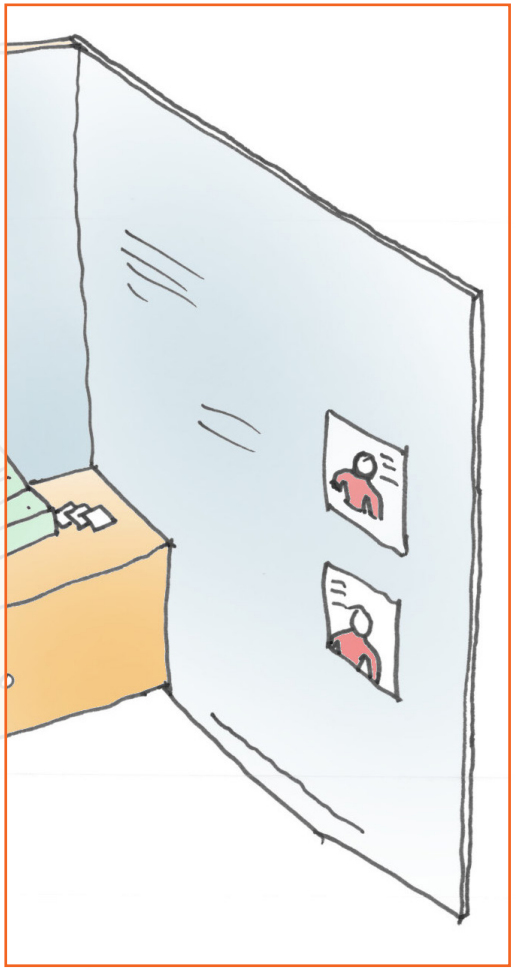
GLENROTHES

30MW

Biomass is kind to our planet because It's a sustainable fuel and produces no fossil-fuel carbon dioxide.

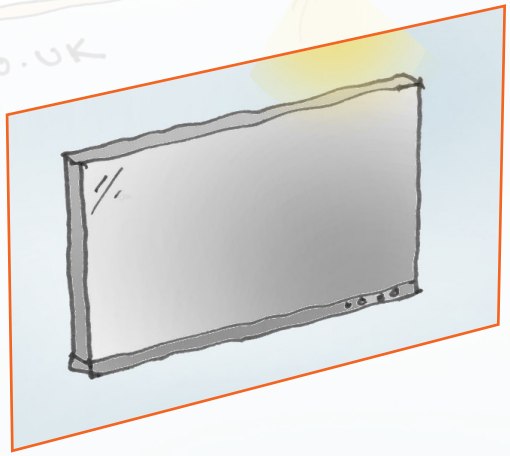
The waste wood if not used for biomass is often put into landfill rubbish sites. There it can decompose to produce harmful methane gas that causes more damage to the atmosphere than carbon dioxide.

The steam produced by combined heat and power plants (CHP) like this one is often used to provide additional heating to homes and businesses close to the plant. At Tullis Russell the steam is used to dry the paper it makes.



GRAPHICS

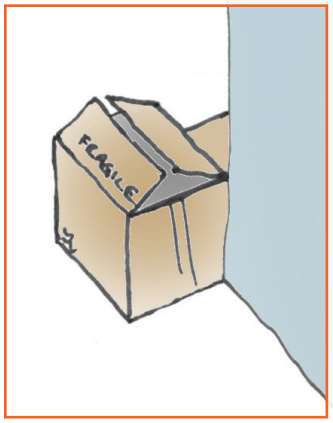
- Do you need Illustration or layout?
- In-house?
- In-Design monthly subscription...
- Make use of stock images
- Do you need a designer?



IT STUFF

- What do you actually need?
- Can you borrow or rent?
- If you need to buy, buy carefully - grab a deal
- Keep your eyes on websites with good deals like Ebuyer etc.

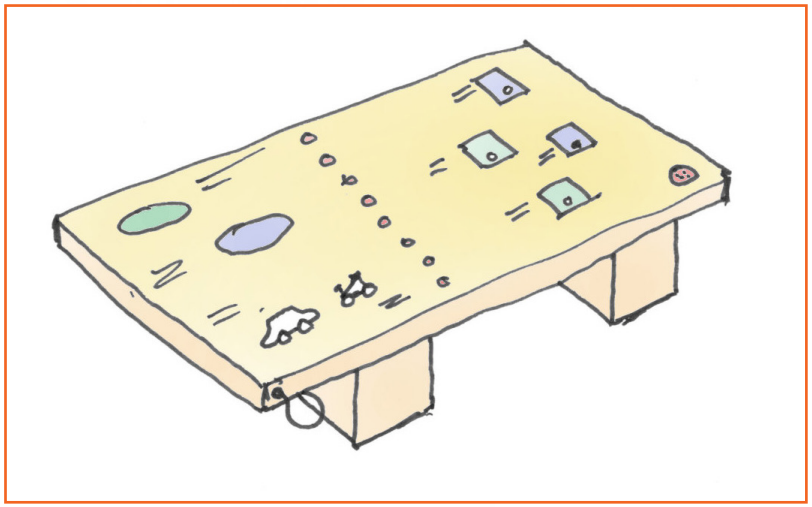
GETTING THERE, INSTALLATION & STORAGE



- Think about this well in advance
- Do you need a van / courier to get things to London?
- Can you or someone in your group / team drive it?
- Where will you store your things?
- Where will you store the van?

CONTENT & ACTIVITIES

- What do you actually want to show? (Not simply what ‘can’ you show)
- How do you make the most of your in-house team?
- What skills do you have locally?
- Can you modify off-the-shelf items?
- Work out which parts are the priority
- Think of a few options / scenarios to be flexible with the budget
- TALK TO PEOPLE AS EARLY AS POSSIBLE AND GET ADVICE

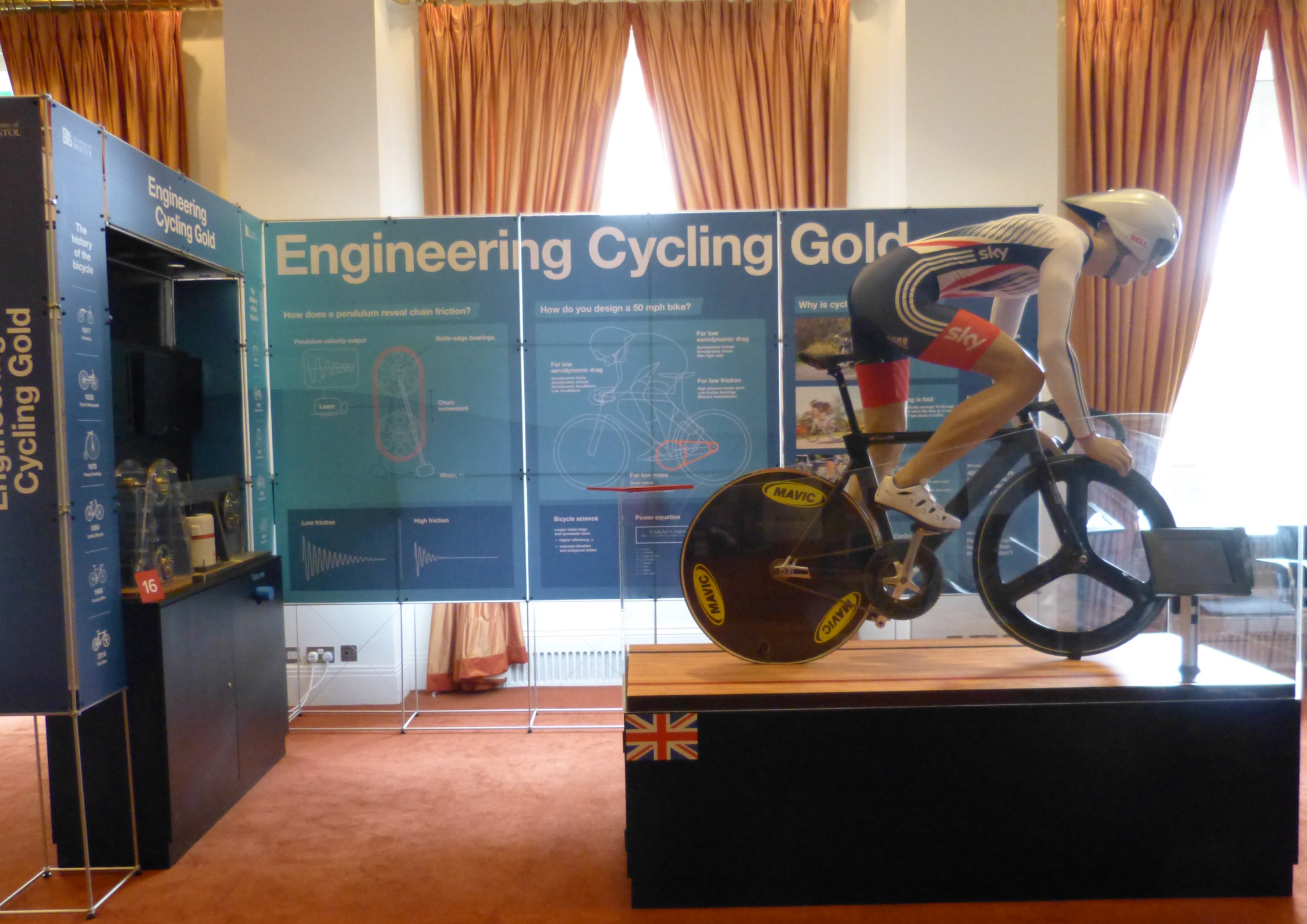


2 - SOME EXAMPLES


Atomic uniqueness
Integrate into products
Verify with a smartphone
Establish identity
THIS IS A LEGITIMATE PRODUCT
A Future Without Fakes
Lancaster University


University of BRISTOL
QET Labs
QETLabs is a globally renowned centre for research, development and entrepreneurship in the emerging quantum technology industry and is a node for collaboration with industrial and academic world leaders, and the EPSRC funded UK Quantum Technology Hub Network.
Our research focuses on 4 key areas:
• Quantum Communication and Networks
• Quantum Sensing and Metrology
• Quantum Information and Computation
• Quantum Simulation
@CQPBristol
@BristolQE
@QTECBristol
QET Labs
QTEC
QTEC
THE
STORY


BU
Bournemouth University
Dinosaurs to forensics
www.DigTrace.co.uk
NERC
SCIENCE OF THE ENVIRONMENT
EVERSPRY
JURA CH


Engineering Cycling Gold
The history of the bicycle
Engineering Cycling Gold
How does a pendulum reveal chain friction?
Pendulum velocity output
Knife-edge bearings
Laser
Chain movement
Mass
Low friction
High friction
How do you design a 50 mph bike?
For low aerodynamic drag
For low friction
For low mass
Bicycle science
Power equation
Why is cycl
sky
MAVIC
16


WWW.RCNDE.AC.UK
inductosense
15

3 - INTERACTIVE EXHIBITS

BESPOKE A2 JIGSAW

Known methods
Cost: £250ish
(Always make spare parts!)

MULTIMEDIA BOOTH

Completely bespoke cabinet
Computer + touchscreen
Button interface and headphones
Cost: £3 - £4k

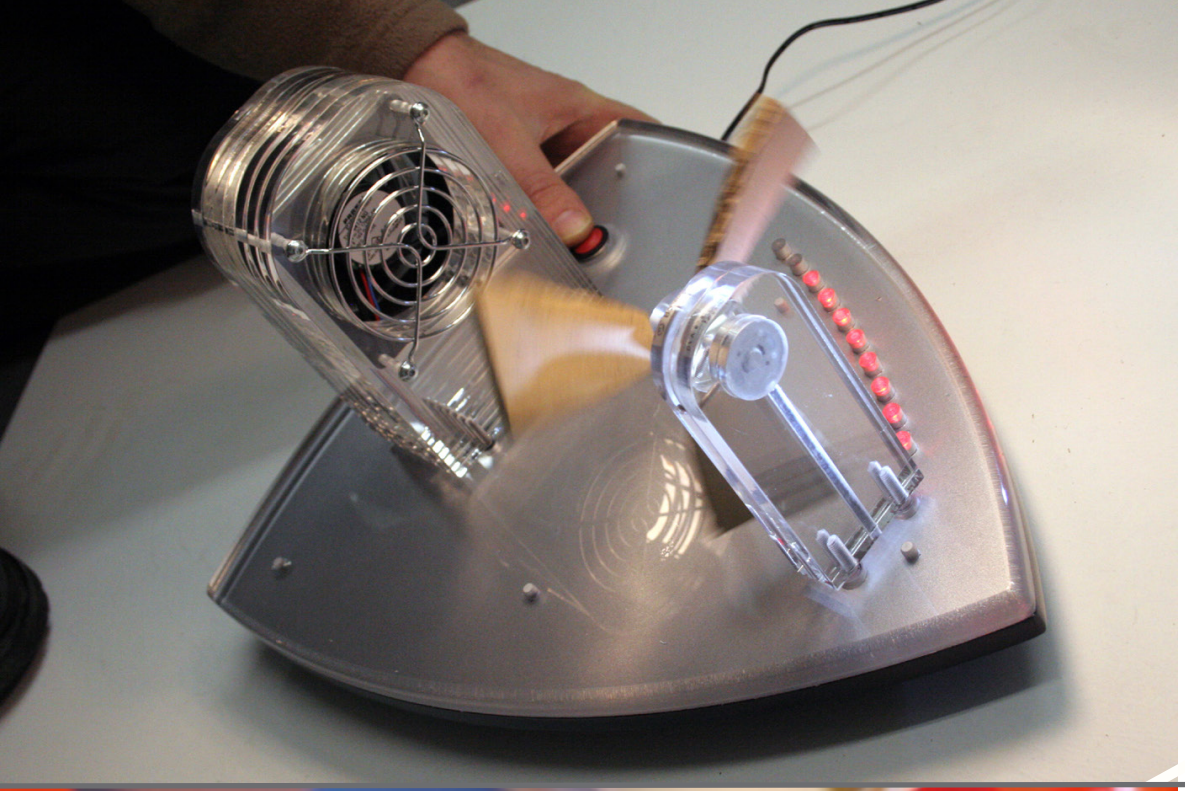


TABLE-TOP WIND POWER

Working with known technology
Keeping design simple
Cost: £1.3k

FERROFLUIDS

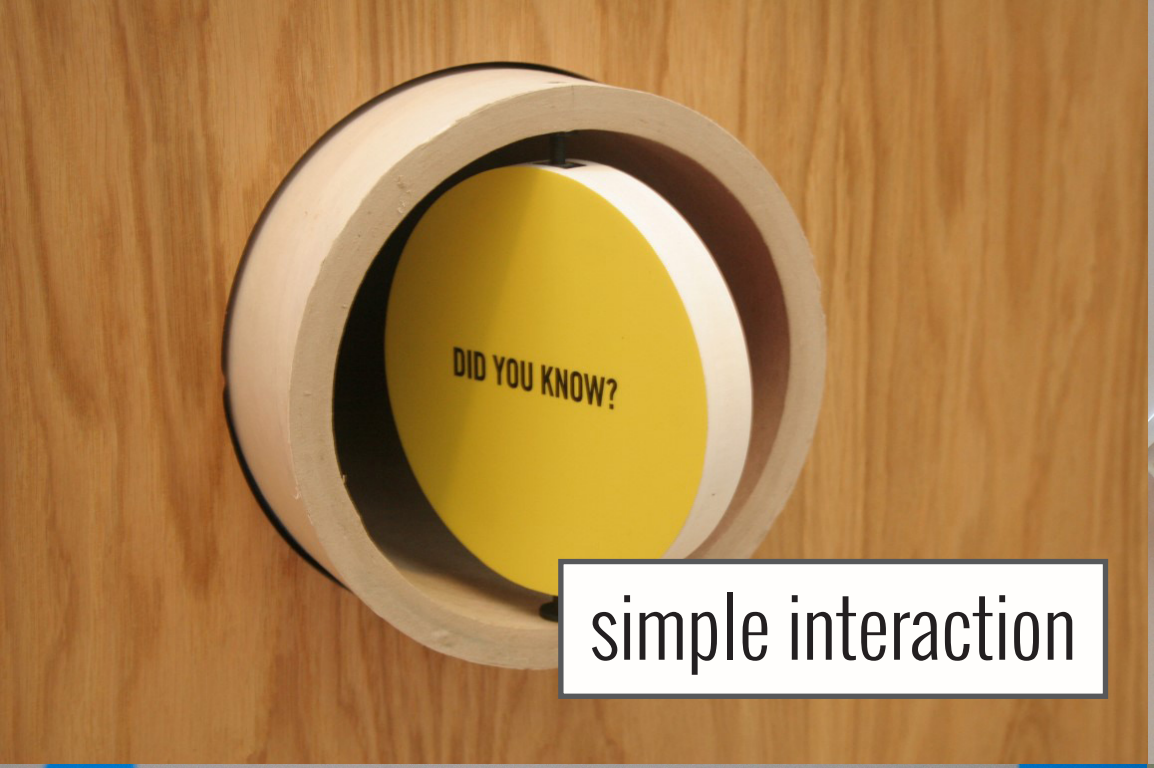
University glass-blower
ferrofluids bought by client
Cost: £500ish

TEAM TRAVEL

Panel-based activity
Android tablet + electronics
No computer
Heavy-weight sliders (£1.5k)
Graphics and print
Cost: £6k

FOOD CHAIN

Panel-based activity
No electronics
No computer
Foam cogs
Graphics and print
Cost: £2.5k



simple interaction

challenge users to think rather than just press

take-home / feedback

open-ended exploration?

NEW FOR 2018...
... time for testing!

- take time to test as much as possible
- ask local schools / community groups
- prototypes don't have to cost the earth

8 TIPS FOR INTERACTIVE EXHIBIT DESIGN

TEST your ideas out on people that don't know your topic - do they do what you expected?

SOFTWARE - Must be as good as what you can download for free

IPADS - Kids are often impressed more by handles, levers and things they can move

GROUPS - Try to make your interactives useable by more than one person

EXCITEMENT - Where possible, try to make new, exciting things, incorporating new technology

TIME - Give yourself as much time as you can for testing and improving

FORM - Hardware or software?

FOCUS - Keep the activities to the point and keep them intuitive to use

6 TIPS FOR OVERALL EXHIBITION DESIGN

CONTENT - sit down early and really work out your key messages

BUDGET - know your budget and communicate this to your suppliers

STYLE - come up with a ‘brand’ and stick to it - it must look good!

SPACE - keep room and surfaces on the stand for you and your visitors to interact

REUSE - plan for the future during the design

CONTINGENCY - have some!

THANK YOU!

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FifeX