

# ARRANGING EXHIBITION PARTICIPATION

## Participation

Do you like to participate in an exhibition, but you don't know where to start?

We will guide you in your participation from the first step.

### Step 1 What kind of exhibition?

You have decided to participate in a fair. Most importantly is the choice of which exhibition. National or international, which target group do you want to reach etc. On our website you can find the exhibition agenda under the heading 'About Eldee'. Here you will find almost all exhibitions from the coming six months.

> Tip: visit a number of exhibitions for orientation and to see how others tackle.

### Step 2 Cost-benefit.

Set a fixed budget for your booth. The main costs are:

- Renting square meters on the relevant exhibition
- Booth design and booth building
- Booth interior (don't forget any audio-video equipment)
- Advertising and promotion costs
- Personnel (remember the exhibition training and additional exhibition staff)
- Facility costs, such as insurance, parking and connections.
- Additional costs such as catering, travel expenses etc.
- Try to estimate the income of your participation. Participating in an exhibition brings often long-term returns, keep this in mind.

Also take into account costs such as give-aways, photos and badges.

> Tip: You can also rent a booth design.

### Step 3 How to build your booth.

In a briefing meeting with the booth builder all aspects of your participation will be discussed. Practical things like dimensions, or no raised floor seating or choosing carpet. But also your ideas beside the booth, the product or service you promote, your goals, and of course your target group.

> Tip: If you have not enough time for a briefing call, you can download our briefing and fill in the form.

# ARRANGING EXHIBITION PARTICIPATION

## Step 4 Design.

Based on the briefing, the designers will start designing your booth. Within two weeks you will receive the design for your stand.

- > Tip: Do not forget to register at the fair.

## Step 5 Booth building and the interior.

Once the design is finalized, our stand builders will start. In our workshop we build the booths to size and make them ready for construction at the fair.

- > Tip: The interior is just as important as the booth itself. The furniture, plants, decorations, logo's and lampshades are the finishing touch for your booth.

## Step 6 Ready to start.

You don't have to worry about the logistics. We arrange transportation to and from the fair. On the spot, the booth will be built up by us. Any connections to water, electricity and internet are connected by us. Just remember to arrange these connections in advance to the organization.

- > Tip: It is possible to store your booth in our storing, so you can also use it for other exhibitions.

## Step 7 Afterwards.

It is important to evaluate the participation. Discuss what went well and what might be different or better the next time.

- > Tip: Do not forget to thank the employees. Manning a booth is an intensive job.