

1 Responsibilities: Coordination is the name of the game.

It's a familiar scenario. When everyone wants a say, nobody knows what's going on anymore. People overstep their responsibilities and instead of running smoothly, things get snarled up. Everyone ends up feeling dissatisfied and no one wants to take the blame. We believe that when you are designing an exhibition stand design it is essential to define responsibilities clearly. That is the only way people know what they have to do, what they are responsible for and which jobs they have to leave to others.

The coordinator is responsible for the overall project while others take responsibility for specific aspects of the job. And all these employees must be assigned the right task.

Purchase/realization:

- Application _____
- Standmanager/Coordination _____
- Contact with project manager at Messerli _____
- Technology _____
- Stand design/realization _____
- Outfitting/miscellaneous _____
- Exhibition transport/customs documents _____
- Exhibition publicity/press work _____
- Travel tickets _____
- Selection/training of employees _____
- Discussions during exhibition with the employees _____
- Debriefing after the exhibition _____
- Concluding report on exhibition _____
- Coordination of follow-up work after exhibition _____
- Post-exhibition assessments _____

Who will book people and premises for events such as press conferences, seminars, etc.?

Hotel reservation _____

Restaurant reservation (evening events) _____

Order temporary staff _____

Order exhibitors' passes _____

Order press material _____

2 Cost planning: It all hinges on skilful budgeting

One thing is certain: a great many things have to dovetail before an exhibition stand can impress its visitors and your potential customers. And it all costs money. We go out of our way to eliminate the possibility of unwelcome surprises from the beginning. A detailed overall budget involving thorough cost planning ensures that you have all the costs under control. Don't forget to consider the following items:

Hiring of the space	_____
Rental for additional meeting rooms and advertising spaces	_____
Stand design, stand construction	_____
Plants and flowers for stand	_____
Connection and operating costs for electricity, water, telephone, data services etc	_____
TV, video, projections, multimedia	_____
Exhibition publicity (ads/invitations)	_____
Press work before and after the exhibition	_____
Exhibition program (presentations, shows, fashion show etc.)	_____
Fees for the public use of recorded material (for the use of music)	_____
Costs for measures during the exhibition (seminars, evening events, customer invitations etc.)	_____
Costs for interior designers, photographers, security staff, cleaning service	_____
External assembly and stand personnel (hostesses, models etc.)	_____
Exhibition clothes, name plates	_____
Travel and accommodation costs	_____
Allowances, out-of-pocket expenses, overtime payments	_____
Parking fees/tips	_____
Insurance for exhibited goods	_____

Transport and any customs duties payable	_____
Local expenses, haulage companies	_____
Promotional gifts and giveaways, carrier bags, posters, stickers	_____
Brochures, sales documents, price lists	_____
Admission vouchers, invitations	_____
Entertainment expenses, catering at the stand	_____
Contingencies, reserve	_____
Total	_____

3 Rules: What's allowed – and what's not

We can't always do everything we want. Exhibition organizers and local authorities often have regulations regarding height, construction type, materials and color schemes. The best idea is to contact your Messerli project manager who will ask the right questions in the right places.

Max. height _____cm

Two-tier connection allowed not allowed

Stand cover allowed not allowed

Moving components allowed not allowed

Colors allowed _____

Use of sound advertising allowed not allowed

Events at the stand
(such as demonstrations) allowed not allowed

Operation of machines
(ovens, radios, welding equipment) allowed not allowed

Comments _____

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 _____

5 Utilities: All at your service

If you need a power or water supply for your exhibition stand, we can handle that too. Whatever your technical needs, we'll do the work for you - for example, by applying for all the necessary technical services. Just tell us what you need in the way of telephones, sockets, cooking equipment, lights etc., and how much power you will need, and let us do the rest.

- Power points _____
- Water connections _____
- Gas connections _____
- Vacuum pumps _____
- Stand cleaning _____
- Phone
- Fax
- ISDN/ADSL
- Insurance _____
(Because all the stand construction material is insured by us,
you only need to insure your exports.)

6 Advertising/PR: Make the right impression

As Charles Wip once so aptly wrote: "Advertising is as much a part of the product as electricity is part of a light bulb" This applies equally to a successful exhibition appearance. And John Wanamaker thought that half of the money spent on advertising was wasted, the only problem being that we don't know which half. This is why we urge you to discuss the following questions in depth with your advertising department/advertising agency and PR agency.

a) Advertising opportunities provided by the organizer

- Catalogue entry
- Ads in the exhibition catalogue
- Advertising space on the exhibition site
- Advertising space on the organizer's website

b) Your own advertising tools

- Exhibition logos for documents ordered on: _____
- General brochures
- Plakate
- Posters
- Advertising space on your own website

c) b) Special measures related to participation

- Newspaper ads
- Ads in the trade press
- Advertising space in taxis
- Signs in exhibition shuttle buses
- Exhibition gifts
- Advertising gifts
- Giveaways
- Samples
- Carrier bags
- Invitation mailings to existing or potential customers, special target groups etc.
- Order admission coupons (organizer) for mailings
- Mailing follow-up, incl. arranging meetings
- Order stand photographs (for archive and PR purposes)
- Photos of competitors

d) Press work

- Select media for press photos
- Preliminary press information
- Press packs with new products, special features etc.
- Press conference
- Concluding information, possibly with photos of prominent visitors

7 Accessories/details: The things you must never forget

As we hinted at in our introduction, it is often the small things that make all the difference. And, as we all know, the details are the most difficult things to get right. That is why the following list contains all the little things, all the details, which, though not always absolutely necessary are all too often forgotten. What's more, almost everything that contributes to a smoothly running stand can be rented from us.

Stand operation

- Ashtrays
- Brooms
- Flowers/plants
- Electrical equipment
- Adapters
- Insulating tape
- Extension leads
- Replacement bulbs
- Fuses
- Spare parts for
 - Exhibits
 - Machines
 - Kitchen equipment
- First aid box
- Fire extinguishers
- Cigarette lighters/matches
- Towels
- Toolbox
- Adhesive tape
- Coat-hangers
- Sewing kit
- Waste baskets
- Cleaning material
- Protective covers for exhibited products

Office/organization

- | | |
|--|--|
| <input type="checkbox"/> Attendance list | <input type="checkbox"/> Notepads |
| <input type="checkbox"/> Pencil | <input type="checkbox"/> Files |
| <input type="checkbox"/> Scissors | <input type="checkbox"/> PC and printer |
| <input type="checkbox"/> Stapler | <input type="checkbox"/> Floppy disks and toner |
| <input type="checkbox"/> Company stationery | <input type="checkbox"/> Stamps |
| <input type="checkbox"/> Paper clips | <input type="checkbox"/> Eraser |
| <input type="checkbox"/> Envelopes | <input type="checkbox"/> Calculating machine |
| <input type="checkbox"/> Company stamp and inking pad | <input type="checkbox"/> Binders |
| <input type="checkbox"/> Forms | <input type="checkbox"/> Typewriter |
| <input type="checkbox"/> Glue/glue stick/
adhesive tape | <input type="checkbox"/> City map |
| <input type="checkbox"/> Hole punch | <input type="checkbox"/> Pocket calculator |
| | <input type="checkbox"/> Local telephone directory |

Sales

- | | |
|--|--|
| <input type="checkbox"/> Price lists | <input type="checkbox"/> Order block |
| <input type="checkbox"/> Information sheets | <input type="checkbox"/> Contact sheets |
| <input type="checkbox"/> Sales documents | <input type="checkbox"/> Dictation machine |
| <input type="checkbox"/> Special documentation | <input type="checkbox"/> Delivery list |
| <input type="checkbox"/> Business cards | <input type="checkbox"/> Name plates |
| <input type="checkbox"/> Diary | <input type="checkbox"/> Order forms/
order books |
| <input type="checkbox"/> Customer list | |

Kitchen/Bar

- | | |
|--|---|
| <input type="checkbox"/> Bin bags | <input type="checkbox"/> Cooking ring |
| <input type="checkbox"/> Washing-up liquid | <input type="checkbox"/> Saucepans |
| <input type="checkbox"/> Cutlery | <input type="checkbox"/> Fridge |
| <input type="checkbox"/> Tin openers | <input type="checkbox"/> Paper serviettes |
| <input type="checkbox"/> Bottle openers | <input type="checkbox"/> Soap |
| <input type="checkbox"/> Tea towels | <input type="checkbox"/> Sink |
| <input type="checkbox"/> Glasses | <input type="checkbox"/> Cups/plates |
| <input type="checkbox"/> Coffee machines | |

Catering

- | | |
|---|-----------------------------------|
| <input type="checkbox"/> Bread rolls | <input type="checkbox"/> Savories |
| <input type="checkbox"/> Cream for coffee | <input type="checkbox"/> Spirits |
| <input type="checkbox"/> Fruit | <input type="checkbox"/> Soups |
| <input type="checkbox"/> Drinks | <input type="checkbox"/> Tea |
| <input type="checkbox"/> Coffee | <input type="checkbox"/> Sugar |

8 During the exhibition: The reward for perfect organization

Everything's ready. The stand is in place. In a few days visitors will be flocking to the exhibition. Now is the time to review one key aspect. In the final analysis, your show should contain what you and your visitors expect from it.

Coordination at the stand itself:

- Presentation of the stand manager/stand management team
- Make sure the personnel know each other or provide information about personnel from different branches
- Define stand shifts
- Keep lists of absentees
- Care of visitors
- Kitchen service
- Issue guidelines on exhibition dress code
- Issue guidelines on stand behavior
- Issue exhibitor passes/parking permits
- Confirm hotel room allocation
- Clearly define responsibilities at the stand

Tasks of the stand manager/stand management team:

- Coordination of breaks (personnel)
- Ensure supply of equipment such as brochures, office material, drinks etc.
- List of most important telephone numbers (hotel, exhibition hall managers etc.)
- Regulations at the stand
- Keep management updated on progress of exhibition

9 Follow-up work after the exhibition: A strong finish

Everything has worked, hopefully just as planned. Everyone involved is worn out from the stress and hectic pace. But you mustn't sit on your well-deserved laurels. Because your sales success now depends on intensive, professional follow-up work after the exhibition. Moreover, the results of systematic follow-up work will provide you with valuable information for preparing the next similar exhibition. That is why it is important to remember the following points:

- Send the promised documentation to stand visitors
- Get specialists to make follow-up telephone calls after the exhibition
- Send written thank-you notes to visitors for coming
- Process the incoming messages from the field service
- Transfer the completed contact forms to contact evaluation
- Check results
- Register orders received
- Stand layout very good unsatisfactory
- Presentation of exhibits very good unsatisfactory
- Briefing of stand personnel very good unsatisfactory
- Distribution of invitation forms very good unsatisfactory

Objectives for the next exhibition _____

Kind regards



Andreas Messerli