

**CONFORM GMBH,
HALLE/WESTPHALIA**

The trade fair stand – a space where attitude becomes verifiable



Trade fairs have always played a special role in the communication mix of companies. Unlike other communication channels, trade fair stands are places where narratives and stagings become verifiable for visitors. Values and core messages must prove themselves not only in presentation but in actual experience. The trade fair stand therefore functions less as a stage and more as a space where aspiration and reality meet directly. The touchpoint “trade fair presence” condenses brand, encounter, and conversation into just a few square meters and a short period of time. This is precisely what makes it particularly relevant today.

This effect is further reinforced by changes on the visitor side. Younger marketing and procurement decision-makers often come to trade fairs well prepared, with a clear agenda and limited time. They use their visit less for initial contact or general market orientation, and more for classification and verification of individual providers. They value authenticity, relevance, and credibility.

“The trade fair stand becomes a filter, and sensitivity to inconsistencies increases—especially in value or sustainability communication,” says Patrick Jürgens, Managing Director of Conform GmbH. “Brand and product promises must be plausibly continued in the spatial presentation, the design concept, and in conversation.”

Employees at the trade fair stand play a particularly important role. Unlike digital communication channels, the trade fair presence is a socially controlled space; conversations cannot be freely steered, and questions cannot be ignored. What is required is dialogue on equal footing, and the team becomes the central carrier of the brand. Attitude is demonstrated less in formulated claims than in how employees act.

If values and messages are visually present but not reflected in personal communication, this discrepancy can lead to a loss of trust among existing customers and skepticism among potential new customers.

For marketing decision-makers, the question is therefore no longer just what should be communicated as part of the trade fair presence, but also what can actually be delivered within the space. A coherent appearance and a clearly prioritized stand concept—one that directs visitors’ attention rather than scattering it—create commitment and decision relevance.

The trade fair remains a strategically important touchpoint and an effective channel—precisely because it makes a lack of clarity visible and rewards authenticity.