

Ten Tips For Exhibitors for Successfully Collaborating with Exhibition Services Companies

1° Define your exhibition objectives and prepare extensive briefing material. The more precise and complete the information is, the better designers will be able to tailor stand concepts to your needs.

2° Make sure you plan your participation in a exhibition early enough. Hasty planning usually implies increased costs and is often only the second best solution.

3° Select three or four exhibition and event services companies and allocate some time to extensively brief them on your expectations and needs. More briefings can be time and resource consuming.

Companies can be chosen on various criteria, like for example:

- References
- Geographical location close to your company or to the exhibition place
- Business visits
- Self-introduction of the companies through ads in various media or on exhibitions and on the internet.
- Information from specialized magazines and reports.
- Participation in national and international exhibition and event services organizations¹.
- DIN EN ISO 9001 and 9002 certification
- Observation of the company's work on the exhibition place

4° During the briefing discussion, communicate extensively on your expectations but also on your company, your values, identity and design. Of course technical indications such as stand size, specific rules for participation in the exhibition, artifacts to be exposed, number of representatives on the stand, budget for participating in the exhibition and budget allocated to stand-building should be clearly detailed as well.

Please take into account that an extensive and accurate briefing represents savings when implementing the design. Every project costs money. Specialists commit many hours to work on a promising individual stand concept and they require a working space equipped with state of the art and expensive material.

¹ For a full list of IFES Member Companies, please contact the IFES Secretariat:
ifes@kelleneurope.com

Request a clear indication of the costs related to planning and conception in the service proposal. Free drafts do not exist: the conception costs would be integrated elsewhere. Be demanding and request good performance. A draft realized without the necessary attention will not be suited to you needs.

A good advice: Exhibition companies who invoice every concept will make you pay only the service you receive. Companies who do not charge for their presentations cover their costs with the contracts they carry out.

A project is an individual concept design for your participation in an exhibition. Do not confuse with a proposal containing projected costs for a simple stand, which generally is constructed with system material. Such a proposal is of course free of charge and non-binding. But for more elaborated projects, a concept design is needed before the actual proposal.

5° Elaborate an objective evaluation system to analyse your exhibition partner's performance. Working with the less expensive standbuilder rarely leads to a favourable outcome.

6° Choose your partner rapidly after the presentations made and inform all competing companies about your decision. Long decision-making periods hinder a sensible planning of capacities.

7° Accompany the project constantly and inform your partner immediately of any foreseen change (e.g change in artifacts to be displayed). Changes taking place after the building of the stand can be hard to implement, resource consuming and rarely deliver optimal results.

8° Agree on a stand handover time with your partner's project leader. The same applies to returning the stand after the exhibition.

9° Meet with your partner immediately after the exhibition. This is the time for constructive criticism.

10° Prefer long-term collaboration with an exhibition design company. The better your partner knows you, the better and the most cost-effective he will be able to work for you.