



Display Wizard International Services

Taking part in exhibitions or commercial events is crucial in raising brand awareness and a company's profile and in generating new business. It can be even more so when you attend exhibitions abroad. However language and cultural barriers may increase the time you will need to dedicate to the preparation of the event and divert you from your core business activities. As companies extend their international strategy and plan to exhibit in multiple locations worldwide budget may also become an issue.

Recognising this, Display Wizard International offer cost-effective reusable stand solutions which enable you to exhibit in multiple locations worldwide while controlling your costs.

We also provide additional international support from marketing assistance where we help you adapt, translate and print your materials into the local language, to shipping, stand building, health and safety compliance and event assistance such as on-the-stand local staff or post event assistance.

Thanks to our multilingual and international in-house team we communicate with China, Japan and most countries in Europe in their own language, thus eliminating language barriers.

Project Management

To help you make a success of your exhibition, we will support you in project managing the organisation of your event from the design stage through to the shipping and building of your stand, enabling you to concentrate on your core marketing activities.

But our services don't just stop here. As your international marketing becomes more complex our project management services extend to include more assistance.

Preparation and follow up are key to maximising the return on the investment you are making in an exhibition. This is a well known fact but often pressures of conducting daily business may mean there aren't enough resources to do it all.

Display Wizard Ltd

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In addition to project managing the preparation and installation of your exhibition stand, Display Wizard International can support you in the following ways:

- Pre-event assistance: translation and adaptation of your marketing materials; pre-event advertising
- On-the-stand assistance: in most countries, having local trained staff on the stand will maximise the impact of your exhibition and lead generation. We assist you in providing local staff and brief them for you.
- Post event assistance: we assist you in following up leads after the event. For example you may want to send a follow up email or literature in the local language.

Translation, Localisation and Printing of Marketing Collaterals

When conducting business abroad it is essential to tailor your products to the local market. It is equally as essential to communicate with your local customers in their own language and send the marketing message that will appeal to them.

Attitudes to colours, names, numbers, images, perceptions or concepts vary widely from country to country. Localising your marketing mix is therefore crucial.

Display Wizard International help you translate and adapt your marketing materials to the local market.

- Graphics
- Company presentations
- Pre-event advertising materials
- Marketing literature: brochures, leaflets etc
- Corporate ID: Business cards, letterhead etc
- Video/Audio materials: we can get these dubbed or sub-titled as required
- Website construction, design and translation

We also provide **in-house printing services** for all your marketing collaterals.



Display Wizard in China

An increasing number of large exhibitions are taking place in mainland China and Hong Kong.

Display Wizard International have strong connections with China and Asia through our commercial ties with Joy Salon Design based in Beijing.

This collaboration also enables us to design your Exhibition Stand in the UK and having shipped the goods to China offer a seamless and stress free build in China together with in-country assistance.

Display Wizard in Japan

One of the largest markets in Asia, Japan is an attractive and profitable market to be in, although not an easy one to get into. To make a success of your show, you must get it right.

Working with our Japanese associates in Tokyo, Display Wizard International provide full service and local assistance, ensuring language and culture will not be a barrier.

Display Wizard in Europe & North America

We frequently assist our clients exhibiting in Europe and North America. Thanks to our multilingual and international in-house team we communicate with most countries in Europe in their own language, thus eliminating language barriers.



For more information, [contact us](#)

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