



BUSINESS NAME

T's Kitchen

PROJECT NAME

Exhibition Toolkit 1

CO-FOUNDER

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First Impressions Win

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First Impressions Win

T's
Kitchen

Core Idea

In a crowded exhibition, your stall has 3-5 seconds to capture attention and communicate value. A strong first impression determines whether someone stops or walks past.

Why It Matters

Visitors scan quickly. Confusion leads to disengagement. Clarity creates curiosity.

What To Do

- Use bold, readable signage visible from a distance.
- Keep your hero product at eye level.
- Limit clutter by focusing on 1-2 key messages.
- Use clean, consistent branding colors.
- Ensure lighting highlights your products.

Co-Founder's Words

Clarity beats creativity in a crowded exhibition. Your stall should instantly answer what you sell and why it matters. Avoid over-designing or over-explaining. Make your product the hero. When people understand your value within seconds, you create curiosity, and curiosity is what brings them closer and starts meaningful conversations.