

EMPLOY AN EXHIBITION COMPANY

The exhibition company:

A common misconception is that you have to use the exhibition/A.V. suppliers in the exhibitor manual. You don't! Shop around for the best deal and find a company who you feel will offer ALL the services you need.

Discuss with your chosen exhibition company what kind of stand you require, whether custom built, modular stand or even an upgrade from shell-scheme booth. They can help you to get the most from your budget.

Define what your product display requirements are, what kind of space you wish to create. How much product space there should be and how much 'people' space.

With this information and your specific goals in mind, you can pass on a design brief to your exhibition company. They should then be able to provide you with a design and floorplan to meet your needs.

OUR TIPS:

Some of the things The Exhibition Co can provide for you:

- Design – Help on making the most of your budget
- Floorplans – Help on making the most of your space
- Graphics and signage – Stand out from your competitors
- Logistics – construction, delivery, build, bump-in/out
- Lighting and A.V.
- Hire Furniture & stand dressing
- Practical considerations – such as electrical connections
- Production advice - booking forms/deadlines
- Catering/staffing
- Storage

Decide on a timing schedule, set deadlines in place and stick to them. (You don't want to leave yourself short of time and end up sacrificing quality.)

Let The Exhibition Company take care of the hard work, so you can set into action your pre-show marketing plan.

