



Instruction document on posters for exhibitions (when participating with CBI).

The main tasks of posters during an exhibition are to make ‘passers by’ stop at your stand.

In order to do this, keep in mind that these ‘passers by’ only have, **at most 3 seconds** (normally less) in which they need to:

- Read and see what is on the poster (in combination with exhibits you may have).
- Process this information while walking
- Interpret whether what they see on the poster would fit them.
- Decide to stop and look further what you have to offer.

We request you to bring 3 – 5 different posters so our professional decorators can choose from that and finally put up minimum two and maximum three posters.

Keeping this in mind there are some (simple) rules of thumb in preparing posters which will exactly do the above.

The following rules should apply to your posters;

1. Poster depicts a **clear and simple picture of your product** (color picture), so that the ‘passer by’ can immediately recognize the product or will be triggered by it (they saw ‘such a thing’ before, but do not clearly remember where and when).
2. Poster should clearly state the **company name and/or logo**.
3. In **maximum 3 words** you should describe either your product or your USP (unique selling point). We repeat: maximum 3 words.
4. The **text font should be between 5 and 8 cm in height** (the closer to 8 cm the better)
5. The combination of picture and poster should tell immediately what you sell. No further words are necessary, only your sales talk.
6. The poster should be **colorful**, but the colors should not dominate and take attention away from picture and text. Make sure text can easily be read and picture can easily be seen and interpreted at all times.
7. Poster sizes in the CBI stall are **always 70 cm. x 100 cm**. Both horizontal and vertical are possible.
8. Poster needs to be made of **good quality paper**. Good quality paper does not equal foam, it does not equal cardboard and it does not equal wood or any other material.