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OUTDOOR WATCH



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Australia

How to choose
**The Most Effective
Portable Signage**
for your next event



Introduction

Between Pop Up Banners, Flying Banners, Pull Up Banners, flags, displays, Portable Marquees and more; there is so much choice in the land of business and event branding. But what's the most effective for your business' shopfront, or the event you have coming up?

Expandesign has worked with many well-known national and international brands across a wide range of industries, all with different branding requirements. Some of these include McDonalds, Choices Flooring, Bakers Delight, Subway and nationwide Councils and Government Departments..

In this guide, we'll explore six common functions of our products to help you make the right choice for your own signage requirements.

Retail & Automotive

Well-thought out and attractive shopfront and outdoor signage helps you make a strong first impression to potential customers.

Top tips for choosing the best storefront signage

- ▶ You want your signage to reflect well on the character of your business, but also the location. Look around what other signs are working well around you. If you are in a very contemporary and fast-paced urban area, you would want your sign to convey that energy and sophistication.
- ▶ The size and content on your signage. There is nothing worse than when you're driving past a sign and you don't get the opportunity to take in all of the information because it was too cluttered.
- ▶ Select signage that will maintain the value and integrity of your brand in the design
- ▶ If you have more than one outlet, create a consistent look – and look for opportunities to obtain bulk discounts and a supplier that will handle national distribution and logistics on your behalf

Case Study Bakers Delight

Bakers Delight is a large Australian owned bakery franchise chain with bakeries in Australia, New Zealand, Canada and America. Bakers Delight bakeries are easily located by their signage, including banners from Expandesign. Bakers Delight bakeries in Australia are situated in various locations across the country, which require indoor as well as outdoor branded signage.

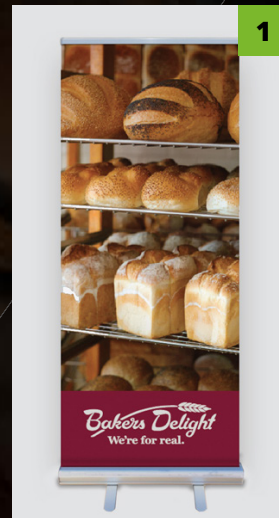
You will find our Feather Banners at almost every Bakers Delight in Australia, with some bakeries having Pop Up Banners, Pull Up Banners and or Vinyl PVC Banners as well. Expandesign works with the Bakers Delight team to organise national campaigns, including the delivery logistics.

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Expandesign are a great, reliable supplier. The team are easy to work with, they respond quickly and have a timely turnaround for finished product.

The items we order from Expandesign are of high quality, if our franchisees are not happy we know straight away and the Expandesign products continue to meet their high standards and expectations each time.

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1 | Pull Up Banner

2 | Feather Banner

3 | Hanging Banner

4 | Pop Up Banner

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Trade Shows & Exhibitions

Planning a trade show and exhibition can be a time-consuming process with many things you need to consider. Your booth not only needs to be aesthetically pleasing, but it also needs to be functional and effectively communicate your brand's messaging.

Top tips for choosing the best signage for your booth

- ▶ Consider a portable display that requires minimum set up time, is easy to be dismantled and transported by car.
- ▶ If you have plenty of tables in your booth, consider branded table covers, runners or throws to maximise your advertising potential.
- ▶ It's also great to have a portable display that can be repurposed for other use. For example, in your lobby or for another type of trade show.
No handwritten signs. It looks unprofessional and untidy.
- ▶ Your messaging needs to be clear and able to be seen from every direction, may need to be elevated.

Case Study

Visit Sunshine Coast

Visit Sunshine Coast participates in campaigns and promotions to strengthen and extend brand activity to drive domestic and international visitation to the Sunshine Coast. As part of this effort, Visit Sunshine Coast runs a dedicated Sunshine Coast stand at a number of Tourism Trade Exhibitions every year.

Visit Sunshine Coast needed a display system to target visitors to a business events exhibition in New Zealand. The Expandesign system including a Waveline Bannerwall with a Headerboard, Pull Up Banners and Vertical Banners provided them with a high impact solution for their stand, showcasing the Sunshine Coast to their international target market.



- 1 | Pull Up Banner
- 2 | Eco Vertical Banner
- 3 | Banner Wall
- 4 | Exhibition Stand



Media Promotion & Roadshows

When it comes to brand exposure, the right kind of signage can be a highly effective and an affordable solution for media events and promotion. It's an offline advertising solution that can be utilised to complement your online promotion as well.

Top tips for choosing the right signage for your media promotion

- ▶ Create a consistent branding on displays, banners and marquees to make your mark with your brand.
- ▶ The product will be travelling with you - ensure that it is easy to pack and easy to transport.
- ▶ Where you require a media backdrop you can choose from the wide range of banner walls or Pull Up Banners.
- ▶ You will normally not have a lot of time to set up and pack up, so make sure that your display is easy and quick to assemble and dismantle.
- ▶ When you need to use your display for different programs, consider a product that you can rebrand with ease by reprinting the fabric, such as Flying Banners, banner walls and marquees.
- ▶ Select fabric with a finish that will not cause reflection off camera flashes. You should avoid PVC to prevent reflection for this particular type of promotional use.

Case Study Seven Network

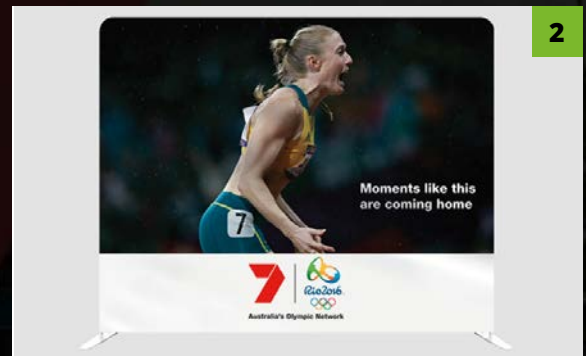
Seven Queensland conducted a 7 Rio Olympic Roadshow event showcasing Seven's broadcast platforms, commentators and promotional opportunities across various regional Queensland centres prior to the 2016 Olympic Games.

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We were able to convey the excitement of the Rio Olympics utilising the Waveline Bannerwall with vibrant graphic print as a media backdrop, the carry case which converts into a Counter Display as well as a number of premium Pull Up Banners printed on polyester satin.

The branding solution from Expandesign provided maximum exposure at each location and was easy to transport, and quick to assemble and take down.

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- 1 | Pull Up Banner
- 2 | Banner Wall
- 3 | Travel Case to Counter Display

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Educational Institutions & Community Events

Portable Marquees and branded banners are an important part of setting up successful school community events and campaigns. There are quite a few ways you can leverage your school's brand on the event signage.

Top tips for choosing the right signage for your next school event

- ▶ Flying Banners are highly effective indoors and outdoors to prominently display the institutions crest, sporting groups, faculties, amenities and events.
- ▶ Consider Flag Pole Flags and pennants to showcase the institutions colours and attract attention.
- ▶ Include a marquee in your exhibit or event outdoors, and check that the marquee fabric will protect your students from rain and sun.
- ▶ The durability of the marquee is a top priority for frequent use. Be sure to source a heavy duty marquee that comes with after sales service and allows you to rebrand the roof tops and replace damaged components.

Case Study Brisbane State High School



Brisbane State High School has come to symbolise and exemplify the excellence of state school education. Expandasign are proud to be associated with providing signage and marquees to the different areas of the school community.

The Expandasign range of portable signage and marquees has allowed the school to positively deliver on a range of campaigns. Feather Banners, Teardrop Banners, Paddle Banners and pennants all prominently displaying the school crest and colours have been used for various sporting groups, including Football, Rugby, Cross Country and Track and Field. These banners have also been invaluable when used as identifiers on the sports fields and school grounds to locate important places such as the canteens and the Uniform Shop.

The Flag Pole Flags printed on polyester fabric are another medium used to showcase the school colours at the student assemblies. The P&C have utilised Paddle Banners and Corflute Signs to successfully promote the car parking facilities too.



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- 1 | Feather Banner
- 2 | Teardrop Banner
- 3 | Bunting/Pennants
- 4 | Corflute Signage
- 5 | Fitted Stretch Table Cloth

Sporting & Outdoor Events

When you're organising an event outdoors, there will be some additional things you need to consider compared to hosting an indoor event.

Top tips for choosing the best signage for outdoor events

- ▶ Although you can't control the weather on the day, you can ensure that the signage you are considering is weather resistant and will be able to withstand any gusts of wind.
- ▶ If you're planning an event where it will be sunny and quite hot, make sure there is plenty of shade available. This is where your Portable Marquees can come in handy.
- ▶ Consider the size of your signage too. If your event is in a larger area, you want to make sure the messaging is clear and easy to see from a farther distance.
- ▶ Use your marquee to elevate your signage for easy recognition, by mounting your signage to the marquee legs.

Case Study Ironman

IRONMAN organise some of the best endurance races in the world and in premium destinations throughout Australia.

Swimmers, bikers, and runners challenge themselves at these events which bring together world class athletes, supporters and spectators. Good event signage to inform visitors and athletes is critical to the smooth running of these ionic events.

Expandesign work with the IRONMAN team to plan and supply a combination of marquees, signage, banners and display systems for each event.

The products including Marquees, Finishing Arches, Feather Banners, Hanging Banners, Stickers, Information Pillars, Polymesh Banners, Media Backdrops and Fence Banners, collectively create a sporting carnival atmosphere, keeping the crowds and athletes informed with IRONMAN branding as well as event specific details.



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- 1 | Information Pillar
- 2 | Inflatable Arch Patches
- 3 | Pull Up Banner & Banner Wall
- 4 | Hanging Banner

Councils & Government Departments

Whether it's Tear Drop Banners, Printed Tablecloths, Pull Up Banners or Portable Marquees our products have played an important role in raising awareness among the community before, during and after council run events.

Top tips for choosing the right signage for council events

- ▶ Strengthen your campaign by making sure the most important details are communicated effectively and clearly on your signage and marquees.
- ▶ Consider using bright colours and other visuals with high impact to successfully engage your communities to deliver your message.
- ▶ Boost awareness by displaying your message across different mediums – Street Banners, Street Flag Pole Flags, Flying Banners, mesh Banners, indoor displays and marquees.
- ▶ Promote your programmes at different sites with cost effective portable signage that can easily be transported and set up.

Case Study Greater Shepparton City Council

The Greater Shepparton City Council continually engages with the community and promotes various programs and events in the region. A range of Expandesign products including Printed Marquees, Printed Tablecloths, Teardrop Banners, Polymesh Banners and Pull up Banners were selected to successfully support the community, strengthen their campaigns and boost the community awareness in the region.

The Expandesign range of high impact portable promotional products were key in transforming the ideas of Greater Shepparton City Council into a reality.



- 1 | Pull Up Banner
- 2 | Teardrop Banner
- 3 | Fitted Tablecloth
- 4 | Polymesh Fence Banner



A little about **Expandesign**

The Expandesign team has 40 years combined experience in the portable signage industry.

As premium suppliers of banners across Australia, the team at Expandesign will work with you to create a banner that will help you reach your marketing goals.

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The logo for Expandesign Australia features the word "expandesign" in a bold, lowercase sans-serif font. The "a" in "expandesign" is stylized with three curved lines above it, resembling a signal or a banner. Below the main text, the word "Australia" is written in a smaller, lowercase sans-serif font.

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