

A man with a goatee and glasses, wearing a black hoodie, is smiling and standing behind a trade show booth. The booth has a red carpet floor and a laptop displaying a website. There are signs that say "FOLLOW US ON INSTAGRAM" and a stack of green items. Other people are visible in the background, some walking and some standing.

DISPLAYWISE

Captivate Your Audience:
Navigating the Customer
Journey at Exhibitions



What is a Customer Journey?

Captivate Your Audience: Navigating the Customer Journey at Exhibitions explores how modern brands can strategically guide attendees from first impression through to long-term advocacy, turning physical experiences into measurable business outcomes.

The customer journey maps how someone moves from discovering your brand for the first time, to considering your offering, engaging at the event, and ultimately becoming a loyal supporter. When these stages are understood and intentionally designed for, every touchpoint within an exhibition becomes an opportunity to influence perception and deepen connection.

Our guide breaks down each stage of the journey through a 2026 lens, helping event professionals and marketing teams refine strategy, optimise engagement points, and create exhibition experiences that don't just attract attention—but actively convert and retain what attract attention, actively convert and retain audiences long after the event ends.





TOLL

AND

GOVERNMENT
AND DEFENCE

RHEINMETALL

GOVERNMENT
AND DEFENCE

Innovation beyond boundaries

SMART INVENTORY SYSTEM

Register Login

Smart Inventory Assistant

Optimised and
innovative solutions enabling our
customers to achieve success.
in real time.

mission-critical
operations

employment
and safety



01 CREATING AWARENESS

Exhibitions remain one of the most powerful platforms to introduce your brand to new audiences, but the most effective awareness strategies begin long before the event itself. The brands that stand out are those that treat exhibitions as an extended campaign, not a single moment in time.

Awareness should be built both within your existing customer base and across new, untapped audiences to maximise every opportunity for engagement at the event.

Consider the following strategies:



PROMOTE YOUR PRESENCE EARLY

Start by activating your current customer database and letting them know where you'll be exhibiting, why they should visit, and exactly how to find you on the floorplan. Use a mix of email marketing, social media, and targeted advertising to build anticipation. Strengthen engagement by introducing your on-site team in advance and encouraging pre-booked appointments or meeting slots to drive meaningful interactions on the day.

COMPELLING STAND DESIGN

Your exhibition stand is your first physical impression – make it count. Invest in a custom-designed space that clearly reflects your brand identity, values, and positioning. In 2026, standout design goes beyond initial aesthetics – think about colour psychology, spatial flow, and sensory elements to capture attention and guide visitor behaviour. A well-executed stand doesn't just attract eyes, it also invites interaction.

EFFECTIVE MESSAGING

Clear, intentional signage ensures your brand story is understood within seconds. Your stand should communicate key messages and value propositions instantly through layered visual formats. This can include illuminated logos, custom fabric graphics, vinyl applications, laser-cut acrylic lettering, premium graphic panels, and dynamic digital screens. When used effectively, signage becomes more than information—it becomes an immersive storytelling tool that reinforces brand recall long after the event.

BUILD MOMENTUM THROUGH CONTENT

Extend your reach by sharing behind-the-scenes preparation, sneak peeks of your stand build, or product highlights in the lead-up to the event. This not only builds anticipation but also reinforces credibility and keeps your brand front of mind as attendees plan their visit.



02 CONVERTING ATTENTION INTO ENGAGEMENT

Once initial awareness has been established, the focus shifts to deepening engagement and turning curiosity into genuine interest. At this stage, your goal is to create meaningful interactions that educate, resonate, and move visitors closer to your brand.

Consider the following strategies:

PRODUCT EXPERTISE AND TEAM ALIGNMENT

Strong engagement starts with a confident, well-prepared team. Your exhibition staff should have a deep understanding of your products, services, and key messaging, enabling them to respond to enquiries with clarity, consistency, and authority while delivering a seamless brand experience.

PRE-EVENT TESTING

To ensure your activation is fully aligned with your vision and brand requirements, we offer a pre-event test assembly service prior to installation. This process helps identify any potential issues or required adjustments early, ensuring a smooth and efficient final install. If you choose to work with DisplayWise, you're also also welcome to invite your team to attend for training and briefing sessions, so everyone is familiar with the layout and experience before the event!

LEAD GENERATION AND DATA CAPTURE

Implement streamlined lead capture systems such as digital forms or QR-based check-ins to efficiently collect visitor information. Enhance participation by offering incentives like giveaways, exclusive content, or event-only discounts. Ensure all digital capture tools integrate directly with your CRM or lead management system so your team can act on insights in real time and maintain momentum after the event.

PERSONALISED INTERACTIONS

Move beyond generic conversations by tailoring each interaction to the visitor's needs, challenges, and interests. Use insights gathered from pre-event marketing activity, registrations, or customer data to inform discussions and guide more relevant, valuable conversations. The more personalised the experience, the stronger the emotional connection to your brand.



03 DRIVING CONVERSION

Exhibitions are one of the most effective environments to convert interest into action. At this stage of the customer journey, attendees already know your brand and are actively evaluating their options. Now the focus shifts to removing friction, reinforcing value, and making it easy for them to commit.

With the right approach, your exhibition becomes a direct driver of conversions and measurable sales outcomes.

Consider the following strategies:

DEMO STATIONS

Set up dedicated demo stations where attendees can experience your product or service firsthand. Seeing is believing, and live demonstrations remain one of the most persuasive tools in an exhibition environment. If you have multiple offerings, consider creating separate demo stations for each product so visitors can engage with them individually. Ensure a knowledgeable team member is always present to guide the experience, answer questions, and maximise product understanding.

STREAMLINING PURCHASES

Make the purchasing process as simple, fast, and frictionless as possible. To support on-the-spot conversions, establish a dedicated payment area equipped with secure digital payment solutions, allowing attendees to complete transactions quickly before leaving your space. The easier the process, the higher the likelihood of immediate commitment.

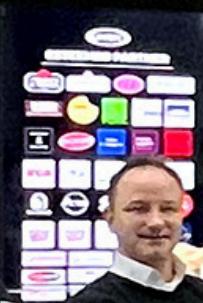
DRIVING URGENCY THROUGH PRICING AND INCENTIVES

Offer exclusive event-only discounts or tailored promotional packages to encourage immediate purchase decisions. Amplify this offer through your social channels ahead of and during the event to increase urgency and foot traffic. Ensure all products are clearly priced with visible signage and bundled offers where relevant. You can also incorporate QR codes in high-traffic areas linking directly to your price list, creating a transparent and accessible buying experience that supports confident decision-making.





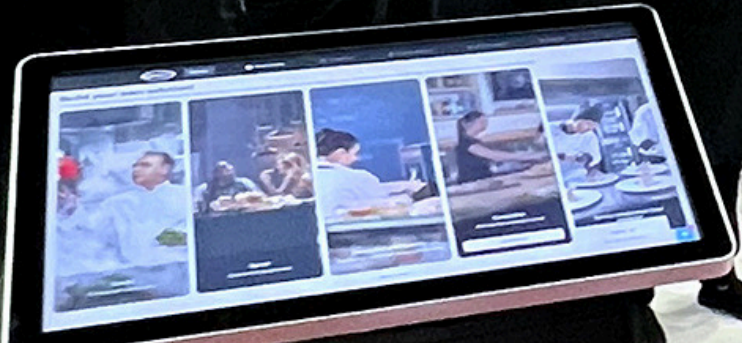
Introducing the era of
HYPER-ACCELERATED
Foodservice



CHEFTOP-X
DigitalID™
6 ON 1/1 + 6 ON 1/1

SPEED-X™
& EVERYTHING
6 ON 2/3 +

Introducing
*Enter the era of
Interactive Cooking
with me.*



04 BUILDING LOYALTY

The customer journey doesn't end at purchase. Exhibitions present a unique opportunity to strengthen relationships, reward loyalty, and turn customers into ongoing advocates for your brand.

Consider the following strategies:

CUSTOMER APPRECIATION

Show your existing customers that they are valued. Offer exclusive loyalty rewards, VIP experiences, or exclusive attendance to events to reinforce their connection to your brand. You can also extend the experience beyond the event by following up with a "we missed you" incentive for those who didn't attend, creating additional touch points within the customer journey.

FEEDBACK AND ADVOCACY

Make the purchasing process as simple, fast, and frictionless as possible. To support on-the-spot conversions, establish a dedicated payment area equipped with secure digital payment solutions, allowing attendees to complete transactions quickly before leaving your space. The easier the process, the higher the likelihood of immediate commitment.

COMMUNITY BUILDING

Create opportunities for deeper connection by hosting exclusive networking events, private sessions, or educational experiences for your customers. These moments go beyond transactional interactions, fostering a sense of community and delivering added value that strengthens long-term brand loyalty. Encourage conversation and connection not just between your brand and attendees, but among attendees themselves—this builds a stronger, more engaged community around your offering.





agl Join the change

RECHARGE ZONE

CHARGING

TESLA

Lower your energy bills

Use the power from your solar panels to charge your car.

Start



DISPLAYWISE

SYDNEY

02 9531 6646

80 BOX ROAD

TAREN POINT NSW 2229

MELBOURNE

03 9761 7190

15 EQUATOR ROAD

THOMASTOWN VIC 3074

✉ SALES@DISPLAYWISE.COM.AU 🌐 WWW.DISPLAYWISE.COM.AU