



## Does it make sense to dress in conforming outfits at trade fairs?

To help trade fair visitors establish contacts, the sales team should be instantly recognisable. It can make things easier if the stand team wear a uniform outfit.

### **Better orientation**

For buyers with a tight schedule it's important to identify the people they want to talk to at the stand as fast as possible. Especially if they don't know anybody there. An information desk at the stand can be helpful but finding the right contacts can be difficult if there is no such reception. The visitor needs some orientation to distinguish the exhibitor's staff from other fair visitors. A uniform for the stand team – if possible in the company's corporate design – will send a clear signal.

### **Dress well**

Uniform clothing can be easily adapted to different styles and interpretations. Just think of national costumes. But they normally symbolise a regional background and are therefore not recommendable for national or global players – especially if you want to avoid misunderstandings. Hence, uniform business wear should contribute to a distinguished and smart appearance. Apart from that, male and female suits look attractive, as medical expert and publicist Ulrich Renz has found out. He presented test persons first in a business suit and then in the uniform of a fast-food chain and got people to judge their appearance. The result was clear: Suit wearers were rated as more attractive because their clothing implied a higher social status. This is a bonus that should not be underestimated in the business world! Therefore fair exhibitors should go for a complete total look: smart jacket, shirt and trousers for men and jacket, blouse and skirt or trousers for women. The foundation colour should be neutral and set off by accessories in the company's corporate colours. Thanks to a wide variety of modern and classic colours you can meet CI requirements with ties, neck scarves or short ties. Business wear by professional manufacturers guarantees a consistent and lasting quality of the cut, fabric and design and is available in all standard dress sizes. This is normally not the case with off-the-peg clothing.



### **Suit every taste**

As a fair outfit male or female suits are suitable for virtually any exhibiting company. Retailers, agencies and manufacturers of all industries will always be well-dressed in such an outfit. However, if a company wants to make a very distinguished impression on its customers it should not forget to add a waistcoat to the suit. A three-piece suit is rather the rule than the exception for topnotch consultant firms at trade fairs. You can complete this elegant look with a short coat. It will protect your outfit against inclement weather – on the way from the hotel to the fair, for example. And a subtly embroidered corporate logo on pockets or shirt or blouse collars is the perfect finishing touch to the stand team's look. Fair visitors then only need to look out for the brand. You can also dress your catering brigade in a less elaborate outfit. You just need a shirt or blouse combined with a traditional bistro apron. And you can add accessories in corporate colours. But ties and co. can also be in different colours to make service staff distinguishable from the stand team.

Also suitable for the workplace Professional business wear is definitely not just restricted to trade fairs. Worn in-house it will also boost team spirit, which in turn benefits corporate success and staff motivation. So, uniform business wear is basically suitable for any occasion. Moreover, a uniform appearance at fairs and in daily business life transports the company's brand message – as airlines, transport companies, car rental and parcel service companies go to show. Corporate wear is a great marketing tool for a company's public image. So, investing in a fair outfit is definitely worthwhile – especially if the outfit is seen as a contemporary marketing tool for day-to-day customer relations.

### **Expert:**

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