



WHITE PAPER

PLANNING OF EXHIBITION APPEARANCE

In this white paper, you will learn how to organize your trade fair appearance efficiently and stress-free with a clear 10-step plan. You will receive valuable tips on strategic planning, budgeting and optimal stand design. We will also show you how to generate targeted leads and ensure your trade fair success in the long term.

Content

| | |
|---|----|
| Stress-free to a successful trade fair appearance - Your 10-step plan | 4 |
| Step 1: As-Is analysis | 6 |
| Step 2: Define exhibition objectives | 8 |
| Step 3: Determine exhibition budget | 10 |
| Step 4: Selecting the right exhibition | 12 |
| Step 5: Early exhibitor registration | 14 |
| Step 6: Creating a briefing for your exhibition stand | 16 |
| Step 7: Eye-catching stand design | 18 |
| Step 8: Exhibition planning at a glance | 20 |
| Step 9: Exhibition follow-up | 22 |
| Step 10: Assessment of the exhibition objectives | 24 |
| What must exhibitors pay attention to abroad? | 26 |
| Use professional associations and networks | 28 |
| State-sponsored exhibitions and the “German Pavilion” | 30 |
| Attention: Expensive exhibition traps for exhibitors abroad | 32 |
| Successful exhibition participation abroad: tips for efficient planning | 34 |



YOUR 10-STEP PLAN

A stand at a exhibition offers you the perfect stage to present your company, products and innovations to a wide audience. But without well thought-out planning, it can quickly become a stress trap.

You ask yourself:

- How do I plan my trade fair appearance efficiently and purposefully?
- Which steps are crucial to present my brand in the best possible way?
- How can I make the best possible use of time, budget and resources?

Don't worry - we have the answers! In this white paper, you will learn the 10 essential steps you need to take to make your exhibition presence successful and stress-free. You will also receive valuable tips for international exhibitions to help you position yourself perfectly on the global stage.

Read on and make your exhibition presence a complete success!



**STRESS-FREE
TO SUCCESSFUL
EXHIBITION
APPEARANCE**

As-Is analysis - the basis for successful exhibition planning

The basis of any effective trade fair planning is an in-depth analysis of the current situation. Only those who know the exact status quo of previous trade fair appearances can make strategic decisions for future events and maximize the effectiveness of trade fair participation.

If your company has already been represented at exhibitions, we recommend a thorough evaluation of past appearances based on the following extended questions:

- **Exhibitor location & target group:** Which exhibitions were visited and how well did they match the target groups you wanted to reach? Was there any untapped potential or new markets that you could address?
- **Stand design & branding:** Did the design of the exhibition stand correspond to the brand values and corporate identity? Was the brand message communicated clearly and memorably?
- **Lead management & follow-up:** Were qualified leads systematically recorded and contacted promptly after the exhibition? Which CRM tools or follow-up strategies were used to deepen relationships?
- **Evaluation of success:** Which measures were particularly effective, which less so? Were there any challenges or bottlenecks?
- **Marketing and communication strategy:** How was the exhibition appearance advertised in advance? Were social media channels and other digital platforms used to increase reach?

If no clear objectives have been set, it is almost impossible to objectively evaluate the success of the exhibition. On the other hand, companies that have not yet participated in an exhibition benefit from an unbiased view and the opportunity to choose a structured and data-based approach from the outset.

STEP 1:

AS-IS ANALYSIS

DEFINE EXHIBITION OBJECTIVES

Step 2:

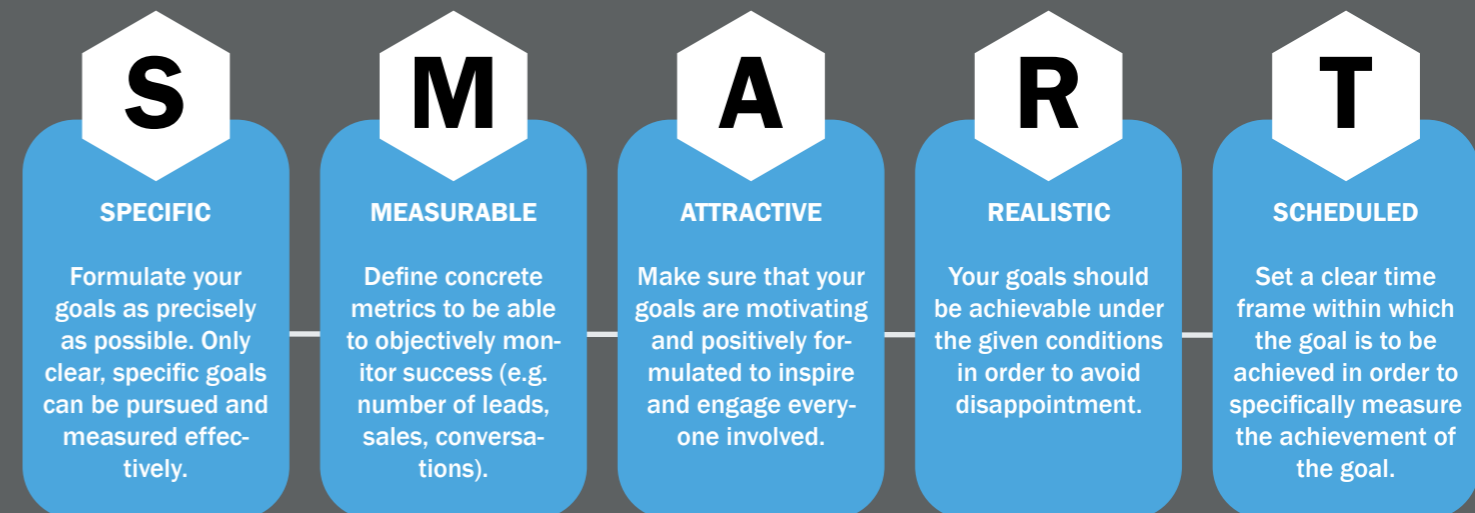
The basis for a successful exhibition appearance

A successful exhibition presence begins with a clear definition of objectives. As already mentioned in the first step, it is crucial to define the exhibition objectives in advance. Without concrete goals, it will be difficult to measure the success of a exhibition appearance. Subjective impressions or a “gut feeling” are not enough to make an objective assessment.

If your defined goals are achieved at future exhibitions - congratulations! You have taken the right path. However, if the goals are not achieved, this is no reason to be discouraged. Especially with a first trade fair appearance, you often lack the necessary experience to achieve your goals immediately. In this case, it is advisable to start with realistic and measurable goals that can later be optimized step by step.

The SMART method - your guide to goal setting

The SMART method has established itself as a proven model for formulating your trade fair objectives clearly and measurably. Make sure that your goals meet the following criteria:



Examples of specific exhibition objectives

Possible exhibition goals can vary depending on the company and its objectives. Here are some example objectives that you can consider for your own exhibition appearances:

- Arrange X number of customer appointments for after the exhibition
- Generate X number of qualified leads during the exhibition
- Selling products worth X euros directly at the exhibition

- Conducting X conversations with exhibition visitors at the exhibition stand
- Acquisition of X new customers who place orders worth X euros within X days of the exhibition

These goals serve as a guide and can be individually adapted to the specific requirements and objectives of your company. Remember that objectives should be measurable and realistic in order to enable effective monitoring of success.

STEP 3: SET EXHIBITION BUDGET

Determine exhibition budget - A sound basis for your exhibition planning

An important part of trade fair planning is setting a realistic exhibition budget. Before you decide to exhibit at a exhibition, you need to check whether you have the financial resources to participate. After all, a exhibition appearance involves considerable costs that need to be carefully planned.

Cost structure of a exhibition appearance

The costs for a stand at a exhibition are made up of various items. The basic expenses include:

- **Floor space:** This is usually the largest cost item. Prices vary depending on the exhibition and location.
- **Power connection:** For the operation of the exhibition stand and the technical equipment.

- **Security and cleaning:** Security services and regular cleaning of the stand are often part of the basic service.
- **Marketing offers:** Many exhibitions offer additional advertising measures, such as presence in catalogs or digital advertising.

In addition to these basic services, many exhibitions offer a variety of add-on options from which you can choose according to your needs. These additional costs can vary considerably depending on the exhibition and the scope of the package.

Different costs depending on the event and location

The cost of exhibiting at a exhibition can vary greatly depending on the type of exhibition, the venue and the international or local focus. According to a survey by AUMA (Association of the German Trade Fair Industry), around 20% of total expenditure is attributable to stand space. However, this figure only takes into account the stand space itself and no other additional costs.

Additional production and logistics costs

The production of the trade fair stand and the trade fair logistics are also important items that must be included in the budget. These include:

- **Stand design and construction:** The design of the exhibition stand is crucial for perception and must be professionally planned and implemented.
- **Transportation and logistics:** The transportation of materials and equipment to the exhibition as well as the assembly and dismantling of the stand require additional financial resources.

Long-term budget planning for exhibition appearances

When planning the budget for exhibition appearances, it makes sense to plan over a longer period of time, usually a whole year. This approach has several advantages:

- **Cost optimization through reuse:** Wenn Sie Standkonzepte und Material mehrfach für verschiedene Messen nutzen können, lassen sich Kosten einsparen. Dies gilt insbesondere für Unternehmen, die regelmäßig an Messen teilnehmen.
- **Material overlaps:** However, for exhibitions running in parallel, you must ensure that material resources and production capacities are sufficient to meet the requirements without incurring additional costs.



THE SUITABLE FRAMEWORK FOR YOUR EXHIBITION APPEARANCE

Factors in choosing the right exhibition

When deciding on a new exhibition, there are various factors to consider that directly affect your objectives and target group. The most important aspects include:

- Target group: Which target group would you like to address with your trade fair presentation? Are they trade visitors, end consumers or a combination of both?
- Type of trade fair: Should it be a trade fair for industry experts or a visitor fair for end consumers?
- International vs. national focus: Do you want to aim for an international trade fair or is a nationally recognised trade fair sufficient?

- Size of the event: Do you prefer a small, specialised exhibition or would you like to exhibit at a large, general event that appeals to a wide audience?
- Competitors: Where do your competitors exhibit? Which trade fairs do they use to reach their target group? This can provide valuable information on suitable events.
- Cost of stand space: The cost of stand space varies depending on the trade fair and location. Consider these costs in relation to your budget and objectives.

Factors in choosing the right exhibition

Thorough research is the key to choosing the right exhibition. Different exhibitions offer different

The advantages of exhibitions are many and can appeal to different target groups depending on the type of event. It is advisable to draw up a list of potential exhibitions and compare them according to the above criteria.

- AUMA (Ausstellungs- und Messe-Ausschuss der Deutschen Wirtschaft) offers a comprehensive overview of current exhibitions that can help you with your selection. Further information can be found on the official AUMA website: www.auma.de.
- Industry and association websites are also valuable sources for finding out which trade fairs are relevant for your industry.

STEP 4: SELECTION THE RIGHT EXHIBITION

EARLY EXHIBITION REGISTRATION

Step 5:

Early exhibition registration - Planning security for your exhibition appearance

Once you have decided on an exhibition, the next important step is to register on time and apply for your stand space. Early registration is crucial to gain planning security and ensure that your exhibition presence runs smoothly.

Advantages of early registration

Early registration offers several advantages:

- **Secure choice of stand location:** You receive information about the location of your exhibition stand at an early stage and know exactly what stand space is available to you. This gives you more time to optimise the design of your stand and make efficient use of the space required.
- **Avoid time pressure:** By registering early, you avoid the time pressure that can arise from tight deadlines. This allows you to make your trade fair preparations without unnecessary stress factors.
- **Access to preferred stand types:** Early registration is crucial, especially for unusual stand types such as island stands or corner stands. These special stand types often have a limited number and can be snapped up quickly. By registering in good time, you increase your chances of obtaining one of these coveted places.

Additional planning aspects when registering your stand

In addition to registering your stand, you should also consider other organisational aspects:

- **Stand type:** clarify whether a specific stand type is specified for the exhibition stand or whether you can choose flexibly. Some trade fairs offer standardised stands that you can adapt to your requirements.
- **Deadlines and conditions:** Pay attention to the registration deadlines and conditions of participation so that you don't miss any important dates and avoid additional costs or complications.

STEP 6: CREATION OF A BRIEFING FOR YOUR EXHIBITION APPEARANCE

Creating a briefing for your trade fair appearance: important considerations for a successful exhibition appearance

The successful planning of an exhibition appearance begins with a clear, well-thought-out strategy. For complex projects in particular, where many different voices and ideas come together, it is crucial to create a precise briefing that serves as a clear guideline for the entire planning process. Only with a structured approach can the different requirements and objectives be effectively brought together and the exhibition presence realised in a targeted manner.

Objectives for the exhibition presence

Before you start designing your exhibition stand, you need to determine the primary objectives of your exhibition presence:

- **Raise awareness:** Do you want to make your brand or organisation better known?
- **Promote product sales:** Should the stand primarily support the sale of products?
- **Increase customer satisfaction:** Is it to intensify relationships with existing customers or attract new ones?
- **Share product information:** Is the focus on showcasing further developments of your products?

The answers to these questions help to guide the rest of the planning.

The right concept for the exhibition stand

Once the objectives have been defined, you need to decide which concept best suits your requirements:

- **Focus on novelties or variety?** If you want to present a novelty, a minimalist approach may make sense. If many products are to be shown, an open stand with many stations could be the right choice.
- **Exhibition set-up:** Decide whether a professional exhibition stand is necessary or whether a mobile stand will suffice.

Functional areas in the exhibition stand

Depending on your objectives, you should also consider the use of special areas on the exhibition stand:

- **Reception area:** An area to welcome visitors and provide them with initial information.
- **Meeting area:** Should there be an area for private discussions or presentations? This can be open or closed.
- **Catering:** Consider whether you would like to offer small snacks or drinks to give visitors a break.

Furniture, advertising materials and storage space

The choice of furniture and the required equipment is also crucial:

- **Furniture:** a lockable counter or cubicle can be useful for storing materials.
- **Promotional materials:** What materials do you want to make available to visitors? Think about brochures, catalogues or digital displays.
- **Storage space:** If you are planning catering or additional materials, you should plan sufficient space for storage.

Advice from a stand builder

An experienced stand builder will support you in answering these questions and help you to realise the stand exactly according to your ideas. A detailed briefing ensures that planning is efficient and targeted.

Reusable materials and costs

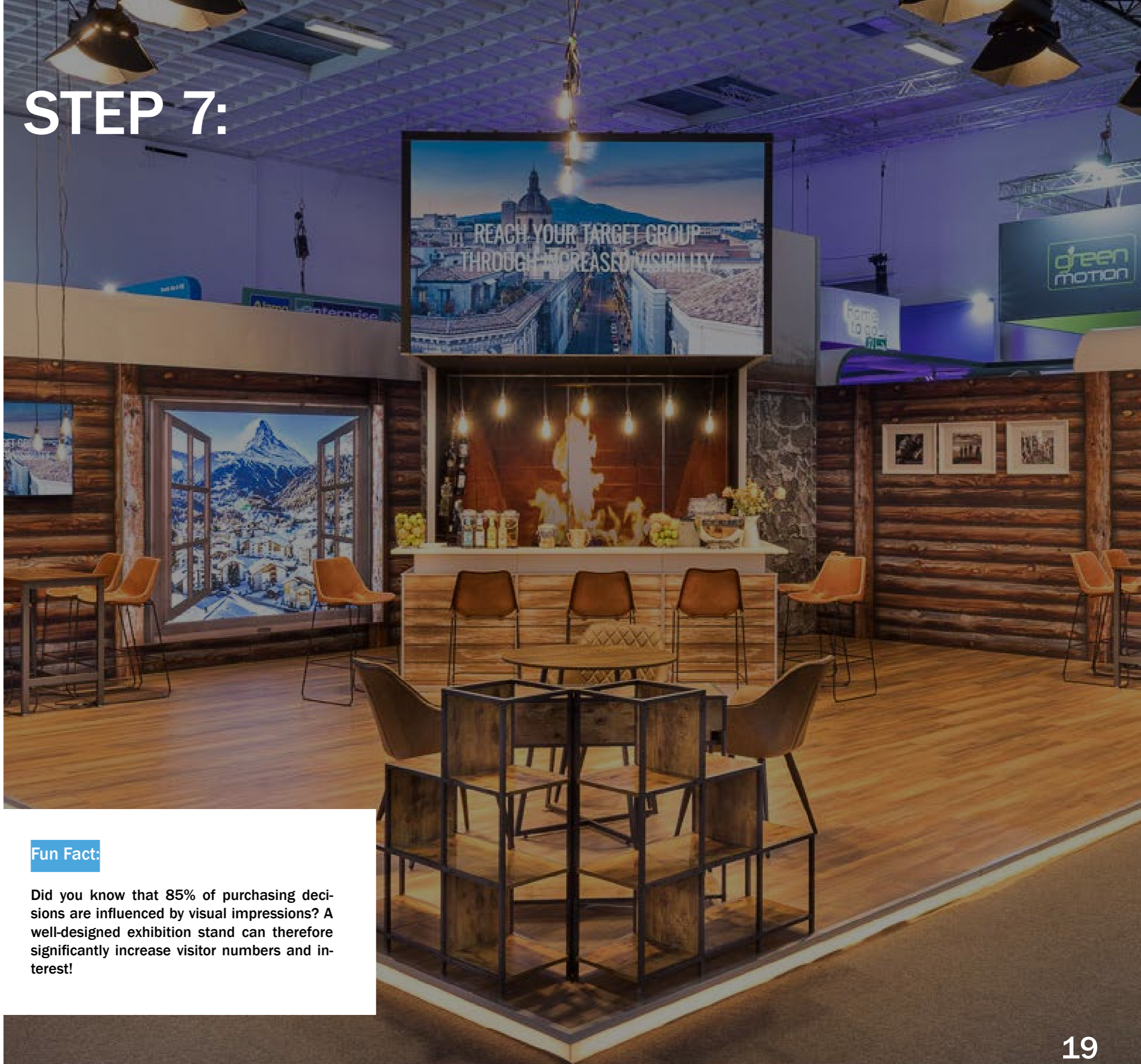
If you are planning several trade fairs, it may make sense to choose reusable materials. This not only saves costs, but also ensures a consistent brand presentation across different events.

Eye-catching stand design - The key to your exhibition success

Once the briefing for your exhibition stand has been finalised, the next step is to create a stand design that not only catches the eye but also clearly stands out from the competition. Your exhibition stand is the first chance to inspire potential customers - and the design plays a central role here. A well thought-out and creative graphic concept not only attracts attention, but also arouses the interest of your target group. In this way, you create a visual identity that remains in the memory and puts your brand centre stage.

- **The first thing your customers see:** Your stand design: The stand design is the first impression a customer gets of your company at the exhibition. Imagine you are walking down the exhibition hall: which stand would catch your attention? A stand that is overloaded with text and difficult to read from a distance, or a clearly structured stand that makes your services and products recognisable at first glance, supported by short, concise sentences and meaningful graphics?
- **Clear communication through design:** Your stand should not only attract attention, but above all arouse interest. Make it easy for visitors to find out about your products and services. A well-designed stand invites visitors to come closer and find out more. Avoid unnecessary text and rely on visual elements that convey your message clearly and comprehensibly.
- **Corporate identity: The key to recognition:** Another important aspect of stand design is your company's corporate identity (CI). Visitors will immediately recognise your brand if the design of your stand reflects your corporate colours, logos and design elements. Make sure that your stand has a clear visual connection to your brand and that the recognition value is strengthened.

STEP 7:



Fun Fact:

Did you know that 85% of purchasing decisions are influenced by visual impressions? A well-designed exhibition stand can therefore significantly increase visitor numbers and interest!

STEP 8: EXHIBITION PLANNING AT A GLANCE

Important information from the exhibition organisers

Before you obtain concrete offers or book exhibition sets that have already been created, you should thoroughly review the information provided by the exhibition organisers. This often includes relevant information on entry times, logistical details of the location, floor conditions, height restrictions and more. These factors can influence not only the costs, but also the feasibility of the planned exhibition stand.

Important aspects that you should consider

Imagine the following scenarios that could affect the set-up and logistics of your exhibition stand:

- Restricted set-up period: it may not be possible to set up one day before the start of the trade fair due to logistical arrangements (e.g. only the caterer has access). However, if you arrive the evening before the trade fair, this can be problematic.
- Stand location on the first floor: The stand is located on the first floor and is only accessible via a staircase, as the lift is too small to transport larger materials.
- Floor condition: The flooring of the exhibition hall is high-quality parquet, on which neither a pallet truck can be used nor a carpet laid.

Exhibition organisation at a glance - The key to a stress-free and successful exhibition participation

After intensive preparations and the planning of numerous details, the final step is now imminent: the perfect organisation of the trade fair stand. This is not only about realising everything on time and professionally, but also about being prepared for unforeseen challenges. Forward-looking and well thought-out planning is crucial to optimise your trade fair appearance. Take the time to consider even the smaller details and plan in a sufficient buffer for potential stumbling blocks. This will allow you to keep an overview at all times and avoid unnecessary stress.

Transport and construction of the exhibition stand

A central aspect of exhibition planning is the question of how your exhibition stand will get to the event and how the set-up will be organised. There are various options here:

- Independent transport and set-up: If you collect the stand yourself, you also take care of the transport and set-up.
- Stand builder service: Many stand builders offer a shipping and set-up service that takes care of the entire process for you.

Effects on the stand construction

This information must be known at an early stage, as it can have a significant impact on the construction and costs of the exhibition stand. In the above case, the following adjustments would be necessary:

- Extension of stand handover: A fitter may need to stay on site an extra day to hand over the stand with you and assist you if required.
- Additional labour for transport: If the transport of the material requires more time or additional fitters due to the circumstances, the original plan may need to be reconsidered.

- Position exhibits correctly: An additional fitter may be required to position an exhibit correctly.
- Floor adjustments: As the planned carpet cannot be laid due to the parquet flooring, a sub-floor construction may be required.

STEP 9: STRATEGIC REALISATION FOR SUSTAINABLE SUCCESS

Even after a successful exhibition appearance, there is still a lot of organisational work to be done. Exhibition follow-up plays a decisive role in ensuring the long-term success of the exhibition and efficiently utilising the contacts and resources acquired. This phase includes not only the dismantling and return transport of the exhibition stand, but also the careful management and follow-up of customer interactions and enquiries. It is important that all details are well organised and implemented quickly in order to get the full value from the exhibition participation. From the efficient handling of leftover materials to the strategic follow-up of leads - targeted trade fair follow-up is the key to a successful exhibition presence in the long term.

1. Dismantling and return transport of the exhibition stand

The dismantling of the exhibition stand must be organised in the same way as the construction. It should be clarified in advance whether you will take over the dismantling yourself or whether your stand builder will do this service for you. Make sure that all materials that are to be reused after the trade fair are securely packed and ready for transport.

2. Storage of materials:

The dismantling of the exhibition stand must be organised in the same way as the construction. It should be clarified in advance whether you will take care of the dismantling yourself or whether your stand builder will do this service for you. Make sure that all materials that are to be reused after the exhibition are securely packed and ready for transport.

3. Follow-up with new customers and contacts

During the exhibition, you may have spoken to potential new customers or business partners. Following up on these conversations is crucial in order to maintain the relationships and, if necessary, close concrete business deals. Contact the interested parties, thank them for the conversation and offer further information or solutions.

EXHIBITION FOLLOW-UP



ASSESSMENT OF THE EXHIBITION OBJECTIVES

Step 10:

Assessment of the exhibition objectives Evaluation for continuous optimisation

The final step after your trade fair appearance is a thorough analysis to check whether the defined objectives were achieved. A data-supported evaluation is crucial here in order to objectively measure success and make targeted optimisations for future events.

Data not only provides you with precise insights into visitor numbers and the quality of leads, but also helps to recognise long-term trends and identify successful strategies. Event metrics and visitor analyses make it possible to better understand the behaviour of trade fair visitors and to optimise your trade fair presence in a targeted manner.

A well-founded assessment based on concrete data makes it possible to continuously improve your trade fair participation and achieve your goals even more successfully at future events.

1. Check target achievement:

The first step is to review your specific trade fair objectives. How many visitors came to your stand compared to other events? Have you gained new customers or generated valuable leads? A precise assessment of the number of visitors and the quality of the discussions is crucial in order to evaluate the success of your trade fair participation.

2. Analyse feedback:

Feedback from exhibition visitors, business partners and other exhibitors is also an important source for evaluating your presentation. What impressions did visitors have of your stand and what you have to offer? Were there any suggestions for improvement or positive feedback that you can use for future exhibition appearances?

3. Use of Event-Metrics:

Visitor measurements and event metrics are a helpful tool for a detailed evaluation. These provide you with valuable data to analyse the success of your exhibition presence on the basis of specific key figures. This data can not only measure the number of visitors, but also the interaction rate and interest in your offer.

SUCCESSFUL EXHIBITION PARTICIPATION WORLDWIDE

Even though Germany is regarded as one of the world's leading exhibition centres, there are numerous important exhibitions abroad at which German companies must be present in order to remain competitive. German SMEs in particular, which think internationally and are leaders in many sectors, must face up to global changes.

Global competition and new markets

Germany continues to be the world's leading exporter, and more and more medium-sized companies are recognising the need to increase their presence at international exhibitions. Many foreign exhibition visitors are increasingly choosing to attend exhibitions in their local area rather than travelling long distances to Germany.

Exhibitions in global trade centres such as Dubai, Las Vegas, Beijing, Guangzhou and Barcelona have therefore become considerably more important. These international exhibition centres not only offer access to new markets, but also make it possible to strengthen business relationships and networks.

New exhibition centres along the Silk Road

Another important trend is the new exhibition centres that are emerging along the Chinese Silk Road. These strategic locations are being promoted by Chinese organisers in order to strengthen the economic networks along the Silk Road. Companies wishing to become active in this region must seize the opportunity to expand their presence at exhibitions in cities such as Xi'an or Chengdu in order to benefit from the growing importance of these markets.

Which exhibition abroad is important for your company? - Strategic exhibition selection for international success

Choosing the right exhibition abroad is crucial for the success of your international business development. Which exhibition is best suited to your company depends above all on your target group and your specific business objectives. Only you as a company know exactly what your market needs are, but external expertise can help you make the right decisions.



MAKE USE OF PROFESSIONAL ASSOCIATIONS AND NETWORKS

Support

YOUR SUPPORT FOR A SUCCESSFUL EXHIBITION PARTICIPATION

Trade associations, chambers of industry and commerce and specialised exhibition organisations can provide valuable assistance in selecting and planning your exhibition participation abroad. These institutions offer comprehensive resources and expertise to help you find the right exhibition for your company.

Important support from trade associations and organisations:

- Chambers of Industry and Commerce (IHK): offer advice and support in selecting relevant exhibitions and provide access to networks and business contacts.
- FAMAB (Fachverband Messe- und Ausstellungsbau): Specialises in trade fair construction and offers support in the planning and implementation of trade fair appearances, both nationally and internationally.
- AUMA (Verband der deutschen Messewirtschaft): Provides extensive information on trade fairs worldwide, helps with the selection of suitable events and offers important market and industry analyses.

Advantages of support from these institutions:

- Databases: access to detailed information on international exhibitions, exhibitors and visitors.
- Advice: Expert help with the selection and planning of your exhibition participation, including logistical aspects and stand design.
- Experience: Many years of experience and valuable tips to help you prepare and organise your exhibition participation in the best possible way.

By working with these organisations, you can ensure that your exhibition participation is optimally planned and that your company targets the right international markets.

State sponsored exhibitions and the 'German Pavilion'

In many sectors, such as the food, construction and pharmaceutical industries, there are state-sponsored exhibitions that are of particular interest to German companies. The 'German Pavilion' is internationally recognised and offers companies the opportunity to present their products and services on global markets. These exhibitions are usually organised by the Federal Ministry for Economic Affairs and Energy or at state level. Exhibitors benefit from a joint stand, which not only offers a cost-effective opportunity for presentation, but also an excellent opportunity for networking and dialogue with other German companies.


Advantages of the joint stand - synergies for your success

A joint stand offers numerous advantages that go beyond the stand presentation and promote synergies between exhibitors.

Important advantages:

- Promotion of exchange and co-operation: Close contact with other exhibitors leads to a valuable exchange of experience.
- Strengthening trust: A joint appearance strengthens trust and facilitates new partnerships.
- Cost efficiency: The costs for the stand are shared, which is particularly advantageous for smaller companies or start-ups.
- Network building: New business relationships are created, which can be beneficial in the long term.

A joint stand offers a cost-effective way to optimise your exhibition participation and at the same time develop new business ideas and partnerships.



STATE SPONSORED EXHIBITIONS AND THE 'GERMAN PAVILION'

ATTENTION: EXPENSIVE EXHIBITION TRAPS FOR EXHIBITORS ABROAD

When exhibiting at international exhibitions, there are numerous specific requirements that you must observe. Even if you receive the Exhibitor Manual with all the relevant information as usual, you should be aware of the differences to the usual standards in Germany. There are significant differences, particularly with regard to safety regulations and stand construction rules, which can quickly lead to unexpected costs.

1. Different entry time slots and logistics requirements

In many countries, such as France, the UK and the USA, the entry times for exhibition stand construction are strictly regulated. These regulations are often overlooked by German logistics companies. A late arrival can result in the entire exhibition project becoming significantly more expensive. It is advisable to check all information thoroughly in advance and obtain written confirmation from the organisers. Be sure to renew contact shortly before the start of assembly to ensure that the entry time slot is adhered to.

2. Special requirements for stand construction in the USA

In the USA, exhibition stand construction is subject to special regulations that are monitored by trade unions. In many states, only certified union members are responsible for stand construction, which can lead to considerable additional costs. Another example is the drayage Costs - Costs for transport

from the lorry loading area to the exhibition stand, which vary greatly depending on the weight and size of the shipment. In the worst case, these fees can amount to several thousand dollars.

Another important point concerns the craftsmen's work: In cities such as New York, you are not allowed to use your own tradesmen to set up the exhibition; the exhibition provides its own staff for this purpose. In Las Vegas, the rules are somewhat more relaxed, but even here no electrical work may be carried out without the relevant exhibition staff.

Be careful with ordering portals: Many exhibition organisers work with ordering portals that require credit card approval. This can lead to unwanted orders such as LAN cables being unintentionally delivered to the exhibition stand and incurring high costs. Make sure that all orders and payments are carefully checked in advance.

3. Be careful with safety and building regulations in France

In France, especially at exhibitions in Paris and Cannes, the safety regulations are extremely strict. For example, the edge of the stand is only permitted at a certain gradient; otherwise the stand may be closed. It is also important for the height of the exhibition stand to be exactly as specified. Just one centimetre too much can lead to the stand being stopped. Therefore, make sure that the prescribed construction height, including the stand floor, is adhered to exactly.

4. Work permits and legal requirements

Depending on the country, there are different regulations regarding work permits for stand builders and project managers. In Switzerland, project managers who are only present for the handover of an exhibition stand must carry working papers with them. Violation of these regulations can be punished with severe penalties. In other countries such as France and the USA, you must also ensure that all employees have the correct work permits to avoid potential legal problems.





SUCCESSFUL EXHIBITION PARTICIPATION ABROAD

TIPPS

for efficient planning

Participating in exhibitions abroad presents companies with particular challenges, as each country has its own regulations and circumstances. Thoughtful preparation is therefore crucial to ensure a successful and cost-effective exhibition presence. In this section, we share proven strategies and practical tips to help you optimize your exhibition participation and set the right course right from the start.

1. Create a clear corporate design (CD) stylebook

Defining your corporate design (CD) elements is an essential part of exhibition planning. Create a simple but concise CD stylebook that includes key design guidelines such as color values, proportions and basic graphic elements. Make sure that the briefing for the stand builder is clear, but at the same time leaves enough room for the supplier to bring in their own in-house options and suggestions.

Nevertheless, the most important requirements should not be missing:

- Number of seats required
- Displays and their placement
- Requirements for meeting rooms
- Storage or booth requirements

This flexible approach allows you to incorporate creative ideas and still ensure that your basic needs are met.

2. Rental furniture and display pools: Save costs

Many stand construction companies abroad also offer rental furniture and displays. Ask specifically about their rental furniture and display pools and have a selection presented to you. These providers often have high-quality furniture and displays in stock that you can rent at more favorable conditions. This not only saves you money, but also provides you with professional equipment that can be easily integrated into your design concept.

3. Use stand construction systems that can be used worldwide

Some stand construction systems offer a particularly high degree of flexibility and allow for highly individual stand designs. If such systems are used worldwide, it can make sense to work with a stand builder who uses these systems. The advantages are obvious: due to the globally adapted construction method, the quality standards are usually consistently high.

Ask your stand builder in advance whether they offer such modular stand construction systems. This can not only save you time and money, but also ensure that your exhibition stand is designed with international consistency and high quality.



[More white papers](#)



[WWM Website](#)

WWM GmbH & Co. KG

Hans-Georg-Weiss-Str. 18
D-52156 Monschau - Germany

info@wwm.de

+49 (0) 2472 - 99 100