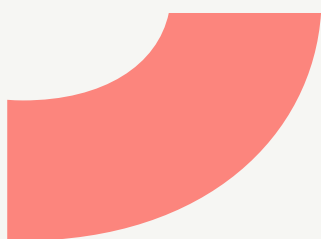




# Stand out at CSI: Strategic tips for exhibitors



# Stand out at CSI: Strategic tips for exhibitors

Exhibiting at a tradeshow is a valuable opportunity to showcase your brand, connect with potential clients, and expand your business. Today's exhibitions are multi-faceted, offering a mix of networking events, educational content, and branding opportunities – just as Cruise Ship Interiors Design Expo does. As a design and experience-focused show, Cruise Ship Interiors features a diverse range of exhibitors and creative booth designs, contributing to the atmosphere that makes it so special.

However, simply showing up with a booth isn't enough to guarantee success. The most successful exhibitors at our shows are those who stand out – not just through their booth design, but through meaningful interactions and a proactive approach. To truly maximise your expo experience, careful planning, strategic engagement, and effective follow-up are essential.



This quick guide will provide key tips and best practices to help exhibitors enhance their presence, attract the right audience, and achieve their goals. Whether you're a first-time or a seasoned exhibitor, these insights will help you to make the most of your investment.

# The booth type that works for you

All CSI booth space is sold as “space only” which means a marked-out space on the concrete floor. This allows maximum flexibility for individual booth builds according to the creativity, timings, and budget of each exhibitor. As this is an interior design show, we strongly encourage exhibitors to create and build their booth space with creativity and innovation. Think beyond the ordinary – this is your chance to make a lasting impression, so go the extra mile and craft a space that inspires, engages, and stands out!

CSI specific booth information and guidelines can be found in the Online Service Centre. Please email [exhibitor@cruiseshipinteriors-expo.com](mailto:exhibitor@cruiseshipinteriors-expo.com) for further information.



## Custom builds

Custom booths are a great way to realise your design vision by reflecting your brand identity and personality. You can work with our booth contractors to create a high-impact presence at the show.

## Shell schemes or booth packages

Booth contractors offer a range of booth solutions, including shell schemes and fully equipped booth packages. These pre-made setups provide a convenient foundation for your exhibition space, with options to incorporate branding, furniture, and other customisable features to align with your brand. Our booth contractor services are available on the online service center, access details will be provided after confirming your booking with us.



## Pop-up booths

These portable and lightweight exhibition booths are designed for quick and easy setup and can be sourced through external companies. It is typically made up of a collapsible frame that “pops up” into shape, with fabric or printed graphic panels attached. Although these are suitable for those building with a budget, we discourage these set-ups as they do not produce the high level of finish that Industry buyers and VIP’s expect to see at our shows.



# Must-have booth features

Your booth is the centrepiece of your show presence – it should reflect your brand and attract your target audience.

Whether your objective is lead generation, brand awareness, or networking, booth design can significantly impact how well you meet these goals, as well as the number and quality of interactions. Here are some features you should be considering when designing your booth space:

## Strong visual identity

- Bold and consistent branding
- Large, high-res graphics and logo
- Well-lit, featuring spotlights, or LED backlighting.



## Practicality

- Seating areas
- Storage
- Charging stations



## Strategic layout & flow

- Open and inviting
- Inclusive and fully accessible
- Clearly defined sections



## Approachable people

- Friendly & enthusiastic
- Strong product & industry knowledge
- Adaptable pitch to different VIPs



## Quality product displays

- Clear product display
- Ability to touch, use, or experience product
- Touchscreens & VR/AR experiences



## Clear messaging

- Value proposition
- Readable text
- Call-to-actions



## Industry alignment

- Industry projects and experience highlighted
- Industry trend alignment (e.g. sustainability) displayed
- Showcased relevant certifications

# Booth experiences that people remember

An appealing, well-crafted booth is impressive, but real value lies in creating a space that compels people over and sparks those authentic, yet meaningful, connections with prospects.

Here's some suggestions with ideas on just how you can do this.



## Memorable giveaways

- Personalised keepsakes
- Luxury, high-quality gifts
- Show-day essentials

## Refreshments

- On-the-Go refreshments
- Healthy snacks or drink bars
- 'Create-Your-Own' stations



## Interactive experiences

- Touch screens and tables
- VR or 360° video
- Hologram displays



## Wellness activities

- Relaxation areas
- Sensory experiences
- Cause-based activities

## Creative & experiential activities

- Creation stations
- Collaborative or live art walls
- Themed photo booths



These suggestions are all about crafting memorable moments and experiences that leave a lasting impression. With attendees engaging in countless conversations and visiting numerous booths in a short time, consider what will make your booth, and your brand, stand out and stay top-of-mind.

**Planning something special? We'd love to hear about it!**

If you're hosting any special activities at your booth, let us know - we'll help spread the word and direct more visitors your way.



## Games & challenges

- Prize & Raffle Draws
- Mini Challenges
- Leadership Competitions

# Promote your show presence

We recommend planning a pre-show marketing campaign to build awareness of your participation, leveraging your existing audience while also targeting the broader cruise community.

## Do CSI offer marketing support?

Cruise Ship Interiors can support exhibitors with some marketing and promotion, such as social media posts or newsletter features leading up to the show, please get in contact with us to find out more.

# Marketing and networking checklist

## **Social Media Promotion**

Announce participation on social media, your website, and newsletters

Share booth location and event details with your audience, highlighting any special features or activities on your booth

Use CSI's hashtags (#CSI26 #CSI), logo, and tag the CSI pages and team in your posts

Share recent product launches or projects with CSI for extra promotion

## **Marketing Material**

Set up and personalise your lead capture scanner

Prepare sustainable branded material to give away to prospects

Optimise your LinkedIn profile to be ready to connect during and after the event

Prepare a visual presentation or product demo for your booth

## **Pre-plan Meetings**

Reach out to prospects and clients in advance to schedule meetings at the show via LinkedIn or the show app

Send personalised invites to prospects and clients to visit your booth or event demos

## **Make the Most of the Show App**

Use the Show App 'Attendee List' feature to create a list of targets

Sign up to show networking events for extra networking opportunities

Review show itinerary and plan for the content sessions you want to see

## **Show Engagement**

Schedule posts for the show open days

Share live updates, photos, and key moments from your booth

## **Post Show Follow-up**

Download Lead Capture records

Promptly reach out to your connections from the show

Follow connections on LinkedIn or other company social media

# Plan ahead for show-day success

Before attending the tradeshow, it's important to define what you want to achieve. Your goals will guide your preparation, interactions, and follow-ups.

## Establish clear goals

Think about what you want to accomplish at the show - whether it's generating leads, building brand awareness, finding partnership opportunities, or gaining industry knowledge.

## Make a game plan

Outline specific actions for each goal and assign clear responsibilities and timelines to ensure accountability. Take a look at the examples below.

- For Lead Generation: pre-schedule meetings, attend networking events during the show, use a lead capture tool, and follow up promptly.
- For Brand Awareness: focus on prominent branding display, distributing quality materials, and consider CSI sponsorship or speaking opportunities.

And don't forget the practical details too, such as:

- Who is managing the booth design and build?
- Who will staff the booth, attend networking events, or walk the show floor?
- Who is responsible for capturing leads and handling follow-up?

Establishing ownership and a schedule for each goal and task ensures accountability and a smoother, more strategic exhibition experience.

## Communicate and co-ordinate

Whether your team is large or small, regular communication and collaboration are essential to making the plan work. Since tradeshow can get very busy, staying connected helps keep everyone focused and ensures the experience is both productive and enjoyable!

## Our top tips:

- Ensure each team member has a clear itinerary outlining their responsibilities before, during, and after the show.
- Hold regular team briefings and check-ins throughout the event.
- Actively collaborate with the CSI team - our support can help elevate your presence and experience.



# Make it count on show day

It's show time! To make a lasting impression, it's important to be prepared, confident, and clear about what you offer. From your initial pitch to how you network throughout the event, every interaction is a chance to represent your brand and build valuable connections.

## Perfect your elevator pitch

In under 60 seconds, clearly explain who you are, what you do, and how your product solves a key problem. Highlight your unique selling points and the value you offer. Be ready to answer questions and suggest a follow-up if needed. Tailor your pitch to the listener - focus on ROI for decision-makers and features for technical contacts.

## Grow your industry presence

Exhibitions are about building relationships, not just making sales, especially at Cruise Ship Interiors. The CSI community is close-knit, but also extremely friendly, so don't be afraid to introduce yourself to people and explain where you are within the industry.

Yes, you want to speak to the buyers, but we also recommend networking with fellow exhibitors, suppliers, and partners. You never know when a new business relationship could develop or you could learn some beneficial knowledge about the industry.

## Get involved

Cruise Ship Interiors provides a range of tools and events beyond the show floor, all designed to help exhibitors maximise their success. Here are some suggestions from us.

- Join the Opening Party and After Hours events for additional networking opportunities.
- Use Lead Capture to easily collect contact details and make notes of key conversations.
- Attend industry sessions, workshops, and panels to stay informed on trends, challenges, and best practices - great for sparking meaningful conversations.
- Post live updates during the event (e.g. product demos or behind-the-scenes moments) and use the event hashtag to boost visibility.
- Use the Show App to connect with attendees, find key contacts, and navigate the show floor and schedule with ease.



# From conversations to conversions

The show isn't finished when you leave – following up after the event is key to turning your leads into customers!

## Prompt follow-ups

Follow up with the leads you collected as soon as possible - ideally within a few days after the event. It may help to organise your leads by interest level or potential value to help prioritise your follow-up efforts.

Begin by thanking them for visiting your booth and offering to answer any additional questions. For high-potential leads, aim to schedule one-on-one calls or meetings to discuss tailored solutions in more detail.

## Lead nurturing

In the cruise industry, many leads won't be ready to buy immediately, so having a lead nurturing system in place is essential. Use a multi-channel approach - such as email, LinkedIn, and other relevant platforms - to build connections and bring prospects into your professional network.

Share valuable content over time, including email newsletters, case studies, or exclusive offers, to keep your brand top-of-mind and position yourself as a trusted resource for when they're ready to move forward.

# Don't let the networking stop at the show, join the CSI+ community!

With a CSI+ membership, you'll get your brand in front of the right people through access to valuable networking events throughout the year, where you can connect with industry VIPs, suppliers, and experts and enhanced product listings in our supplier directory.

CSI+ also keeps you informed with the latest trends, insights, and innovations shaping the cruise interiors sector.

To find out more, please get in touch with us at [exhibitor@cruiseshipinteriors-expo.com](mailto:exhibitor@cruiseshipinteriors-expo.com)





# The Cruise Ship Interiors team are happy to help!

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We hope this short guide has given you inspiration on how you can maximise your success at the show, but please do reach out to us for a chat if you need further support.

## Book a call with the team

We recommend booking a call with the team, this is the best way to meet us, make sure you're getting the most out of your experience, and ask any questions you may have. We strongly encourage new or first-time exhibitors to do this.

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