

Putting on a show

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Jessica Rowbury reviews how exhibitors made an impact at Laser World of Photonics in a bid to stand out from competition

When it comes to attracting potential customers at trade shows, it's not just the size of the booth that counts. With marketing a more important tool than ever to help firms stand out in competitive markets, the strategies for drawing people in at events are becoming more innovative and unique.

At the Laser World of Photonics exhibition in June, Europe's largest photonics trade show, these ideas were out in full force. From booths that mimicked a chic city bar, to competitions and giveaways, the ways in which companies made their mark was diverse.

One attraction used by two companies, which created huge queues at both booths, was serving ice cream. Oz Optics,

a global supplier of fibre optic products, test equipment and sensors, served Maras ice cream, which originates from Turkey.

'Due to its sticky and thick consistency, it is renowned for the games you can play with unsuspecting customers. The vendor makes the customers work for their treat by teasing them with twists and turns of the cones. There are also bells that they ring exuberantly as they pass the cone over,' said Yesim Sezerman, Oz Optics' marketing and regional sales manager.

Laseroptik, which produces high-power optics and coatings, also served ice cream, but to demonstrate how easy it is for customers to configure their laser optics online. The Laseroptik Online Portal (LOOP) has more than 1,200 coatings, 9,000

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Oz Optics



Oz Optics' booth aimed to show its technical capabilities while incorporating its cultural roots



Laseroptik served ice cream to demonstrate that configuring an optic online is just as easy as choosing a flavour

Laseroptik