



2026

Stand Out Guide

your guide to taking *THE* spotlight
on the show floor as a 2026 Exhibitor

Spiro®
Exhibit Activations

standing right with you

Trade show floors move fast, and attention is hard to hold. With consistency across industries for nearly 100 years, Spiro helps brands create exhibits and experiences built to stand out.

A strong show presence comes down to the details. This guide focuses on the practical choices that help an exhibit earn attention, keep people engaged, and make the most of its time on the floor.



pre-show. on-site. post-show. we got you.

our expertise for your exhibit

A show floor is loud, crowded and moving fast, and nobody wanders into a great exhibit by accident. What looks like luck on the floor is really a chain of choices made long before the doors open.

We at Spiro use the **“10, 10” rule** as a simple gut check: can your exhibit **earn someone’s attention from at least 10 yards away**, and once they arrive, **can you give them a reason to stay for at least 10 seconds?** That first look comes from the entire environment working together. Architecture, lighting, movement, digital content, and clear visual cues signal what is happening in the space and make the next step easy to understand.

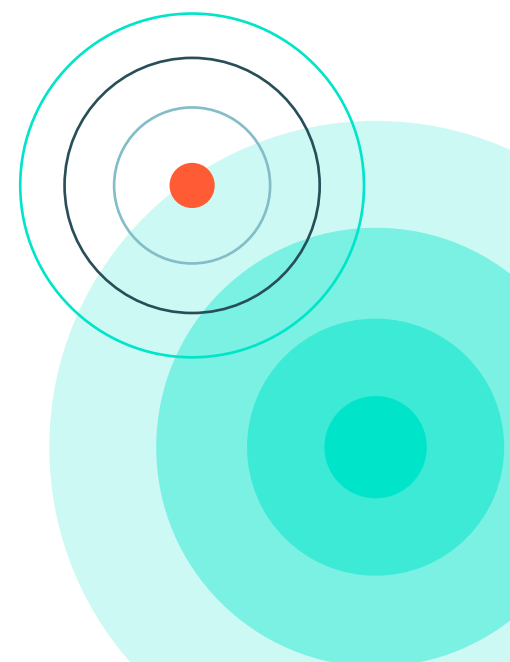
Once someone steps in, **human interaction is what keeps them there**. Give attendees something to explore by having a staff member guide the experience, answer questions, and learn what matters most to them. A product, demo, or simulation can start the interaction, but **the conversation is what makes it valuable**.

The design snags attention. The interactive engagement wraps attendees up. The memory of your staff goes with them.

The **story around that moment should live everywhere**.

LED architecture, immersive content walls, transparent displays and projection let the narrative travel across the whole environment, so the space itself keeps talking while people explore.

Long show days can wear on even the strongest exhibit teams, and that fatigue can affect the quality of every conversation. **Staffing rotations, breaks, hydration, real meals, and comfortable shoes** help your team stay focused, responsive, and ready to engage. When the people in your booth have the energy to be fully present, **attendees get a better experience**.





the floor is the
same for everyone.
what we can build
for you won't be.

let's talk about your next show

start the conversation

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