

4 Stand design: Guaranteed and made-to-measure.

Anyone who takes part in an exhibition has certain reasons for doing so. These may range from the presentation of new products to reinforcement of the company's image or staff motivation. New target groups are addressed and links with existing customers strengthened. Market share is preserved or - even better - increased. All these aims must be considered during stand design. Because they have a crucial bearing on the type and design of stand, the way it is divided up and the activities planned.

a) Type of stand

- row stand (1 side open)
- corner stand (2 sides open)
- end stand (3 sides open)
- island stand (4 sides open)
- outside pavilion

b) Design

- More sales-oriented _____
- More image-oriented _____

c) Subdivision of stand

Total area _____ m² _____ m wide _____ m deep

Area for product demonstrations _____ m²

Discussion areas _____ m² closed open

Bar/bistro _____ m²

Arbeitsräume _____ m²

Kitchen _____ m²

Store room _____ m²

Audiovisual presentations _____ m² Video Plasma Beamer

d) d) Additional requirements

- Presentation of novelties _____
- Special measures _____
- Special exhibition offers _____
- Competition _____
- Other _____