

Expo Stand Trends

The [Scan Display](#) team shares a selection of expo stand trends as seen on Day 2 of the EuroShop trade fair in Düsseldorf, Germany. Exhibition stand designers and builders use their own expo stands to showcase their work and experiment with the latest design trends. This makes EuroShop the perfect place to see what's new in the exhibition industry.



Realistic, re-usable, maintenance-free artificial plants for exhibitions.



Enclosed but transparent structure used to define space and engage visitors within.



Semi-transparent materials, showing movement and activity inside stand.



Extensive range of powder coating colours for brand matching.



The exhibitor sells powder coating products and yet has chosen to use raw wood.



Interesting textures and engaging product demonstrations.



Extensive use of video screens of different sizes.



Clever floating I-beams defying gravity



Screen on the back wall is streaming the person drawing at the counter.



Eco-friendly raw wood with no paint finishes.



Vinyl floor prints add texture and colour.



Wood finishes.



Oceanform stand with interesting substrates cladding the framework.



Showcasing different materials, textures and an eclectic interior.



Extensive use of LED screens with imaging creating an evocative mood.



The graphics are all LED screens, with eye-catching changing content.



Wooden structure creating a stand with a sustainable message.



Screens, screens and more screens.



More screens than walls.



More screens than walls.



Raw wood combined with large LED screens.

At the last EuroShop show three years ago, the biggest trend was the use of large format fabric graphics. At EuroShop 2020, it's evident that the large format graphics have evolved into an electronic display format. Large LED screens are dominating the stand architecture. They are sometimes still being used in combination with large backlit fabric graphics but the dynamic content presented on LED screens makes them more popular.

The sustainability message continues to be a key theme seen in both the construction methods (re-usable aluminium structures) and materials (lots of untreated and unpainted wood).

View [#EuroShop2020 Day 1: Lighting Trends](#).

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