



Stand design & decoration

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Stand design & decoration

- Ownership & production matters
- Situation within the halls
- Types of stands
- Sections and functions of stand
- Group stands

Some (very) good & (very) bad examples



Stand design & decoration

EXERCISE:

Make a (draft) sketch
of your (fictional) stand.

Indicate approx. sizes, key elements and limits with adjacent
stands...



Ownership & production matters

As an exhibitor, you have the choice between renting booth space only ('naked square meters') and renting a fully equipped stand, - or anything in between.

Further, specialised suppliers offer the choice between tailor-made booths and 'modular' booths and building systems, - or anything in between.

Lastly, you as an exhibitor can choose the range of services that should come with the booth: mounting & dismantling, storage & disposal, re-use...



Ownership & production matters

Traditional woodwork:

- + Freedom of forms - Building Time
- Aesthetics
- Sturdy
- After-use
- Reusability

Modular booths:

- + Fast to build
- Reusability
- Environment
- Cost (message)
- Aesthetics
- No complex forms

Hybrid stands: *best of both worlds*



Most stand contractors offer several negotiated alternatives:

Buying: On completion, the exhibitor has full ownership (and responsibility) of the stand and its components.

Renting: On completion, the exhibitor has the right to use the stand and its components for the duration of the show.

Leasing: Construction & dismantling, transport and storage for several shows.

!! *"Designed here, built there" - networks*



Ownership & production matters

**Ideally, the timing for stand design
and assembly takes 6 to 9 months:**

- Register with organizer (D - 9 months)
- Briefing and rough stand design (D - 8 months)
- Planning assembly and disassembly (D - 8 months)
- Construction of booth (D - 6 to 2 months)
- Preparing furniture, equipment and exhibits (D - 2 m.)
- Compiling material (D - 3 to 1 months)
- Transport of material (D - 4 to 3 weeks)
- Assembly of booth (D - 2 – 1 week)
- Handing over of booth (day before trade fair)
- Disassembly of booth
- Transportation to company, repair and storage



Situation within the halls

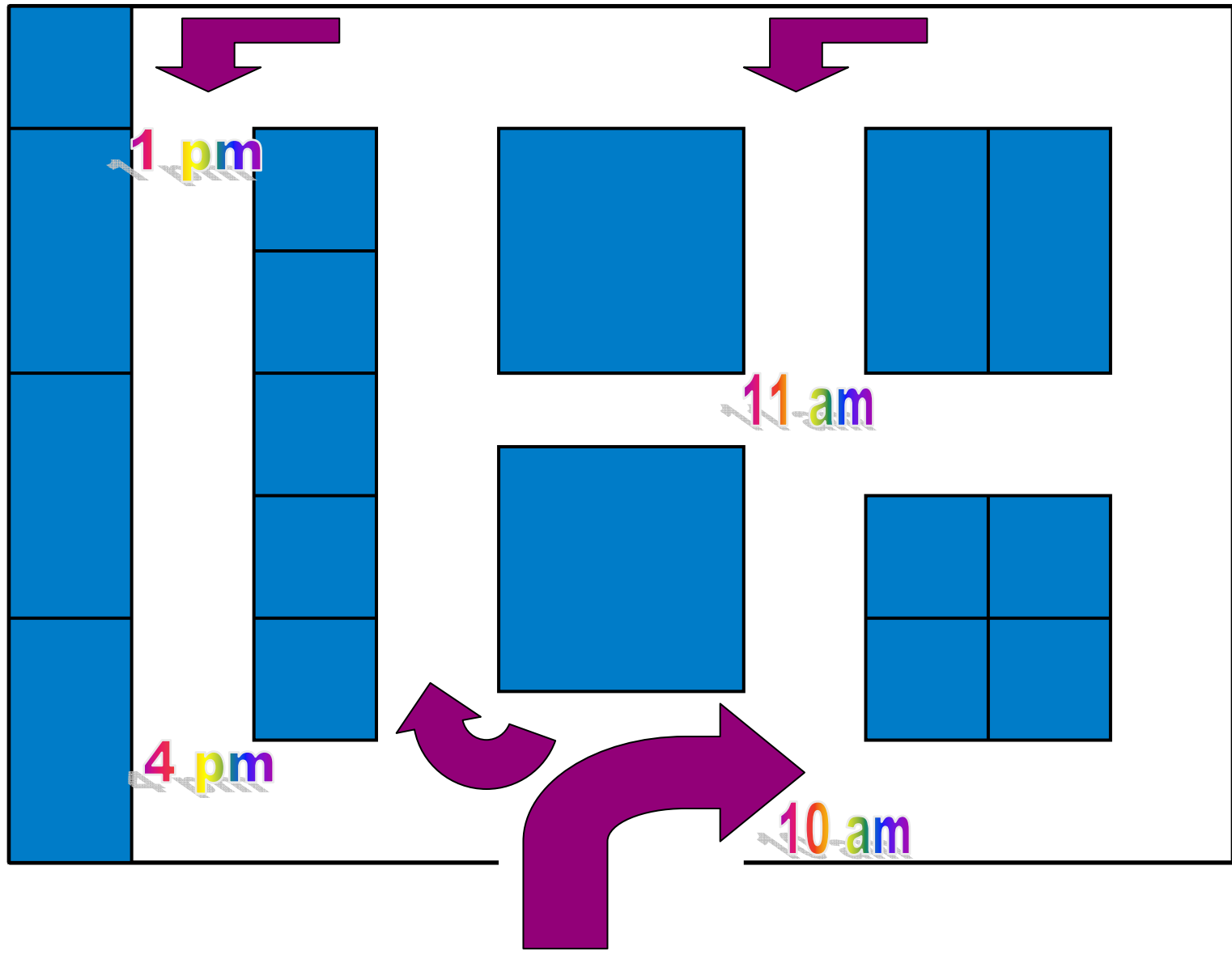
Most visitors develop typical behaviour as to when to arrive and how to walk through the halls.

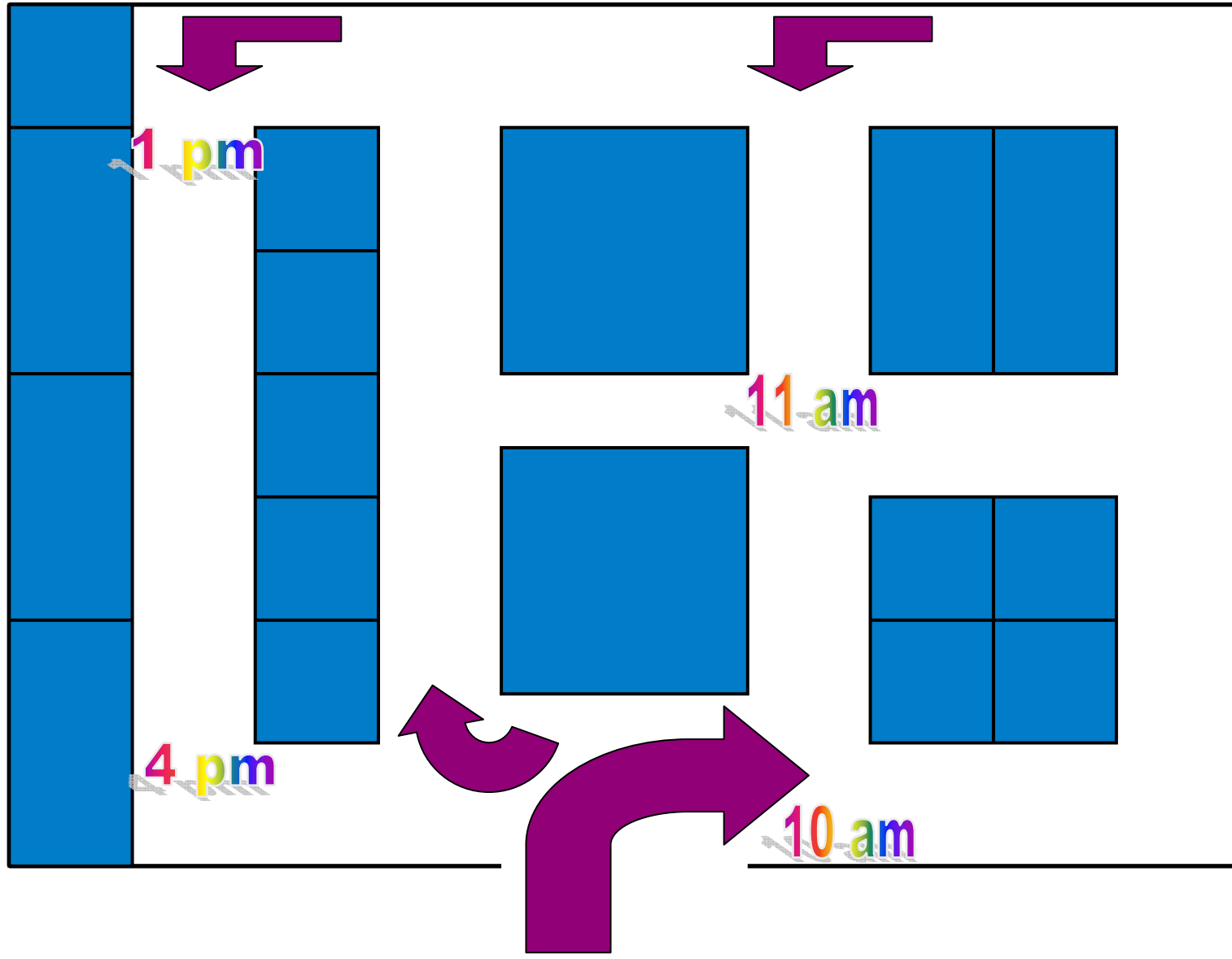
Several parameters determine which sections of which halls will be busy at what moments:

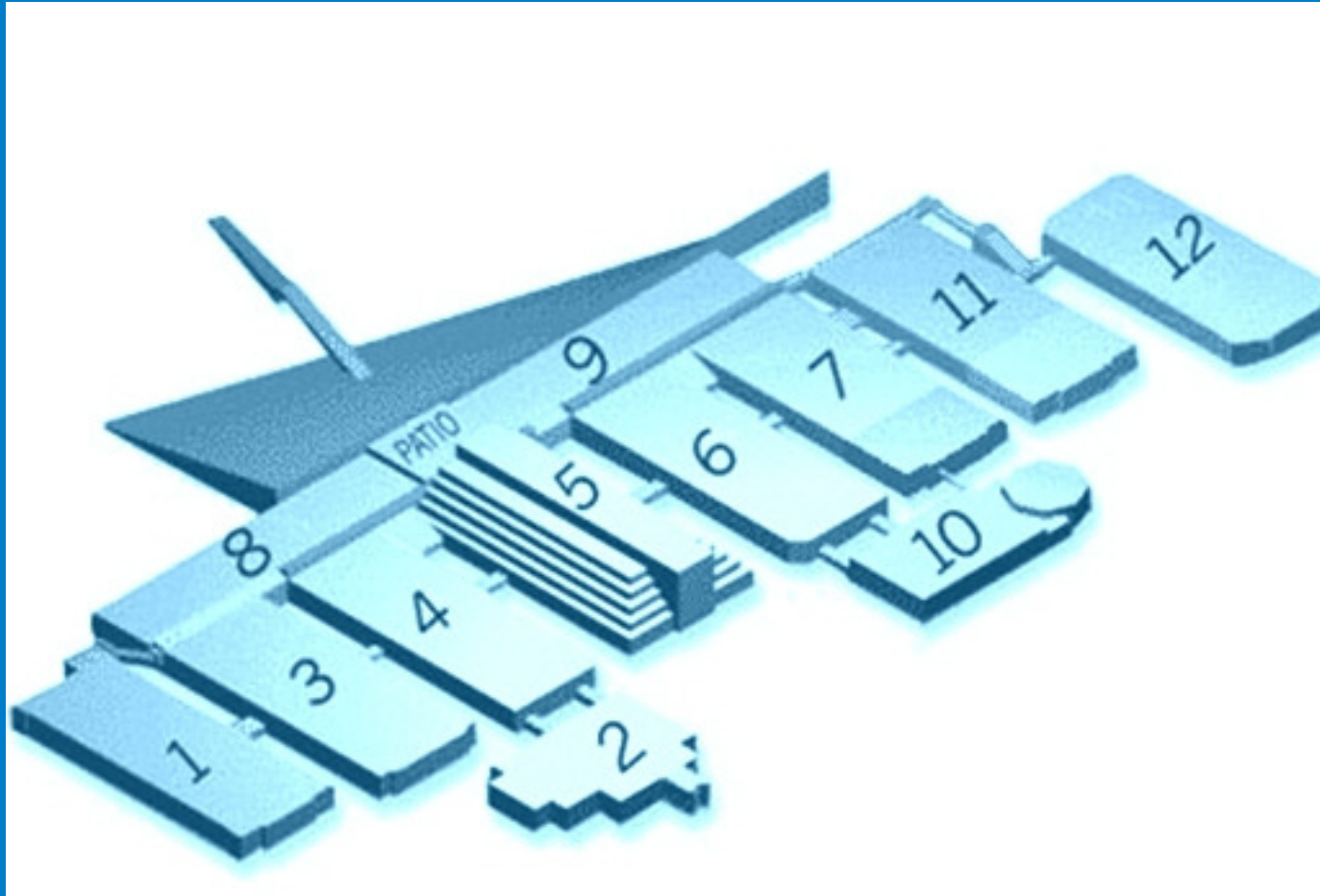
- Origin of visitors (local - national - international)
- Interest of visitors (seminars, special events)
- Segmentation of halls (horizontal - vertical)
- Preparatory matchmaking (e.g. Royal Dutch)

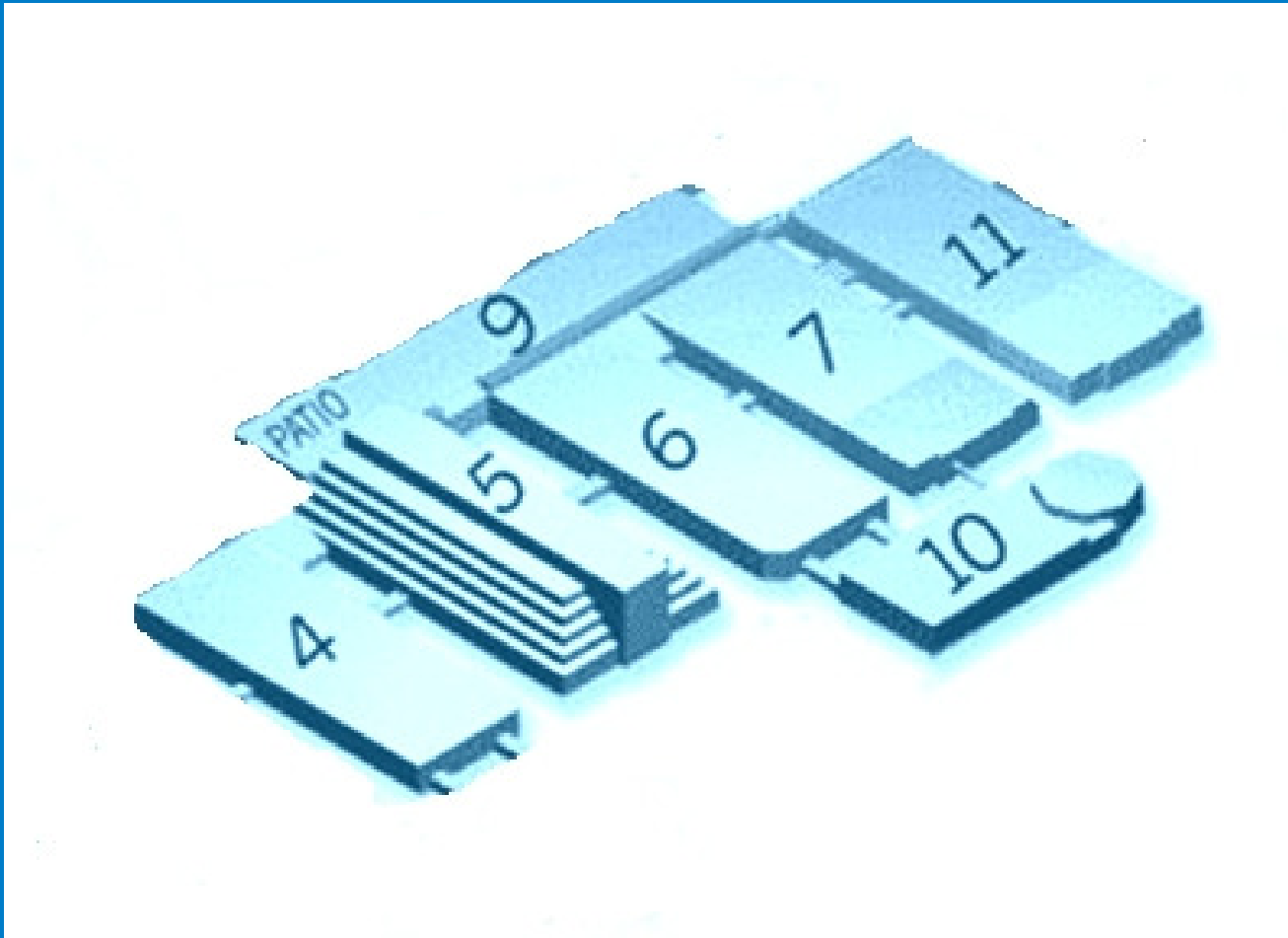
Exhibition targets determine the best site:

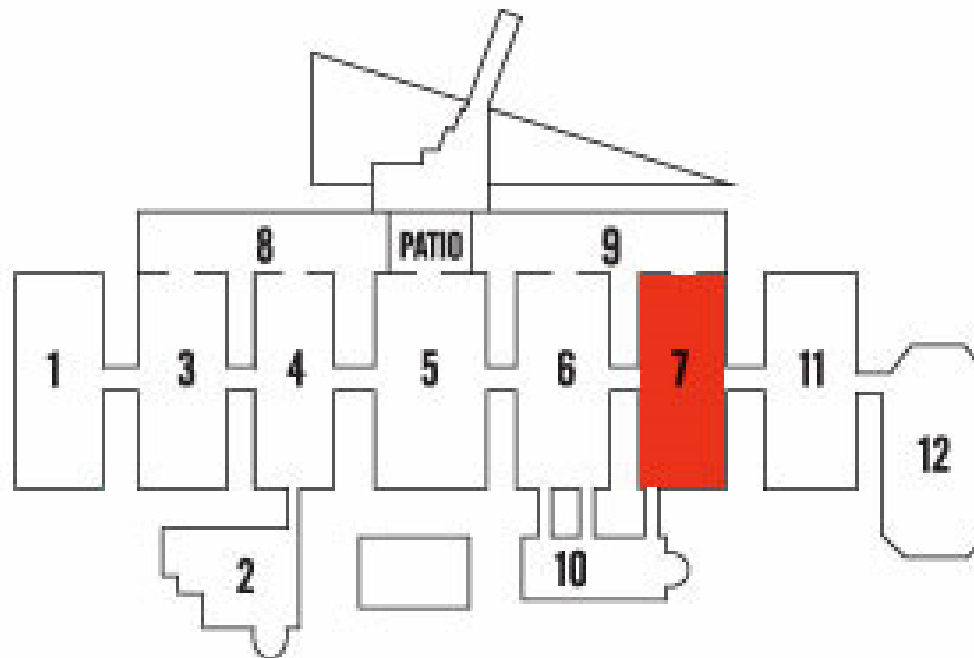
- Existing customers vs. new customers
- Transaction vs. information
- Demonstration vs. market research











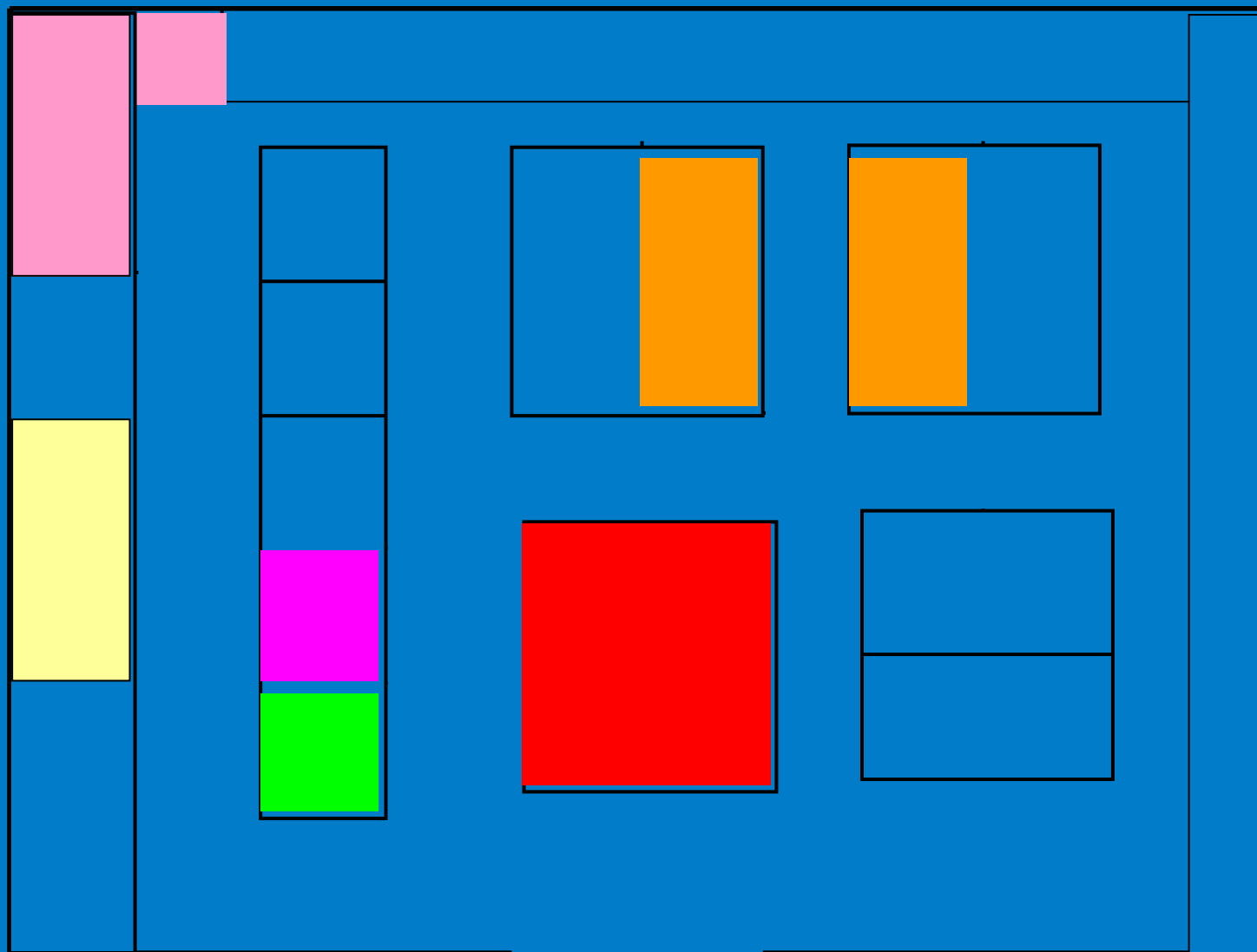


Types of stands

Criterion N° 1: Number of open sides

1	=	Aisle stand	
2	=	Through stand	<i>or</i> Corner stand
3	=	Head stand	<i>or</i> Corner stand
4	=	Island stand	
4+	=	Avenue stand	

Discover the booth types...



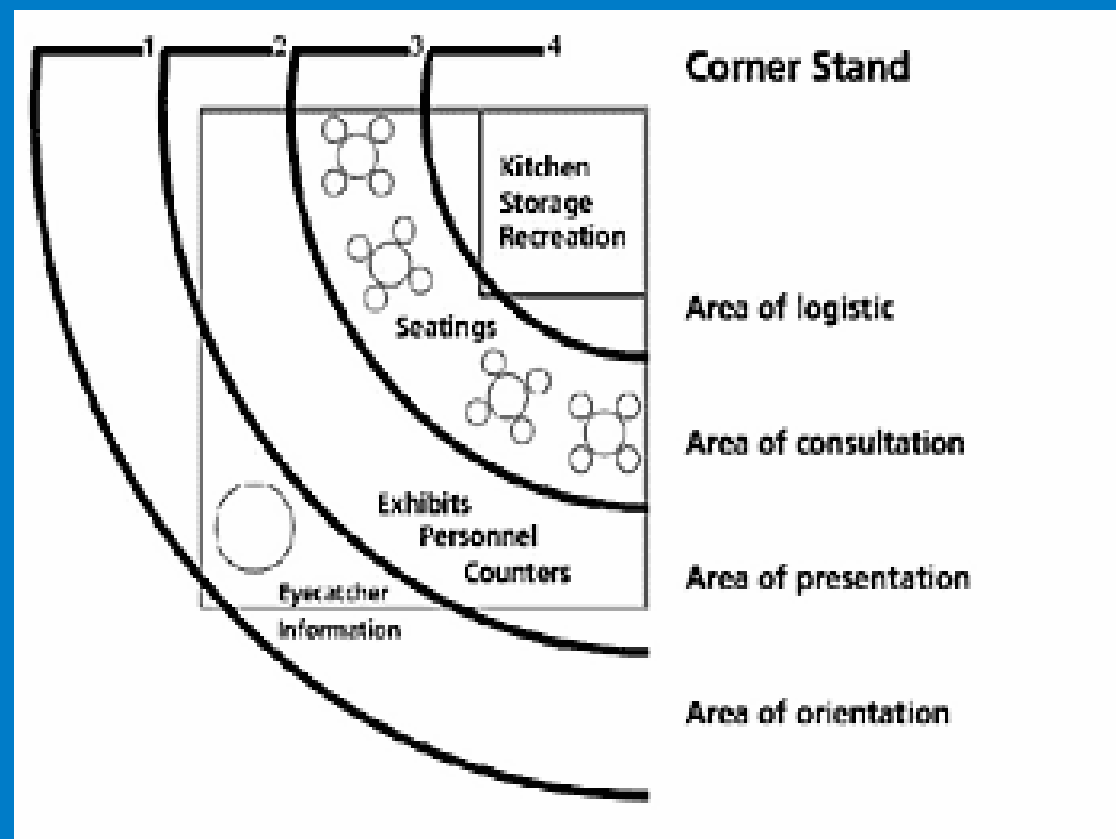


Sections and functions of stands

In general, a stand has **several functions** at the same time:

- Draw attention
- Spread a message/create an image
- Place to show / explain something
- Host booth staff & visitors (work & 'play')
- Front desk & logistical desk
- Hospitality point
- Information point

Sections and functions of stands





Stand design: some rules of thumb

Choose the user's perspective

Answer to "What is in it for me?"

Have a prominent eye-catcher

Keep it simple

Be consequent (targets, identity, promises, behaviour...)

Use the '4 and 15 yo rules

Try a zest of humor



Some examples:





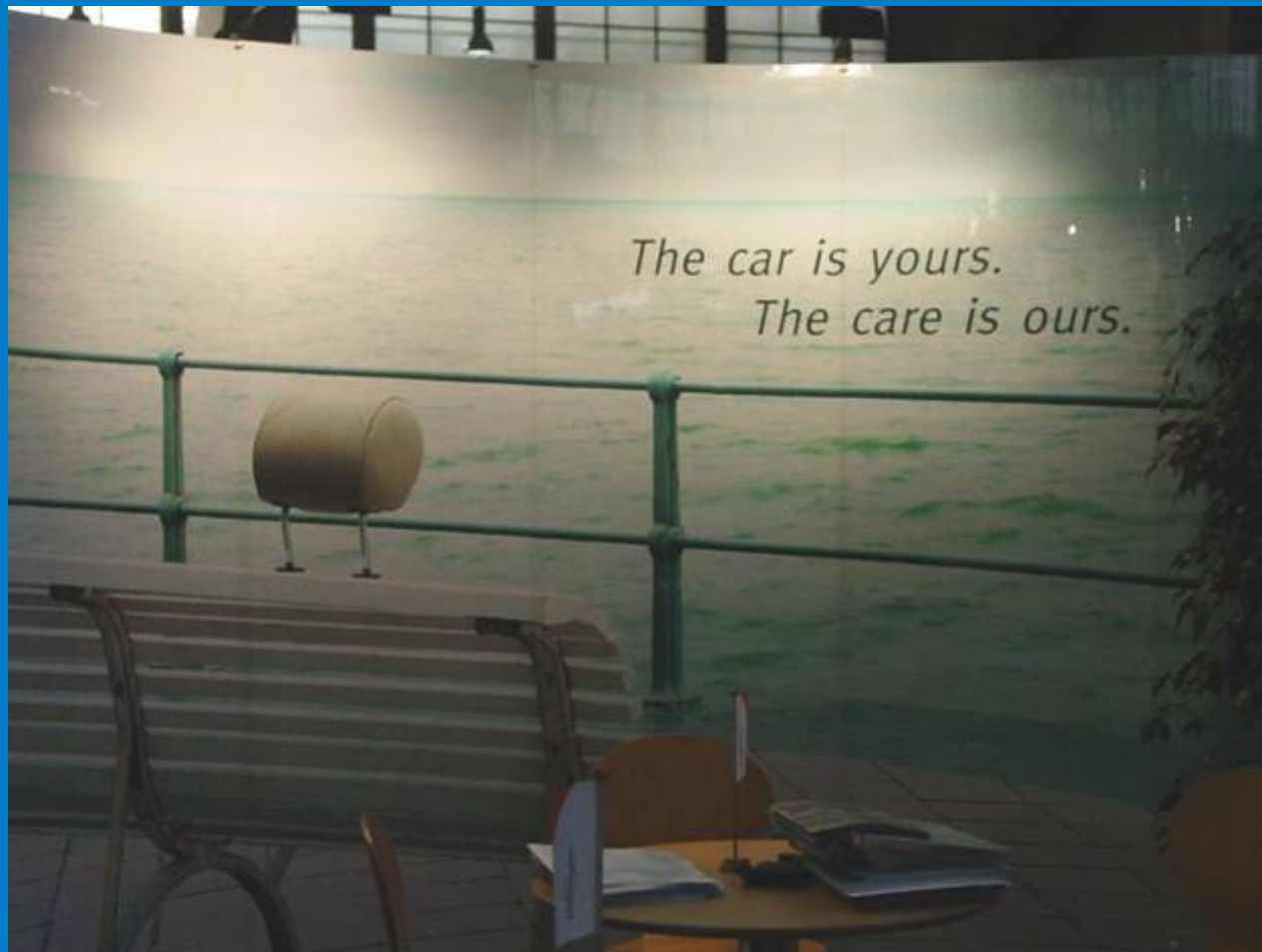
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Some examples:





Some examples:





Some examples:



Identify and resolve problems related to IP and frame-based services with Cyclone Frame

Acterna Cyclone Frame

- Manage and troubleshoot VoIP traffic riding over frame relay networks with the Cyclone VoIP option
- Reduce problem-solving time with easy-to-understand screens
- Expert event analysis through all seven layers
- Traffic generation at up to 2 Mbit/s and emulation of frame relay



Some examples:





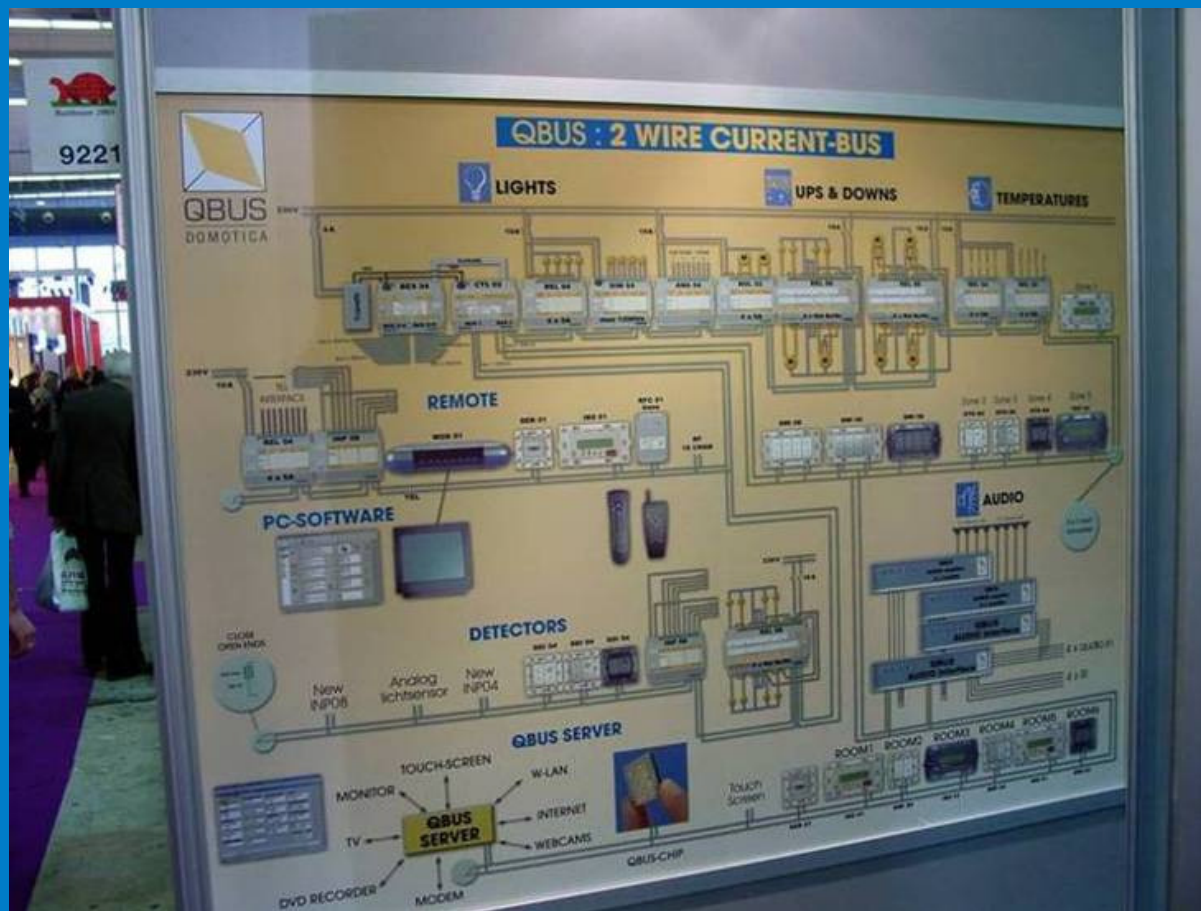
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Some examples:





Some examples:





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Some examples:





Some examples:



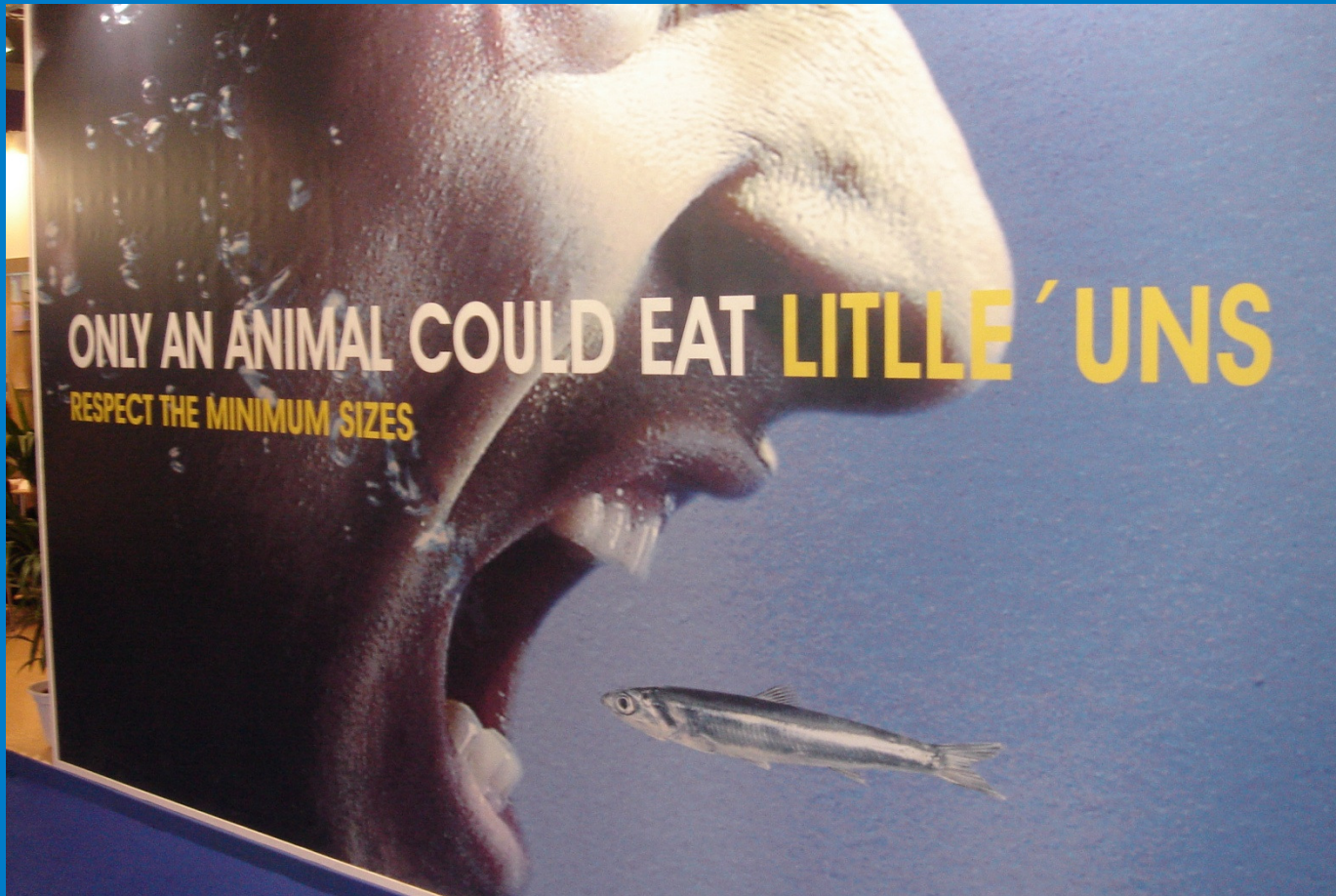


Some examples:





Some examples:





Some examples:





Some examples:





Some examples:



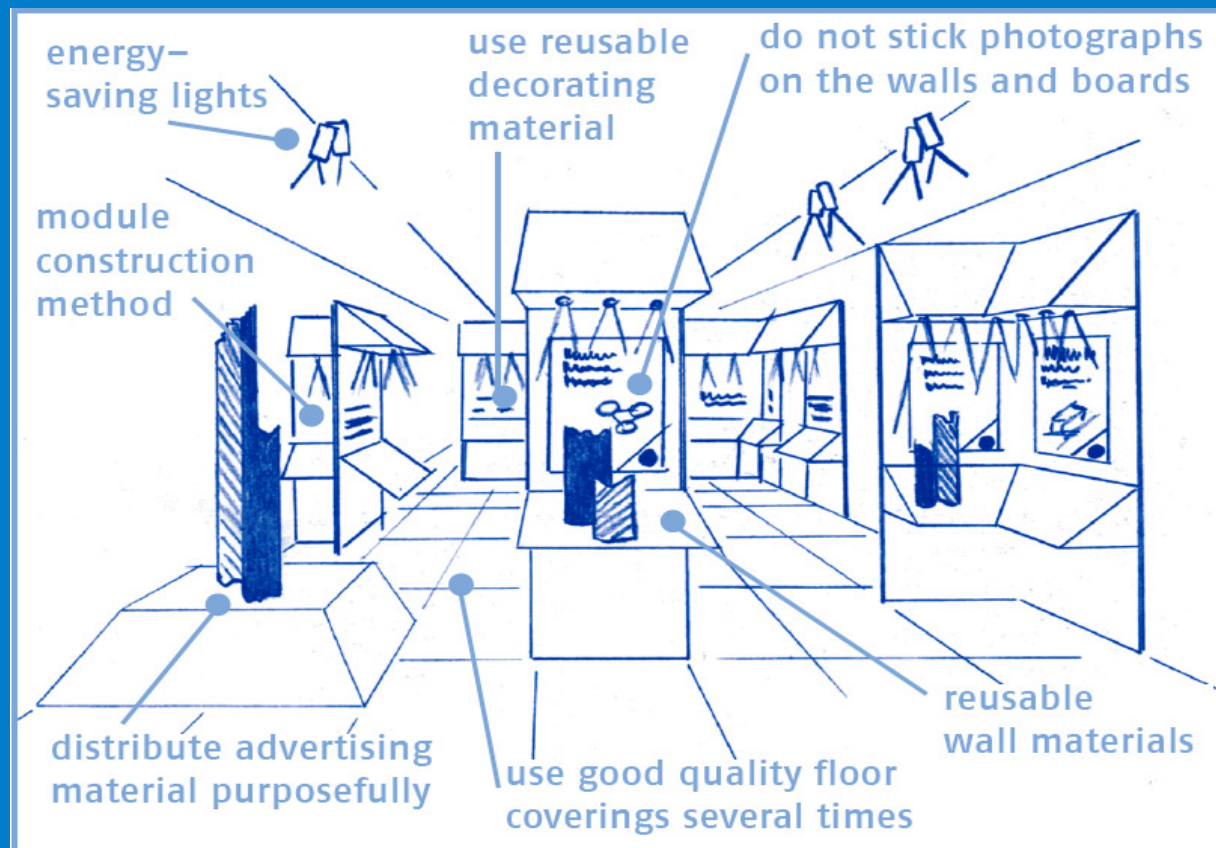


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Some examples:



Environmental considerations:





Group stand rules of thumb

Say **no** to:

Techie style exhibits
Nest builders
Non-visitor oriented activities
Irrelevant gimmicks
Anything far-fetched

Endorse:

Exhibits respecting '4 rule'
'Open area' concepts
Involvement of participants
Booth staff training



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Q & A





What did we learn from this presentation?

- 1) The best place on the floorplan depends on my participation targets.
- 2) Stand design and communication have to be simple, straightforward and appealing to visitors.
- 3) The 4 second / 14 y.o. rules!



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**For more
information:**

WWW.CBI.EU