



Trade Fair Design Annual 2015/2016

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- The standard work in the trade fair design world for more than 15 years

If all five senses are appealed to in brand communication, then it significantly intensifies the emotional links between the brand and the consumer. Therefore it is no wonder that multisensory aspects play a particularly important role in trade fair presentations. The atmosphere of a trade fair hall can easily lead to a sensory overload. Exhibitors are therefore not only engaged in a product competition, but also in a perceptual competition. In light of this, authors of this year's trade fair design yearbook have once again brought together the best 60 trade fair stands of the past year and show a cross section of trade fair design that appeals to all the senses.

Text in English and German.