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# Guidelines for the Design of an International Exhibition

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Visual Communication

Special Project

submitted in partial fulfillment of the  
requirements for the  
Master Of Design Degree in  
Visual Communication

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Marion Hendricks

89613024

Guide

Prof S Nadkarni

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# **Guidelines**

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## **for the Design of**

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## **International**

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## **Exhibitions**

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Marion Hendricks

VCMSR - 6  
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**Special Project**

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Approval sheet

The

Visual Communication Special Project  
entitled

*Guidelines for the Design of an  
International Exhibition*

by Marion Hendricks

is approved in partial fulfillment for  
the Master of Design Degree in  
Visual Communication

Guide

Internal Examiner

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## SEMINAR PROJECT

### GUIDELINES FOR THE DESIGN OF INTERNATIONAL EXHIBITIONS.

#### The aims of this project.

This project is a two month project and is research oriented. Unlike the previous two projects which were practical exercises, this project is aimed at making a thorough study theoretically and producing a report at the conclusion of the stipulated time.

My aims in taking up this project was my long standing interest in exhibition design. The idea in mind is to gather together all available information that will be of use to a designer who is putting up an exhibition on an international scale. This information will attempt to cover all aspects that an exhibitor may have to come across in the designing as a successful exhibition. It is intended to serve as a guide to all the necessary activities, right from the selection decision to the dismantling and removal of the exhibits. A special attempt has been made to give a detailed picture of how designers play a vital role in the success of any exhibition, from the conceptualizing of the basic layout, the designing of the stands and panels to the minute details like color and the type of fabric used to cover the floor.

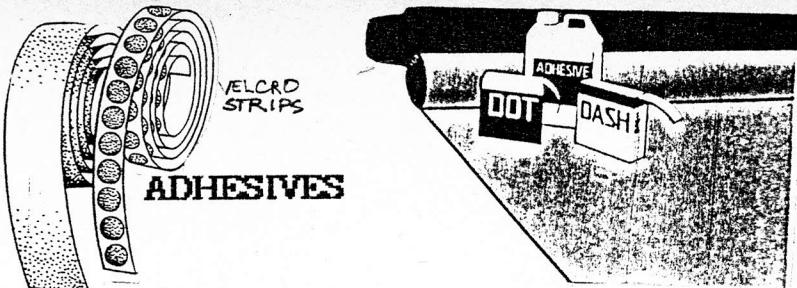
The ultimate aim in the project is to compile all this information into a booklet which can be referred to for any relevant information.



## ACCOMMODATION

It is advisable to reserve accommodation in plenty of time in writing in order to find a room in the desired category. Exhibitors are sent an order form for reserving accommodation together with their other participation documents. All exhibition cities have accommodation services, which can be arranged for advance room bookings before the exhibition.

*As a general rule, accommodation services are provided at main railway stations, airports and on the exhibition site during the exhibition.*



## ADHESIVES

*Nailing and pasting of any glued material on participation panels not allowed.*

Double sided tapes, clips and drawing clips and pins are some quick solutions for attaching to the panels.

*A special adhesive fabric offered by Master Hailer (see Panels) is Expahop-a specially knitted fabric whose surface texture is made up of loops. Panels covered with this material are reusable since items for display are fastened by means of a pressure sensitive hook and loop tape, enabling items to be rearranged by easily peeling away and rearranging. Expahop is specially produced in 13 colors. It can be obtained in rolls of 60m 1.27m wide or cut lengths. Panel adhesive is available in 2 1/4 and 4 1/2 liter containers.*

*1.50m wide Expahop fabric \$ 4.00 per meter; Hook and loop tape \$ 4.00 per m.*

## ADVERTISING

When planning to take part in a trade fair or exhibition, it is essential to consider publicity and advertising. As much thought must go into attracting visitors as to designing the stand.

A part of the considerable budget is set aside for advertising. Brochures need to be printed in relevant languages. Direct mail to be sent out to the potential visitors. Announcements in various trade journals and daily press and magazines should also be covered. Television and radio coverage is to be planned.

The organizers are only concerned with the advertising of the trade fair itself and its main features. Exhibitors are required to attract potential customers on their own.

*Publicity by the Trade fair organizers include*

- Press work*
- Advertising to specialist journals and public media*
- Direct publicity to exhibitors and visitors*
- Poster campaigns*

Some methods of attracting visitors are through

-**Promotional stickers**  
An inexpensive way of attracting attention. The stickers should include the title date, logo, name and stand location of the exhibitor.

-**Invitations / invitation brochures**  
These invitations repeat the theme of the existing advertising campaign. It should include the name, place, date and logo of the event, the name of the company and the full postal address,

a telephone contact number, the general exhibition program and individual themes. Pre printed reply cards enable customers to make appointments.

-**Newspaper and magazine advertising**

Only those with a very large advertising budget can afford to have specially designed advertisements. The most common way to advertise is using the 'Classified' column in the papers.

-**Catalogs**

Catalogs are a long term investment as they are kept for a long time afterwards and are used for reference.



## BUDGET

No thorough planning process previous to participation is complete without a budget being drawn up, keeping a time frame in mind.

For the exhibitor,

costs are made up of the following items

### \* Fees to be paid to the organizer.

### \* Costs of the exhibits

### \* Cost of stand assembly and stand power supply

### \* Advertising, public relations, sales promotion.

### \* Personnel costs

The amounts will vary depending on the type of exhibition or fair participated in.

( Below is given a list covering the broad areas which must be taken into consideration while preparing a budget, each item is covered in detail under its own heading )

### \* Fees to be paid to the organizer.

- Participation price (Stand rental)
- Entry in the catalog
- Entries in the information systems
- Exhibitors entrance tickets
- Exhibitors parking tickets

Price of participation is calculated according to space and type of stand required. There is normally a fixed minimum stand size, with a minimum rental charge.

The participation costs calculated by the organizers include a whole range of services and supporting measures for the exhibitor apart from the hire of the stand.

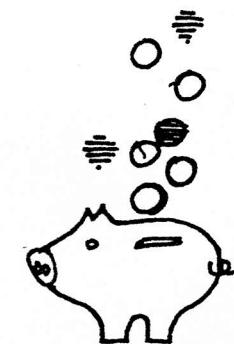
*Overall participation costs at capital equipment trade fairs can be up to ten times the cost of the stand hire and at consumer goods fairs, up to six times.*

### \* Costs of Exhibits

- Demonstration exhibits
- Transport
- Storage of empty containers
- Customs
- Insurance

Costs increase with the complexity of exhibits, for eg: If special demonstration models have to be prepared, the price will rise in proportion

Transport can also be a major cause of high expenditure.



## \*Costs of stand assembly and stand supply

Costs will vary depending on whether a standard system is hired, whether an exhibitor provides for his own assembly or whether he assembles his own stand.

- Own stand

... Architects / designers fee

... Stand assembly company , stand construction material

... Transport of stand structures

- Rented stand

- Stand fittings

... Furniture/ carpets

... Lighting

... Office equipment

... Video recorder / slide projector

... Stand working / displays

... Photographs, slides, signs

... Decorations

... Telephones, fax and others

... Electricity / water/ gas

... Security services

... Cleaning services

## \*Advertising, public relations and sales promotion

Costs for supporting measures must always be included in the planning.

Advertising will bring the visitors and the customers to the stand or exhibition.

- Direct mail

- Invitations

- Printed matter/ leaflets/ press folders

- Translation

- Advertisements

- Advertising aids

- Samples , free gifts , specimens

- Entrance vouchers, broachers

- Catering

## \*Personnel costs

This expenditure includes both the actual costs and the calculated costs for the preparation, organization and follow up work.

- Daily allowance

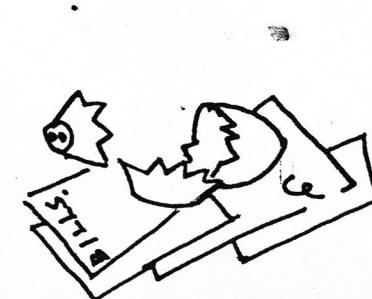
- Accommodation

- Exhibition clothing

- Fitters for assembly and dismantling

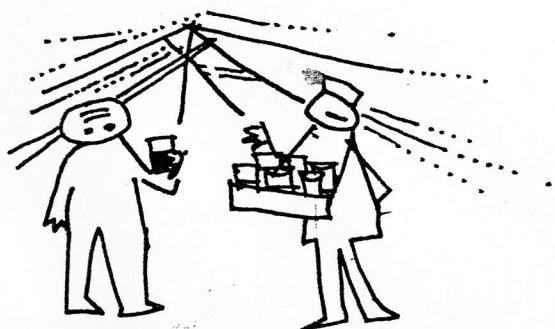
- Interpreters

- Temporary workers



## CATERING

Catering can be organized for even a small stand. Soft drinks and snacks can be served. It is necessary to provide sufficient crockery and cutlery and washing up facilities. All exhibition centers have a multitude of catering services, depending on the size of the event. At all trade fair grounds there are outside contractors who deliver beverages etc to the stand. For the duration of the exhibition warm meals are served in the exhibition restaurants also outside the normal mealtime.



## CHOICE OF TRADE FAIR OR EXHIBITION

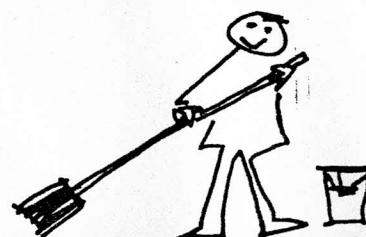
Anyone interested in exhibiting their products or displaying their work has a wide range of exhibitions held around the world to choose from. Each fair or exhibition has achieved a range of its own and offers a representative overall view of each specific branch of the industry. The exhibitor can choose from over 4000 fairs held yearly, depending on the branch of industry and type of event involved. The range of fairs span from consumer products, handicrafts, engineering goods, pharmaceuticals to specialized fairs where computer hardware and other items are exhibited.

*Interested inquiries can obtain a list from IFAI who will according to their needs and featuring those trade fairs where they will find the items in question or which are most suitable for them to exhibit their wares.*

## CLEANING AND SECURITY

It is a vital necessity to keep the stand / hall clean at all times. Daily cleaning can be done by members of the staff or one of the organizers outside contractors can be employed to do it. In addition to this, the employee is responsible to see that everything is clean and tidy throughout the day.

Security at the venue/stand must be properly organized, even during assembly and disassembly. Trade fair halls usually have their own security arrangements at night. It is also possible to employ security for individual stands that have valuable exhibits.



## COMMUNICATION AIMS

The main aims that need to be considered when developing the exhibition are

- To develop new contacts
- To meet new groups of customers
- To increase company prominence
- To increase effectiveness of company advertising among consumers and customers.
- To consolidate press relations
- To cultivate existing business contacts
- Research and sales training through an exchange of experience

## COMMUNICATION MIX

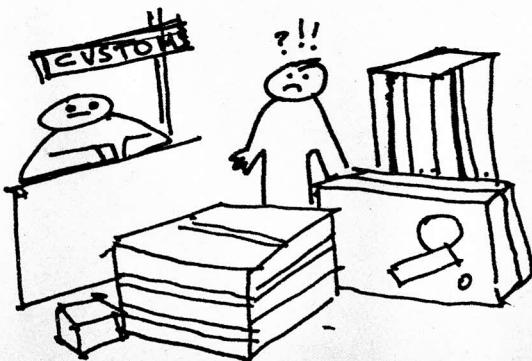
The process of communication represents an exchange of news and information. Trade fairs and exhibitions hold a prominent position as a medium of communication. This is because of its multidimensional character. The product can be both seen and discussed, it provides an impressive 'experience', and allows a tremendous give and take between the exhibitor and the viewer.

## CUSTOMS FORMALITIES

When personal transportation is arranged for, the agents normally deal with the customs formalities. International trade fairs also have their own customs offices. The trade fair and exhibition companies publish information concerning the customs formalities for exhibits, tools and equipment for erecting stands, for food and provisions of free gifts and printed matter.

The TFAI completes all customs formalities when the exhibitor is handled by them. This includes the to and fro passage of the equipment. In the case of the equipment being sold at the exhibition, TFAI will help in the formalities that accompany the quick clearance of the sale.

Further information on customs formalities are available from TFAI or any shipping/ airfreight service.



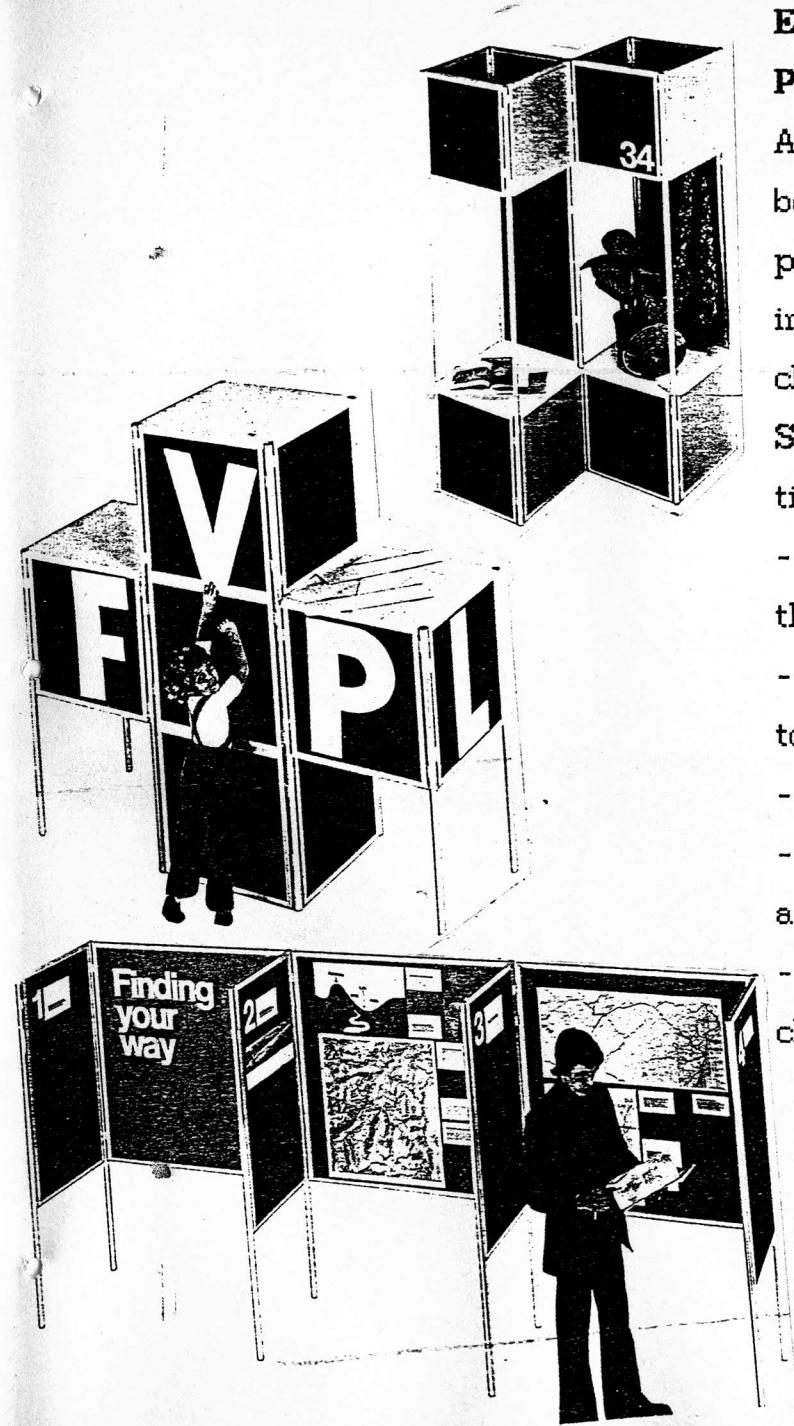
## CURRENCY AND CREDIT CARDS

Normally the currency used will be that of where the exhibition is held. Credit card acceptance has grown considerably in recent years and are accepted by most hotels and shops.

The customary credit cards are

- American Express
- Diners cards
- Eurocard / Mastercard
- VISA

Another form of currency is to use traveler cheques, which safeguards the person against theft.



## EXHIBITION- PRESENTATION OF EXHIBITS

All products must be shown to their best advantage. Quality is more important than quantity and the most important thing is to bring out quite clearly the benefits to the user.

Some of the guidelines for the selection of exhibits are

- The exhibits should be attractive to the eye.
- Optimum use of lighting and color to enhance the visual aspect
- Intelligent display of objects
- Display of objects in practical situations
- Design of information in the form of charts etc

## EXHIBITION GROUNDS

As a rule, all exhibition halls have been purpose built and equipped to the most stringent technical standards. The same applies to outdoor exhibition areas. Connections for telephones, power supply, water and drains are available. Cranes and technical installations ensure that stands can be erected and dismantled with no problems. Exhibition grounds for international events have an excellent infrastructure. The range of services provided meets all possible needs, assisting the professional visitor in all aspects of his program.

All major exhibition grounds are conveniently located with easy access to major international transport routes.

*A list of all exhibitions and details of the exhibition grounds can be obtained from IFA/ on request.*

## INFORMATION MEDIA

Presenting information in a visual form by using color and graphics is part of the stand design. The interested visitor should be able to locate what he is looking for as quickly as possible. The interested visitor should be able to find his specific area of interest quickly and without help. This is done through well planned publicity.

This covers

- \*General publicity (extensive exposure)
- \*Handouts/ mailed letters
- \*broachers
- \*Press conferences
- \*TV/ Radio / Film
- \*Hoarding sites at selected prominent points
- \*Interviews given to media
- \*Press previews

Information is determined essentially through

- \*Graphics
- \*Lettering/Typography
- \*Photographs/Slides
- \*AV media

### General guidelines for the selection and design of visual displays

- Use the simplest display concept. The more complex the display, the more time it takes to read and interpret the information and the more time the viewer has to misinterpret or fail to use the information properly.
- Use the most natural or expected display format.
- Use the most effective display techniques for the expected viewing environment.

-Optimize the following display features

... Visibility: Viewing distance in relation to size, viewing angle, absence of parallax, visual contrast, minimal interference from glare and adequate illumination

... Conspicuousness: Ability to attract attention and distinguishability from background interference and distraction

... Legibility: Pattern discrimination, color and brightness contrast, size, shape, distortion and illusory aspects.

... Interpretability: Meaningfulness to the intended observer within the viewing environment; requirements for interpretation, extrapolation, special learning and training and general reliability in terms of retention of meaning

## \*Graphics

Graphics/ Illustrations are necessary to illustrate complex systems. Information is restricted to what is absolutely necessary and must be clearly comprehensible from a short distance.

Computer terminals and touch consoles are being introduced rapidly as a graphic interactive media. Text/ Illustrations and even sound can all be condensed into a single package where information is available to the viewer at the touch of a button.



## \*Typography

Typography can be done using different techniques depending on the budget and the time available. It can be printed, either black on white on bromide paper or white on black using contact prints. It can be typeset and screen printed, xerox offset or in case of a large number even offset printed. An ideal way to make quick slogans neatly is the use of letter transfers. The electronic media too is one of the most useful ways to attract attention. In the arrangement of typography, the following elements should be taken into consideration.

- Easy to read
- Ergonomic conditions regarding eye movement/ head angle should be fulfilled.
- Attracts attention by strength of appeal and motivating action
- To the point/ clear and lucid
- Hierarchical presentation of information/ information levels

- Integrated with the overall image.

### Some Typographical Tips

- Character size: The larger the letters and numbers the better they are seen and recognized - up to the point where the observer would be unable to see an entire character at a glance. However the proper stroke-width relationship should be maintained.

#### - Character shape

... The preferred height - width ratio for San serif letters range from 5:3 to 3:2 depending on the typeface available.

... For emphasis, it is satisfactory to use characters with ratios 1:1

... When horizontal space is limited, use of narrow characters is more desirable than trying to crowd the optimum character into a limited space or reducing the space between words.

... Avoid extremely narrow characters since they appear blurred and lead to an increase in both observation time and errors.

- **Figure-Ground Contrast:** To ensure adequate legibility, there must be adequate visual contrast between characters and the background against which they are viewed. The following should be considered.

... Under normal lighting conditions, where the observer does not have to be dark adapted, use dark characters against a light background

... When the observer must maintain a dark-adapted condition, use light characters on a dark background.

... The characters should be at least twice as light or dark as the background

... Avoid the use of glossy or highly reflective metallic surfaces for either the lettering or the background.

#### Suggested Color Contrast selections in order of Expected Visual Efficiency

Conditions	Characters	Background
Average or higher levels and quality of illumination	Black Black White Dark blue White	White Yellow Black White Dark Red, green,
	Black White Black	Orange Dark gray Light gray
Poor level and quality of illumination	Black White Black Dark red, green, White blue	White Black Orange Dark red, green, White blue
Dark Adaption Required	White Yellow Orange Red Blue, Green	Black Black Black Black Black

#### \*Photography/ Slides

Photography and slides should be of a high quality. Large format shooting and enlargements should be handed over to specialists.

In the planning of the shots, care should be taken to see that they

- Enhance verbal information
- Make systems optically visible
- Convey spatial impressions
- Demonstrate user benefits.

Some of the standard sizes and their prices are given below (this includes colour correction)

PC	3-3.50/-
5 7	8/-
8 10	25/-
10 12	50/-
12 15	100/-
16 20	150/-

### \*AV Media

- Film
- T.V, Video playbacks
- Multivision
- Slide show with commentary

These are used to increase the attractiveness of the stand and help supply highly detailed information. It can be used to demonstrate products or processes in action live. Television requires products or subjects that lend themselves to visual presentation, while radio requires someone who interviews well.

For the graphics and all the associated media, a specialist should be hired to make a comprehensive package, complementing the different parts in all respects. Either a designer is to be hired who will take the job on in totality and work at all levels or the job is to be given to individual contracts such as photographs/ slides to one, making the

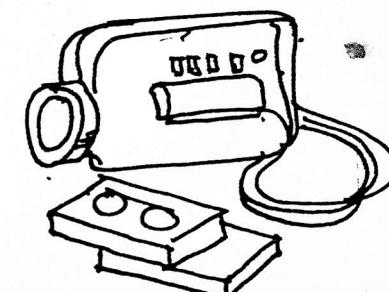
video snippets to another etc, although the second is not preferred as the consistency of presentation is lost.

*IFAI can also undertake to handle the publicity and printing. This is taken care of by the technical department. If handled abroad, the contract is given to agencies after obtaining quotations.*

### \*Press release

The press release should include

- The date and announcement of the exhibition
- The main point or points in the heading itself
- The text, to be precise as possible (A4 is sufficient)
- 1 1/2 lines to be left between each line of text
- A wide margin to be left for editing
- Clearly indicate address, telephone number, fax number, date and heading of the press release.
- A B/W photograph, 13cm 18cm can be included.



## INFORMATION SYSTEMS

### \* Information about the exhibition

### \* Information at the exhibition

### \* Dissemination of commercial

### information

### \* Information about the Exhibition

Entry forms for the catalog and information systems are usually sent out with the official acceptance of application. It is important to note the early closing date for contributions as catalogs are available to interested parties several weeks before the event is to take place so as to give the exhibitor sufficient time to prepare.

The catalog contains an alphabetical list of the exhibitors and a nomenclature of products together with detailed plans about the exhibition hall, information about the conven-

tion program and the accompanying events, and about the range and location of services available.

Catalogs are distributed in advance sales a few weeks before the event begins by the organizer and his representatives. Exhibitors receive a free copy.

If required, the exhibitor can enter under several product categories. Company trade marks and advertisements are also possible on payment of a fee. Similar classification structures may apply for inclusion in the electronic information systems for visitors. It is also possible to use this system for advertising.

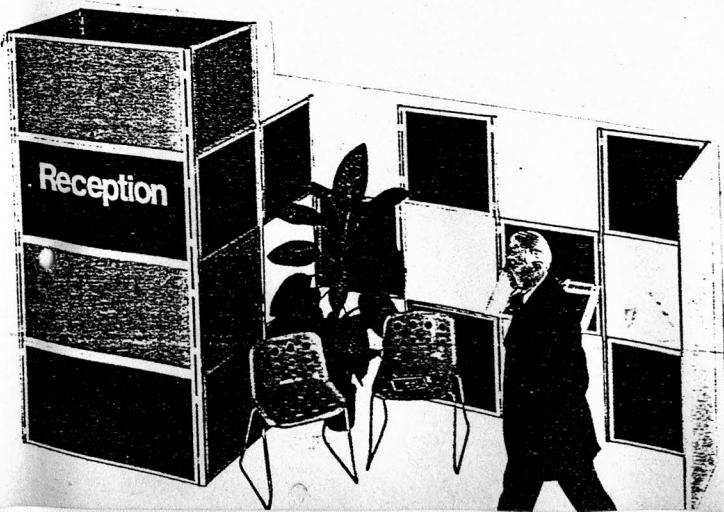
### \* Information at the Exhibition

Many exhibition centers are equipped with highly qualified EDP information systems. Information about exhibitors/exhibits are shown on a monitor or printed as a list. A suggested route may also be shown, showing the shortest way to reach the exhibitor concerned. These information systems also supply a multitude of other facts and figures, with reference to accompanying programs, cultural events, transport connections etc. These information systems are continually updated and programmed in several different languages. Simplicity in operation makes it possible for visitors to enter their own questions. Information counters are manned by qualified staff who speak foreign languages and are able to answer questions concerning the specific possibilities offered by the exhibition and any questions of a more general nature.



## \*Dissemination of Commercial Information

As part of the trade promotion drive, the Trade Fair Authority of India plays an important role in the disseminating of information in India and abroad on various achievements of Indian economy and technology as also business potential through it's regular publications, fair publicity literature and special supplements.



## INSURANCE

It is an obligation on the part of the exhibitor to provide sufficient insurance protection. Since there are many risks involved in the participation of a trade fair or an exhibition, special insurance policies are available. The organizer is only responsible for the general third party risk for personal injury and damage to property.

The exhibition insurance policy covers the exhibition for

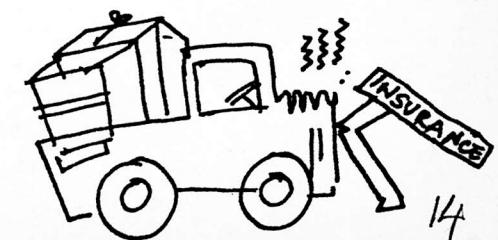
- Transport risk
- Risk involved during the stay.
- All risks to the exhibits
- The stand and stand equipment , from the time it leaves the exhibitors premises , including assembly, the duration of the exhibition, disassembly, right through to the return of the goods to the exhibitors warehouse.
- Damages that occur during loading and unloading, that occur en route, during the time on exhibition premises, during assembly or during the

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exhibition itself.

- Damages caused by members of the public are also covered.

**Insurance facilities are available in the fair grounds during the fairs.**



## LANGUAGES

Interpreters are available for exhibitors and visitors at exhibitions on an hourly basis, in some cases for an appropriate fee. If an interpreter is needed for a longer period, an advance written order is recommended. While designing the printed material, the language problem should be kept in mind, providing for translations in different languages wherever necessary.

## LIGHTING

Lighting is part of the overall stand design. There is a distinction between general stand lighting and lighting of objects. Lighting effects can be an added attraction.

The three aims for lighting objects are

- \* to create an effect from a distance
- \* to emphasize the objects being exhibited
- \* to create light and dark areas to be exhibited

These effects can be created with generally available ceiling or wall spot lights.

- Warm white neon lights create an atmosphere conducive to communication.
- Fluorescent tube lighting makes people appear cold and pale

In most cases

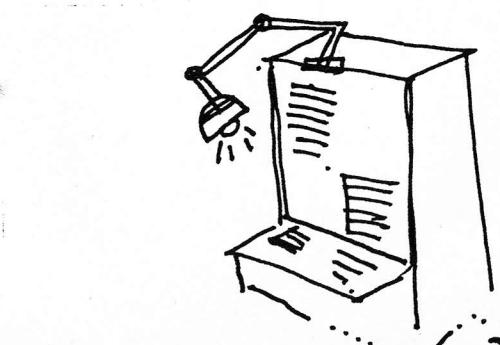
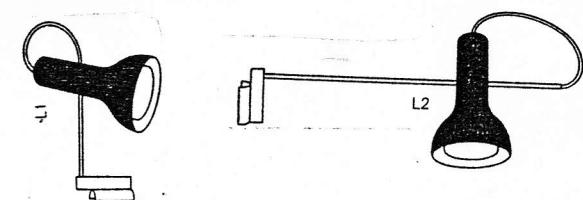


\* **Spot lamps** are used over platforms

(Since spot lights give out a great deal of heat, care should be taken while installing. At least 2.3 m height. It is sensible to use light sources that do not give off much heat.)

\* **Arm lights** over photo panels

\* Objects in exhibition cases to be lit by **small dazzling lights**.



## **MARKETING FUNCTIONS OF A FAIR**

The marketing mix consists of product design, adapting to price and conditions and the measures necessary for distribution and communication.

Effective marketing includes communication, prices and conditions, distribution and products. Machines and systems are shown in operation and linked with expert technical presentation. Market research can be obtained on a new prototype or product. It also has the advantage of participation and allows the exhibitor to form and maintain contacts with the consumer.



## PANELS



In case of photographic displays the participants have to provide panels of either novapan or 12 mm ply painted white in the size of 0.95 x 1.84 m vertical on which photo tiles can be fixed. These photo panels will be fixed to the Octonorm system with the help of retainers. Photo tiles may preferably be in the size of 42cm x 42cm, 42cm x 84cm, or 84cm x 84cm size. In the case of blow ups, these can be directly pasted on the panel. Photo tiles can be in 8mm ply. Participants have to prepare the design and get the approval of TFAI.

Some existing systems available in the market today.

**STANDEASY**- Designed for its ease of assembling and dismantling. It is light, durable and easy to put up. The panels are usually made ready for display and assembled to

specific size. Panels are linked together with simple plastic connectors, designed to connect the panels in whatever combination required, providing freedom and versatility. The STANDEASY concept is based on anodised aluminium extrusions for their lightness and durability. A single strip can be easily replaced if damaged.

By using various combinations of standard lengths, twenty one standard panel sizes are available. The extrusion is 17mm square and had a black anodised channel into which 4mm or 7mm thick display panels can be fitted. Other types of extrusions are used to make up cupboards, tables, shelf units and display signs.

The same firm offers a complete graphics package, offering black and white prints, color transparencies, color prints, captions, typesetting and any special effect material needed to promote the product. Panels are mounted and heat sealed if required.

**Full details can be obtained from:**

**Colour Displays Ltd, Fircroft Way,  
Edenbridge, Kent TN8 6ET. Tel (1732)  
863666 Telex 95280**

### **MARLER HALEY**

**Multiscreen**- An extremely simple, portable and infinitely variable system containing a comprehensive range of panels and shelf sizes, available in standard and light weight versions. Assembly by one or two persons

according to size and type of structure.

Max overall panel/frame size 47" x 89"

Min overall panel/frame size 12" x 9"

**Bigscreen**- A pole and panel system, ideal for quick installation

Max panel size 8ft x 4ft

Min panel size 3ft x 3ft

**Midscreen**- Suitable for exhibitions and display panel layouts

Max panel size 68" x 31.5"

Min panel size 31.5" x 31.5"

**Econoscreen**- Flexibly hinged panels for partitions and exhibition backgrounds. One person assembly. Supplied in packs of 3 linked panels in a choice of two panel sizes: 86" x 72", 86" x 48"

**Stopgaps**- Suitable as free standing information boards or dividers. Available in two sizes, 66" x 48", 48" x 48"

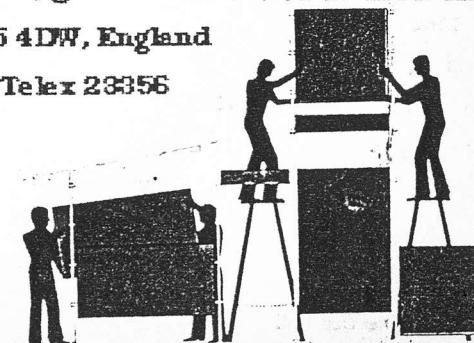
**Infoframes**- Frames for the presentation of posters, products and notices, free suspended and wall mounted, available in a variety of sizes from 12" x 24" to 40" x 60".

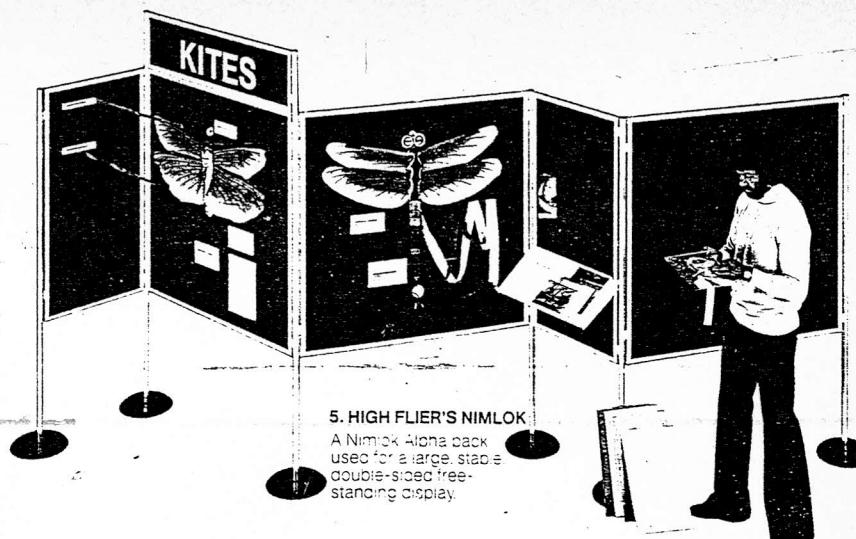
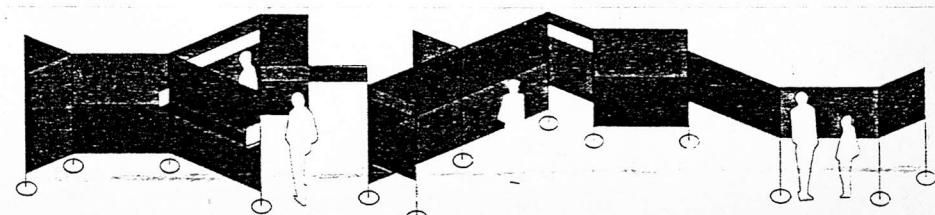
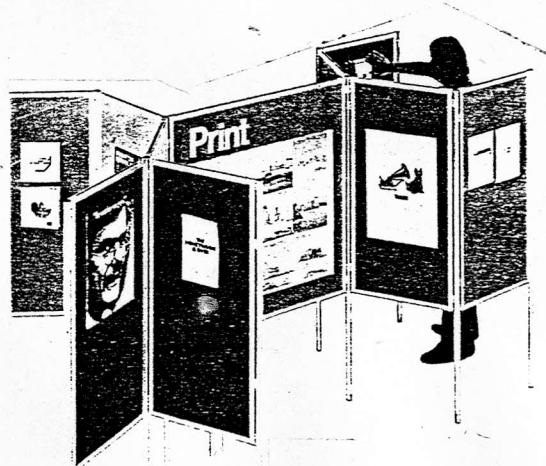
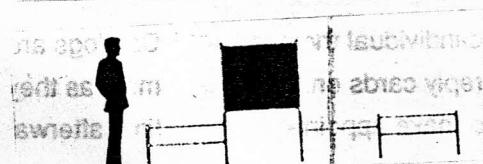
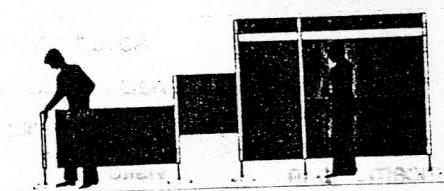
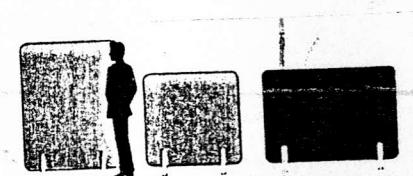
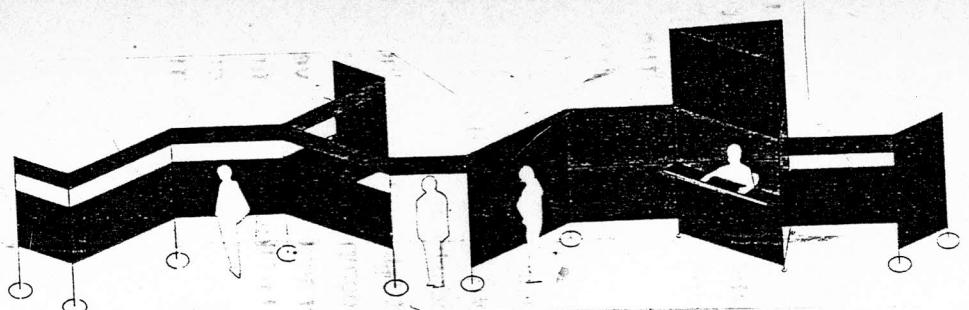
**MARLER HALEY EXPOSYSTEMS LIMITED**

**EXPOSYSTEMS HOUSE, QUEENS ROAD, BARNET**

**HERTFORDSHIRE EN5 4DW, ENGLAND**

**Tel 01-449 9611; Telex 23356**





#### 5. HIGH Flier's NIMLOK

A Nimlok Aloha pack used for a large, stable double-sided free-standing display.

## PARKING

Every exhibitor is provided space in the exhibitors parking lot which is related to his display space on the following basis

<i>Allotted exhibition space</i>	<i>Meters</i>
Up to 500 sq meters	1
Above 500 sq meters	2

## PARTICIPATION IN FAIRS-

### ORGANIZED BY TFAI

There are over 4000 exhibitions organized around the world every year, in which India participates in 60.

Those exhibitions covered by TFAI are Government sponsored and as a result are four times cheaper than applying and exhibiting on the exhibitors own cost.

Even for the participation in fairs other than those organized by TFAI, the exhibitor has to go through the TFAI for screening and clearance.

#### \* General International Fairs

- Brno Consumer Goods Fair (Brno, Czechoslovakia)
- Beijing International Fair (Beijing, China)
- Valencia International Fair (Valencia, Venezuela)
- Zimbabwe International Fair (Bulawayo, Zimbabwe)
- Overseas Import Fair (Partners for Progress) (Berlin, Germany)
- Poznan International Fair (Poznan, Poland)
- Izmir International Fair (Izmir, Turkey)

- Damascus International Fair (Damascus, Syria)
- Zagreb International Fair (Zagreb, Yugoslavia)
- Budapest International Fair (Budapest, Hungary)
- Nairobi Industrial and Agricultural show (Nairobi, Kenya)
- Teheran International fair (Teheran, Iran)
- Malaysia International Fair (Malaysia)
- Santiago International Fair (Santiago, Chile)
- Luanda International Fair (Luanda, Angola)
- REBUILD (Kuwait, Bahrain)
- Quang Trung International fair (Ho Chi Minh City, Vietnam)
- Cairo International Fair (Cairo, Egypt)
- INDUTECH (Accra, Ghana)
- Towards a New Kuwait (Kuwait City)
- Leipzig Spring Fair (Leipzig, Germany)

#### Specialized Commodity Fairs

- Interstoff Fair (Frankfurt, Germany)
- International Food and Drink Exhibition (London, UK)
- International Leather Fair (Hong Kong)
- Australia's International Engineering Exhibition (Melbourne, Australia)
- Star International Furnishing Textile Exh (Star City)
- Dallas Home Furnishing Market (USA)
- National Shoe Fair Of America (Chicago, USA)
- National Hardware Show (Chicago, USA)
- Pret-A-Porter, Feminin Fair (Paris, France)
- Brno Engineering Goods Fair (Brno, Czechoslovakia)
- Semaine Du Cuir fair (Paris, France)
- Aranya Food fair (Cologne, Germany)
- SYSTEMS'91 Fair (Munich, Germany)

- Interstoff Asia fair (Hong Kong)
- Heimtextil Fair (Frankfurt, Germany)
- DOMOTEX Fair (Hanover, Germany)
- International Jewelry fair (New York, USA)
- CEBET Fair (Hanover, Germany)

#### Indian Exhibitions

- Indian Specialized Fair (Nambur)
- Indian Specialized Commodity Fair (Tashkent, Uzbekistan, USSR)

Participation contribution for General International International Fairs and India Exhibitions generally include space rent, construction and decoration of stands, to and fro freight, handling and clearing, insurance of exhibition and general publicity support..

In the case of Specialized Commodity Fairs, participation contribution varies from fair to fair, although participation contribution payable to TFAI includes the items mentioned above.

*Additional information on any of the above can be obtained from the offices of the Trade Fair Authority of India.*

## PARTICIPATION - CONDITIONS AND GUIDELINES

The participation conditions enclosed with the registration forms, stipulate the contractual conditions such as admission, stand rental, conditions of payment, contract cancellation, registration of sub-exhibitors and additionally represented companies.

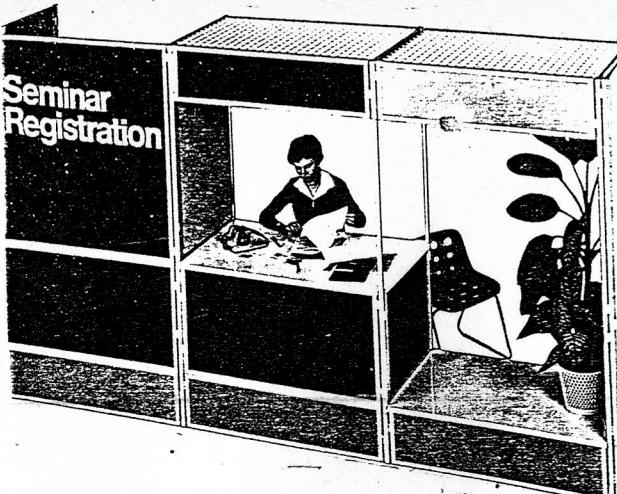
The technical part contains schedules and specifications related to the erection and dismantling of the stands, guidelines for the design of the stands, specifications of permissible building material, stand height, floor load carrying capabilities, technical installation for the power supplies, tips about presentations and advertising on the stand, fire protection regulations, accident prevention regulations, safety regulations, liabilities and insurance.

As a rule, the rental contract be-

comes effective once the organizer has confirmed the stand. This confirmation is usually issued after the allocation of the stands to the halls and outside exhibition areas.

If the participation is canceled by the exhibitor for any reason, costs incurred will vary according to the date of cancellation.

In case of cancellation shortly before the commencement of the trade fair or exhibition, the full rental for the stand might be payable.



## REGISTRATION

Many trade fairs or halls in the case of exhibitions are booked up very quickly. It is therefore advisable to book early.

Normally the closing date for registration is six to eight months before the event. The space required must be given at the time of registration, so a rough draft of the stand design should be prepared in advance, based on the list of exhibits.

\* The exhibitor will receive the following documents and information from the organizer in order to complete the registration process.

- Plans of the Exhibition Hall or Trade Fair Grounds.
- Dates when the halls available
- Range of spaces available
- Conditions of exhibition
- Regulations

### - Registration Forms.

\* At the time of registration, the exhibitor is required to provide the following information.

- Minimum and maximum size of stand.
- Width and depth of the stand
- Type of stand
- Alterations, if any, to the proposed layout.
- Type of assembly
- Differences from the planned assembly method.
- Details of the products to be exhibited.

The participation conditions enclosed with the registration forms explains the contractual conditions. As a rule, the rental contract becomes effective once the organizer has confirmed the stand. This confirmation is usually issued after the internal exhibition planning procedure.

## SERVICES AVAILABLE TO THE EXHIBITORS

In addition to counseling on organizational or technical matters and aids for public relation relation work and advertising, a whole series of services can be ordered from the organizer either free of charge or fixed rates

Order forms for a variety of services for exhibitors are sent out together with the conditions of participation or on the confirmation of the stand hire.

These are sent out in plenty of time.

These services include

- Stand rental
- Rented furnishings (furniture, floor coverings, lighting, AV equipment)
- Freight services
- Storage space for empty containers
- Exhibitor entrance tickets
- Parking space
- Accommodation reservation
- Stand cleaning services

- Stand security services
- Transport and exhibition insurance
- Power supply, water installation
- Communication connections
- Provision of temporary staff

Further services are available on site at many events during the assembly period.

- Sale or renting of flowers / floral displays.
- Decorative material
- Stand erection material
- General provision stores
- Provision for temporal staff etc

Pass for stand personnel also include free entrance passes and parking passes valid for the duration of the exhibition are provided on application through the appropriate channels.

## STANDS

### \* Types of stands

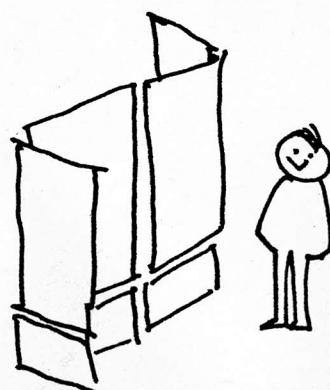
### \* Positioning of stand

### \* Stand design and equipment

### \* Stand assembly

### \* Types of stand

There are a variety of stands available in the market today. These are either pre fabricated kits that just have to be assembled or made to order. The system in use by the TFAI is the Otonorm system.



### \* Positioning of stand

The exhibitors are positioned by the organizer analogous to the exhibition structure. It is possible to discuss positioning of the stand as regards location and neighboring companies with the trade fair and exhibition company in advance. In subsequent events, the exhibitor is allocated the same position as a rule.

The stands are organized according to

- Ground and hall layout
- Separation of different branches of industry and products
- Infrastructure

Space in the exhibition hall is rented either for an inline stand (open on one side to the aisle), a corner stand (open on two sides), head stand (open on three sides) or block or island stands (open on four sides) or space in the outside grounds.

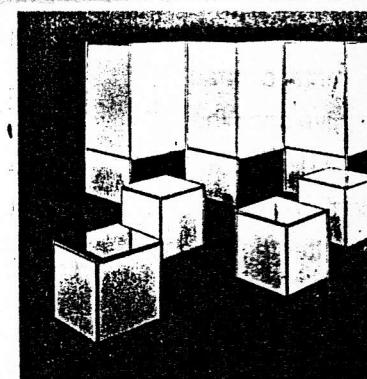
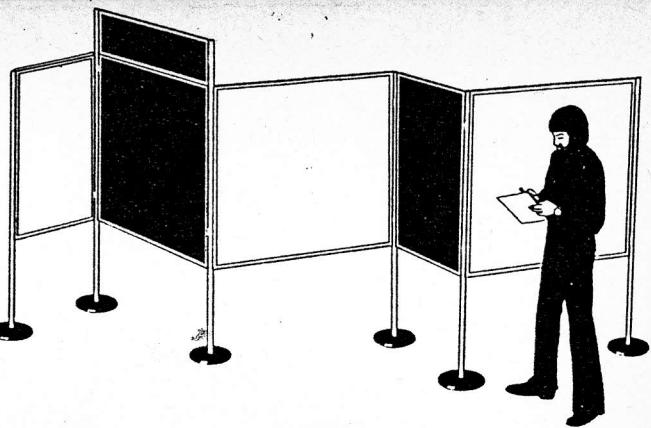
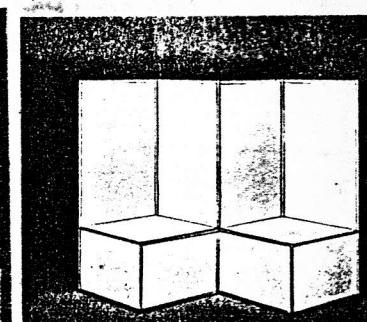
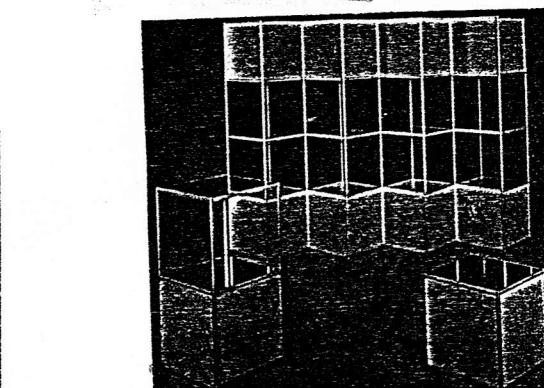
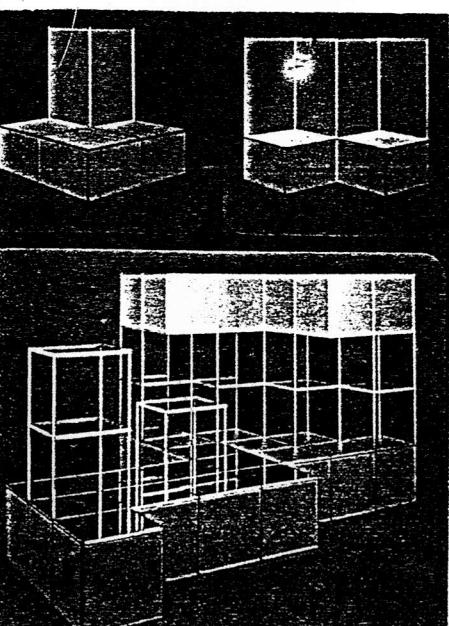
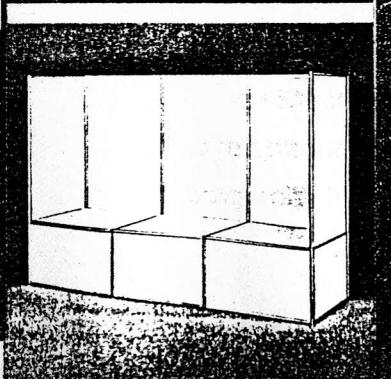
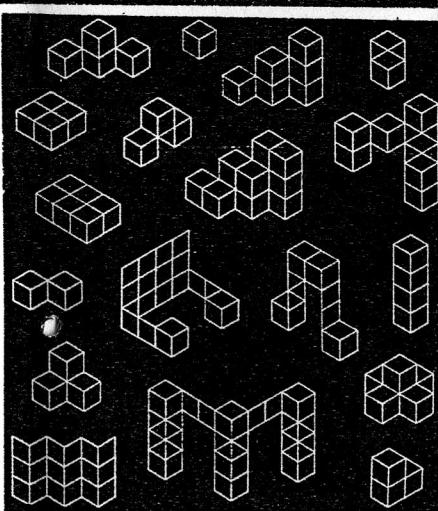
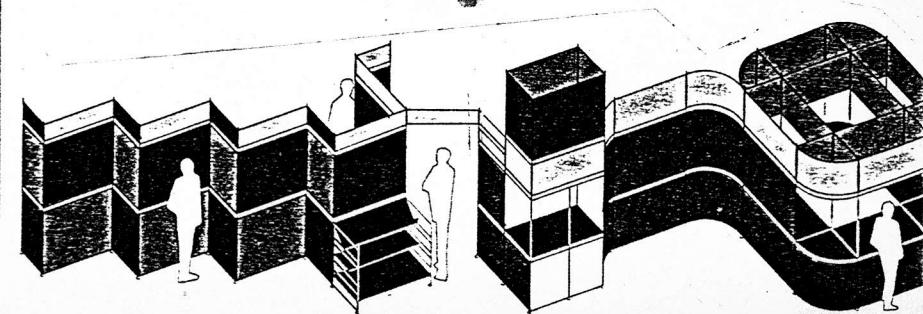
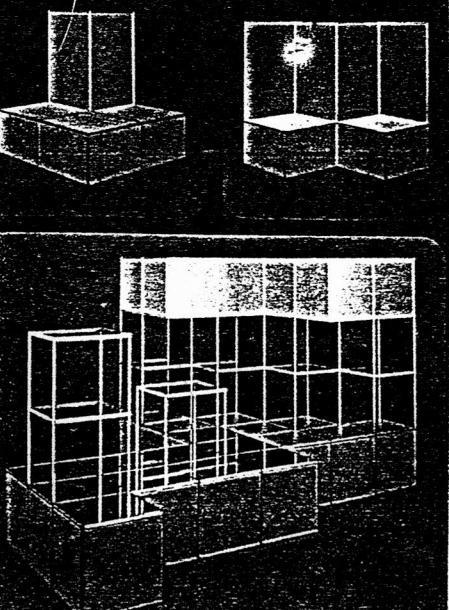
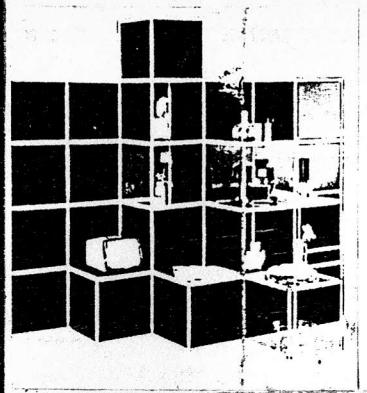
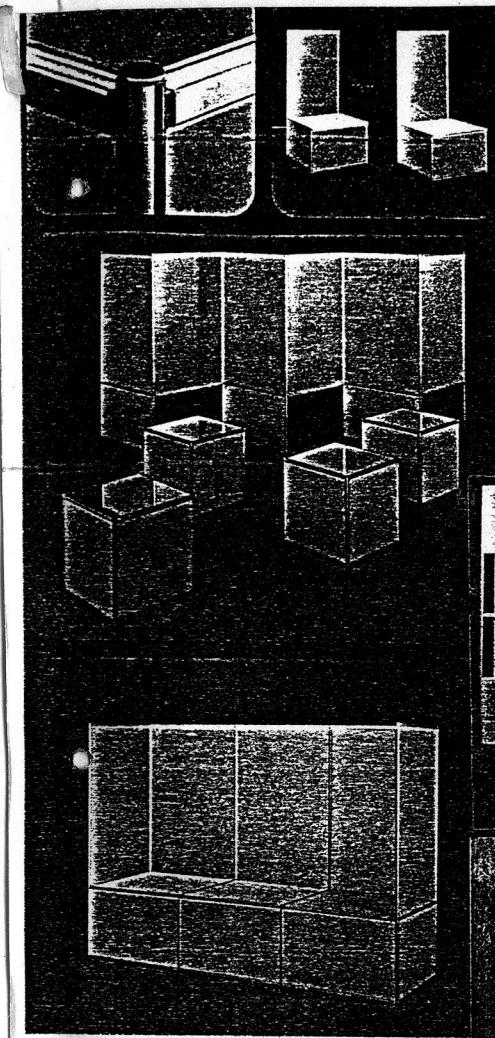
The design of the stand must correspond to the guide lines detailed in the participation conditions, which also foresee a minimum design of the stand.

Stands could either be

- Modular systems or assembly
- Individual stand design, custom built.

Modular system rented stands are offered by trade fair construction companies with standard furnishings or individual rented furniture- this can facilitate participation in particular for foreign exhibitors. The rent includes assembly and disassembly.

If fairs and exhibitions are to be used by the company on a regular basis as part of its marketing mix, it is worthwhile considering the option of purchase or lease.



Trade fair construction companies also undertake the entire construction of exhibition stands according to individual plans with modular systems.

In the design of a stand, certain factors should be considered

- Sensibly priced, prefabricated, precisely fitting components
- Ease in transportation and storage
- Low staff requirement during assembly and dissemble
- Stable elements
- Versatility and adaptability

Certain other factors have also to be considered

- Layout of rooms
- Floor coverings
- Ceiling design
- Screens, paneling
- Stand furnishing

- Lighting
- Color design
- Technical structures
- Lettering/graphic design

Individual stand assembly can be done by companies involved in construction or interior work. They have the knowledge of materials and fabrication and the necessary production and qualified staff.

#### \*Stand assembly

The three methods of stand assembly

- Open assembly (stand is visible at a glance where all exhibits can be identified straight away.)
- Partly open assembly (external screens included in places to prevent visitors being able to see directly into the stands immediately)
- Closed assembly (only primarily external screens, possibly with windows. It is necessary to enter the stand to view exhibits, watch demonstrations, talk to staff.)

## STORAGE

Both open and covered storage facilities are available to the exhibitor for temporary storage of exhibits packed in boxes, empty packing cases etc on a payment basis. The participants should indicate their storage requirements well in advance.

## TECHNICAL FACILITIES REQUIRED

The different facilities required at the site itself are

### \* Power supply and systems

The normal existing conditions in India are 50 cycles 230V single phase and 400V three phase. All exhibition halls are provided with general lighting. Additional lighting or power points can be provided if required.

### \* Water supply

Filtered/ unfiltered water is available for supply. Water pressure varies from 1266kg to 1687kg per sq cm. Adequate drinking water outlets are normally provided at several points around the fair grounds.

### \* Telecommunication systems

Most exhibition grounds have a fully operational telecommunication network set up. There are a number of telephone booths located at convenient points through the fair grounds. Temporary telephone and telex connections are provided and installed. The maintenance and upkeep of the equipment is the responsibility of the exhibitor who will bear the cost of all repairs undertaken.

### \* AV projection systems, loud speaker systems

### \* Office equipment if necessary.

Both the above can be made available on a rental basis from specialist firms at the venue itself.

## TRANSPORTATION

Pre-planning and handling of transport prevents unnecessary loss of material and saves any additional costs express delivery would incur. In the case of large exhibits, it is advisable to work with an experienced trade fair delivery agent. International forwarding companies with long years of trade fair experience usually take care of all travel arrangements.

**The TFAI is the organization in India that has the most experience in this field and as part of the package deal offered by them, the transportation to and from the exhibition site is undertaken free of cost.**

**Labor charges included in the space rent.**

The exhibitor is required to pack all the exhibits to be transported and have them ready to be delivered by the

date specified by the company handling delivery. In some cases, collective containers are arranged for several exhibitors. The transportation companies warrant that all regulations are fulfilled and are well informed about the equipment available for unloading of goods at the exhibition ground.

Apart from deliveries made by the exhibitors themselves in private cars or trucks, within the exhibition ground only certain fair delivery agents are responsible for the delivery and removal of exhibits as well as the hire of unloading equipment. This is connected with insurance reasons and also they are responsible for punctual delivery removal and customs clearance of all exhibits.

Most of the exhibition sites are connected to the major transport routes. There are rail, road and air links to most of the sites. Rented cars are available at all airports. Use of public transport is recommended. Within the cities underground railways, trams and buses, including some special routes when exhibitions are being held, provide rapid, reliable and punctual connections. Fare regulations and ticket machines are not always easy to operate or understand. It is advisable to make inquiries at the hotel in advance. Taxi fares are calculated per driven kilometer. Information about distances, transport facilities and fares can be obtained at each location for each exhibition city.

## **TYPES OF EXHIBITIONS**

### **\* World Fairs**

### **\* Trade Fairs**

### **\* Art & Culture Exhibitions**

### **\* Theme Exhibitions**

### **\* World Fair**

These are international expositions that feature exhibits dealing with commerce, industry and science. Exhibitors range from nations to private companies. World Fairs run for several months and attract millions of visitors.

### **\* Trade Fairs**

Trade Fairs normally center on a specific product or industry. Generally they are intended to provide commercial exposure for the products of the exhibitors.

There are various sub-divisions in the types of trade fairs -

#### **- Multi Branch Trade Fair**

These display the basic and well defined range of goods and services of several areas of the industry or trade. These concentrate on one manufacture or on a very limited number of manufactures or on consumer branches or even on specific services. These have an international, national or even regional orientation. They are aimed specifically at certain branches, approaching small and medium sized companies or appeal to the general public at large as exhibitors for private consumers.

#### **- Specialist Trade Fairs**

These could be product oriented trade fairs, organized according to production areas, trade fairs for certain customers/ techniques/ processes/ topics, or application oriented trade fairs which combine all products needed by a certain group of consumers, regardless of their technical nature.

#### **- Consumer Exhibitions**

These are targeted at a specialist regional clientele. These concentrate on themes such as leisure, tourism, cars, household goods, health etc.

#### **\* Art & Culture Exhibitions**

These exhibitions are held either by associations and organizations or by individuals who host the whole show. These range from exhibitions held in private galleries to specially designed museum displays.

#### **\* Theme Exhibitions**

નો. ચ. કેન્દ્ર ગુરુત્વકારી  
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Many thanks to

My guide, Prof S Nadkarni,  
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