

The trade show stand shot list

32 shots in show-day order · Free from LUMIQ · lumiq.media/resources

Before opening (badge entry to doors)

- Stand wide from the main aisle
- Stand three-quarter from each corner
- Fascia or main branding straight on
- Every screen and LED wall, clean, shutter matched
- Product displays, each one
- Detail: joinery, lighting, materials
- Hospitality or meeting area, empty
- Upper level if there is one
- Individual portraits of every team member
- Group photograph against the graphics
- Headshots for LinkedIn

Show hours

- Stand busy from the aisle
- Consultations from the edge of the stand
- Demonstrations with a visitor's hands in frame
- Tastings or samples in a buyer's hand
- Product close-ups in use
- Screens in use with visitors
- Signing or handshake, two angles
- VIP or delegation visit
- Speaker on the stand stage
- Speaker on the conference stage, where allowed
- Interview set-up and stills of each interviewee
- Crowd moments at activations
- Vertical clip: the busiest demo
- Vertical clip: the product reveal or hero product
- Vertical clip: the team

The hall

- Hall wide with your stand visible
- Aisle traffic in front of the stand
- Hall entrance with your branding if present
- Venue exterior at soft light
- Team outside the venue
- The last hour: any product angle still missing