

# exhibitions

**Good staff, a new product and a compelling 'offer'. Is it enough for a successful exhibition?**

A visually attractive stand will capture the eye of the visitor and draw them to you and not an adjacent stand. The smell of coffee, interactive screens, free drinks, demonstrations of products and free samples all help to entice visitors. Having a stand sited near the cafe, toilets, entrance or exit will guarantee footfall but only the impact of the stand and the strategy of the sales people will convert this into interest, dialogue and sales.

Many companies keep their stand free of eyeball rivetting sales staff. Instead they stand in the aisles, engage passers by, talk about features to decision advisers and outline the commercial benefits to managing directors. The latter appreciate free gifts the former enjoy a good technical read and refreshments.

**Airborne design stands and advise on a route to success.**





# X-Product

## Drug Delivery Automation


Astech are at the forefront of innovation in automated sample preparation systems.

We specialise in the supply of next generation automated system solutions for the drug delivery testing industry.






**Xelair**  
Ground breaking s  
automated system  
**Dose Content U**  
the **Emitted Dos**



**Xelize**  
Advanced range of  
systems for **Partic**  
**Determination I**  
Cascade Impactor



**Xelax**  
Next generation s  
automated system  
**Size Determina**

