Trade fair training courses

Module 2
“Stand design – Convince with the right idea”

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A service of Spielwarenmesse eG for all exhibitors of Spielwarenmesse®.

Your key to trade fair success
Presenter

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Meplan GmbH (a partner of Spielwarenmesse eG)

Meplan core competencies
• Trade fair stands
• Trade fair consulting and project support
Agenda

✓ Stand Design – Best practices
✓ Stand building partners
✓ Trade fair checklists

→ You can ask questions using your control panel
Integrating movement on your stand

Advantages:

✓ Stimulates visitors’ curiosity
✓ Attracts visitors’ attention

Keep in mind:

✓ Movement should not disrupt business at your own stand or the neighbouring stand
✓ Relevant to your stand concept
Integrating movement on your stand

Options

✓ Demonstration of products around the edge of the stand
✓ Flat screens with corporate videos
✓ Changing graphics
✓ Moving objects integrated in the stand construction
✓ Changing and multicoloured illuminations
✓ Flowing water
✓ ...
Specific use of light

Advantages:

✓ Atmospheric lighting effects
✓ Illumination to create visual associations
✓ Illumination to highlight products

Keep in mind:

✓ Wrong placement and intensity may cause heat
✓ Stand illumination has to be adjusted to the lighting conditions in the hall
✓ Objectives for the use of illumination have to be defined
Specific use of light

Options:

✓ Use of backlit graphics
✓ Highlighting of exhibits
✓ Coloured illumination for better visibility
✓ Creates atmosphere
✓ ...
Effective graphics

Advantages:

✓ Quicker communication of your information
✓ Pictures create visual message
✓ Attracts attention and curiosity

To keep in mind:

✓ High quality of the graphics
✓ Large scale graphics
✓ Adjusted to corporate design and trade fair message
✓ Less writing – Less is more!
Effective graphics

Options:

✓ Company products in use
✓ Graphics which highlight the benefits of the products
✓ Pictures of the target group
  → enables visitor identification
✓ ...

...
Integrating eye-catching features

Advantages:
- Attract attention and curiosity
- Enhance your trade fair message
- “Icebreaker” for starting conversations
- Will be remembered

To keep in mind:
- Has to relate to trade fair message, products and company
- Good positioning on the stand to avoid business being disrupted although the feature should attract high interest
- The visual impact counts, not the cost
- Has to surprise the visitor
Integrating eye-catching features

Options:

✓ Unique product presentations
✓ Integration of your products in the stand design
✓ Integration of items which highlight the benefits of your products
Highlight new product awards

Advantages:

✓ Increases authenticity
✓ Generates recognition
✓ Attracts attention
✓ “Icebreaker” for conversations

To keep in mind:

✓ Awards should be up-to-date
✓ Visible placement on the stand
✓ Usage of well known brand awards
✓ Only display awards if the winning products are relevant to your stand concept
Use of special materials

Advantages:
✓ Generates attention towards your stand
✓ Positive effect on company image
✓ “Stand out from the crowd”

Important:
✓ Use of special materials also possible with small booths
✓ Materials have to fit into the stand concept
   ➔ Corporate Design
✓ Material has to fit the purpose
Use of aroma & sound

Advantages:

- Stimulates senses
  - generates attention
- Generates friendly atmosphere
  - increases the time visitors spend at the stand
- Positive influence on company image
- Reduces intrusion of background noise

To keep in mind:

- “Less is more”
  - avoid sensory overload!
- Professional concept important
- Differentiation for stand areas
Attracting visitor attention

Advantages:

- Encourages “play instinct”
- “Ice-Breaker” for communication
- Active interest in the company
  → stays in visitors’ mind

To keep in mind:

- Connection to product / company
- Space requirements
- Fit to target groups
- Visual benefit for target group
Stand regulations (1/2)

- The maximum stand height is 3.00 m

- Stand structures bordering on neighbouring stands are to be finished in a light and neutral single colour above the height of 2.50 m

- Up to a height of 3.50 m, a minimum separation of 1.00 m from the adjacent stand must be maintained on each side

- Stands with structures from 3.50 m to a maximum height of 4.50 m must maintain a separation from the adjacent stand of 2.00 m on each side

- With approval of the respective neighbors the maximum stand height of 4.50 m can be exceeded without keeping a separation
Stand regulations (2/2)

✓ At least 70 % of the sides of the stand facing the gangways must be open

✓ If suspension from the roof is essential or light sources cannot be provided any other way, plans must be submitted for approval

✓ For a stand space of 80 m² or more, stand plans must be submitted for examination

✓ The hall area must be visible from conference cubicles and other rooms on the stand

✓ Floor coverings are obligatory

✓ The use of materials such as polystyrene or similar materials that are highly inflammable, drip on burning or form toxic gases is prohibited

✓ The distance from any point on a stand space to a hall gangway must not exceed 20 m walking distance

✓ Additional regulations in case of stand roofing and for two-storey stands
Tips for a Green Presence at the Fair

How do I design an eco-friendly booth? Find out more on what to consider when building sustainable fair stands in our checklist.

**Stand Design**

**Tips for a Green Presence at the Fair**

The following list provides an overview on what to consider when building sustainable fair stands.

**Source:**
http://www.spielwarenmesse.de/exhibitors/fair-organization/?L=1
Briefing

Stand building partner
Content of a briefing

(Request to 3-4 stand builders)

Most important:

✓ Presentation of the company / CI / strategy
✓ Idea of presentation at the fair/ idea of presentation of the brand
✓ Presentation in other marketing channels
✓ Trade fair goals / Trade fair message
✓ Target group
✓ Information on previous trade fairs
✓ Challenges of participation / requirements to the stand
✓ Schedule / budget

✓ Many additional tipps within the checklists: http://www.spielwarenmesse.de/exhibitors/fair-organization/?L=1
Online Service Center (OSC)
StarterPackage

Are you exhibiting at the Spielwarenmesse® 2014 and not sure which services are necessary and useful? The StarterPackage enables you to organize your presence at the fair quickly and clearly.

<table>
<thead>
<tr>
<th>Stand size</th>
<th>Price*</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 to 11 m²</td>
<td>1,460.00 €</td>
</tr>
<tr>
<td>12 to 14 m²</td>
<td>1,660.00 €</td>
</tr>
<tr>
<td>15 to 17 m²</td>
<td>1,870.00 €</td>
</tr>
<tr>
<td>18 to 20 m²</td>
<td>2,060.00 €</td>
</tr>
<tr>
<td>21 to 23 m²</td>
<td>2,240.00 €</td>
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<tr>
<td>24 to 26 m²</td>
<td>2,420.00 €</td>
</tr>
<tr>
<td>27 to 30 m²</td>
<td>2,570.00 €</td>
</tr>
</tbody>
</table>

* All prices plus statutory rate of VAT. Prices do not include the exhibiting fee, the fee for the compulsory entry in the catalogue and miscellaneous charges.

Carmen Rogge will be pleased to help if you need more information:
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www.wörnlein.de
messeSHOP Tel. +49(0)9 11/86 06-65 40
**Standard**

**Spotlights included!**

**Complete price 58,00 Euro/m²**

additional equipment to be ordered on form „Stand Equipment and Furniture Hire“

Note: Please order power supply on form „Electricity Supply“!
**Complete price 49,95 Euro/m²**

additional equipment to be ordered on form „Stand Equipment and Furniture Hire“

Note: Please order power supply on form „Electricity Supply“!
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Meplan Systemstände – Ihr Messeauftritt zum günstigen Fixpreis
Meplan System booths – Your trade fair presentation at an affordable guaranteed price
Dear exhibitor, welcome to your stand building pages of Spielwarenmesse® 2015.
Here you can calculate the costs for your stand online or order immediately. Or you simply ask for single equipment items.

PRICES: STAND BUILDING & CONFIGURATOR
It only takes 4 steps to build and calculate the costs for your stand ONLINE! You can choose from different types of stands.
1-2-3-4

Click here to go to price configurator

Prices for additional items
In order to calculate the costs of furnirure, technical equipment, plants and other additional items, please click here...

Click here to go to supplementary equipment

In our gallery you find selected trade fair stands, furniture, technical equipment and much more. Be inspired!

Gallery >>

Here you’ll find application forms, checklists and other useful tools for downloading.

Downloads >>

In case of any questions please do not hesitate to contact us, carin Wagenbrener, phone +49 (0) 69 949 26 521, wagenbrener@meplan.de

http://www.meplan.com/spielwarenmesse
INbLvIdUal

Meplan Individual System – der perfekte Flirt aus System und Design
Meplan Individual System – a perfect flirt of System and Design
Meplan Design – maßgeschneidertes Stand-Design in Ihrer Corporate Identity
Meplan Design – customized stand design reflecting your corporate identity
ServiceGuide Technical Services & Organization – Stand Construction / Equipment

Electricity supply, lighting, working platforms and equipment

Water supply and waste water

Starter Package

Stand partition walls

Stand construction company Messebau Wörnlein

Stand construction company Meplan

Rental furniture

Stand security service

Stand cleaning service

Waste disposal

Forwarding agent / Empty boxes storage
Checklists
Where can I find guidance?

✓ Checklists for your Trade Fair Appearance
✓ Fair Guide 2014/2015
✓ RedPaper: How to Exhibit Successfully
✓ Fair organization: http://www.spielwarenmesse.de/exhibitors/fair-organization/?L=1
Source of information

✓ **AUMA**
AUMA, the Association of the German Trade Fair Industry, represents the interests of exhibitors, organisers and visitors to trade fairs. This is where you can find out about the products and services at trade fairs in Germany and abroad, tips to assist with your trade fair preparations and useful information on the industry (www.auma.de/en)

✓ **FAMAB Verband Direkte Wirtschaftskommunikation e.V.**
FAMAB Verband Direkte Wirtschaftskommunikation e.V. is a German professional association. It organises and represents service providers in the fields related to direct business communications. These are: exhibition stand design and architecture, stand construction, events and live marketing, event catering, technical services and system providers (http://www.famab.de/famab_en/index.html)

Publications:

✓ **M&A Report**
m+a report, the bilingual magazine (German/English) presents what practical business requires - tips, reports on experiences, market analysis, new business. Everything to help make tradeshows and exhibitions, conventions and all kinds of professional events more successful (http://www.m-averlag.com/english/rep/rep_inhalt.html)

✓ **Trade Fairs International (TFI)**
TFI informs trade exhibitors and visitors as well as stand constructers and their suppliers of the dynamic developments in the fair industry (http://www.tfi-publications.de/eng)
Webinar Series for Maximum Success at the Fair

✓ To ensure the best possible preparation of your presentation, a free webinar series with all the relevant contents for fair preparation, organization and follow-up work is available.

Make sure of a place in the following modules now:
Strategic fair planning – Good planning is half the battle
Tuesday, 14.10.2014, 10:00 a.m. CET

Stand design – Convince with the right idea
Thursday, 23.10.2014, 10:00 a.m. CET

Visitor marketing – Generate more qualified business contacts
Wednesday, 05.11.2014, 10:00 a.m. CET

Communication & behaviour at the stand – Conversations as a success factor
Wednesday, 19.11.2014, 10:00 a.m. CET

Fair follow-up – After the fair, it's “harvest time"
Tuesday, 02.12.2014, 10:00 a.m. CET
Contact

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