

Theme of
the page

One page
forward

What is the trade fair guide about?

Together with you, we want to achieve the best possible result for your trade fair presentation. We achieve this by exchanging the important information and data at time X. We have illustrated this in the guide with notes.

We have illustrated this in the guide with notes:

"Yellow" is you, "light blue" is us. If "yellow" comes before "light blue", you give us information that we then have to process. Or in the opposite case, where we trigger something and you judge it, it would be "blue" before "yellow".



You give us information about the product you would like to exhibit.



We create a pedestal, a showcase or a wall print with information or emotions around the theme for this product.



This will help you understand why we need data, images, decisions or dates from you at this point in time. The guide is structured chronologically. It starts with "Design and offer" and ends with "Exhibition and debriefing".



The guide starts with a timeline (roadmap), where you can also jump directly to individual points or dates, or otherwise simply browse like in a book.

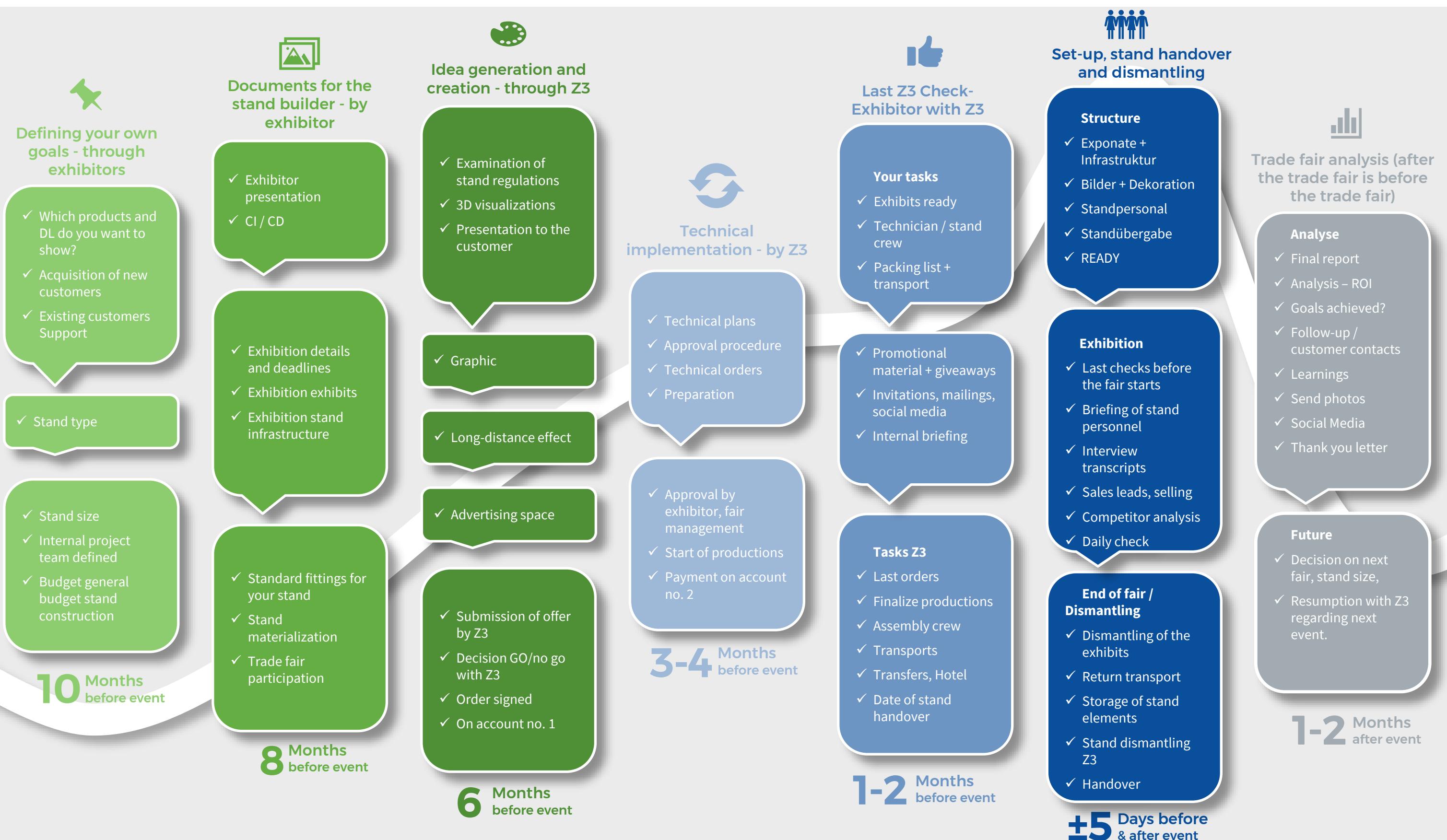
Now we have a lot of information for you with our trade fair guide!



Back to
page 1

Back to
the
overview

Z3 Exhibition time window (Roadmap)



Planning

Construction

Analyse

Z3 Important thoughts for your trade fair participation

- ✓ Which products and DL do you want to show?
- ✓ Acquisition of new customers
- ✓ Existing customers Support

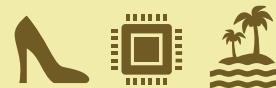
✓ Stand type

- ✓ Stand size
- ✓ Internal project team defined
- ✓ Budget general budget stand construction

10 Months before event



Which products and services do you want to present and how?



The more precisely you describe the products and services to us, the better we can design the optimal stand for you, with the best advertising impact.



How would you like to generate qualified leads before, during and after the trade fair?



With our marketing tools, we can improve your level of awareness with the relevant target group in the run-up to the trade fair. Ask Z3 for digital solutions.



How do you plan to maintain your regular clientele?



Do you offer drinks, food or a lounge? Are you giving out giveaways, or do you want to entertain the guests with a musician or a pantomime...? Z3 can organize many things for you. Just ask us!



Input (yellow notes)- We need detailed information. The more detailed your information, the better the result.

Processing (blue notes) - Only on the basis of a complete clear client briefing, Z3 can find the right solutions / tools.



Z3 digital
mobile devices, laptop, cloud



Output ... Pictures say more than words! Z3 will make concepts and implementation solutions for you.



Z3 Which stand type is the optimal one for you

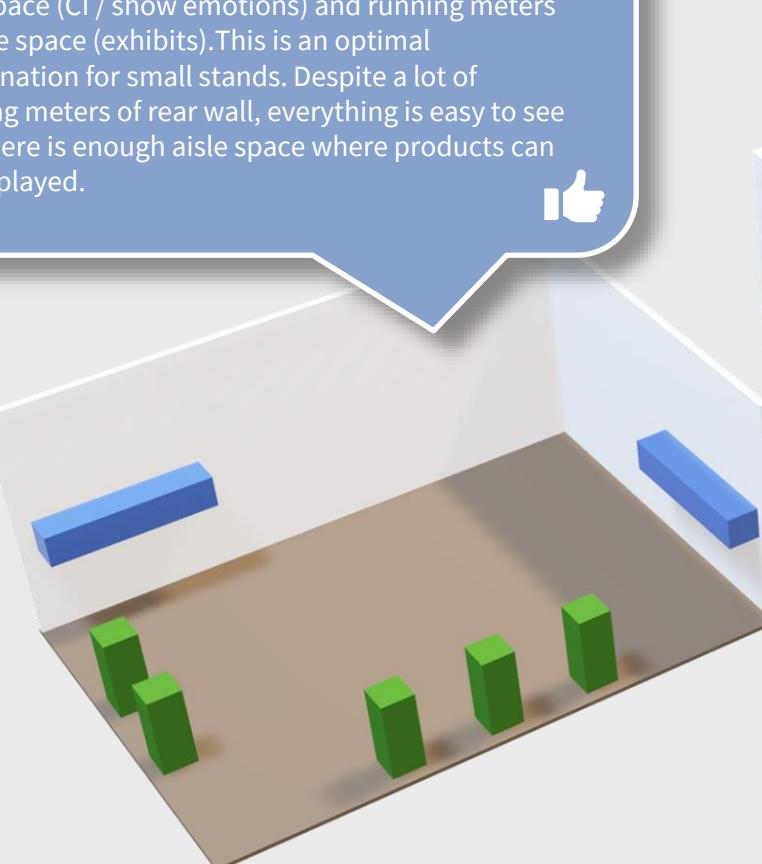
- ✓ Which products and DL do you want to show?
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✓ Stand type

- ✓ Stand size
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- ✓ Budget general budget stand construction



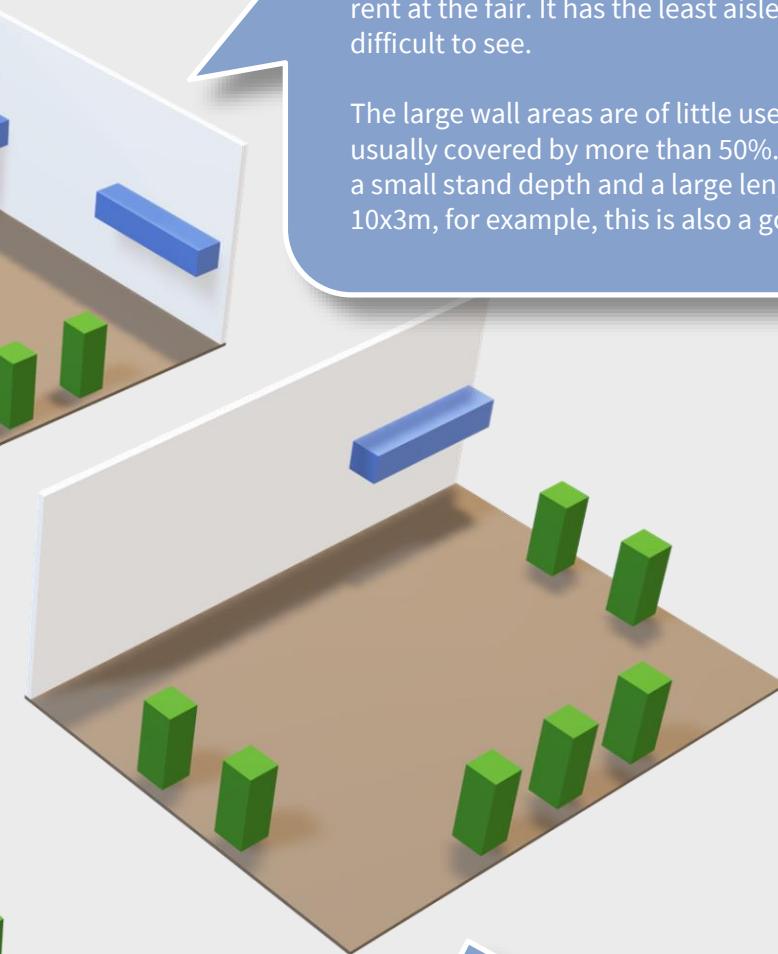
Corner stand ... offers a very balanced ratio of large wall space (CI / show emotions) and running meters of aisle space (exhibits). This is an optimal combination for small stands. Despite a lot of running meters of rear wall, everything is easy to see and there is enough aisle space where products can be displayed.

Corner stand ... offers a very balanced ratio of large wall space (CI / show emotions) and running meters of aisle space (exhibits). This is an optimal combination for small stands. Despite a lot of running meters of rear wall, everything is easy to see and there is enough aisle space where products can be displayed.



Row stand ... this stand space is the cheapest in terms of rent at the fair. It has the least aisle space and is also difficult to see.

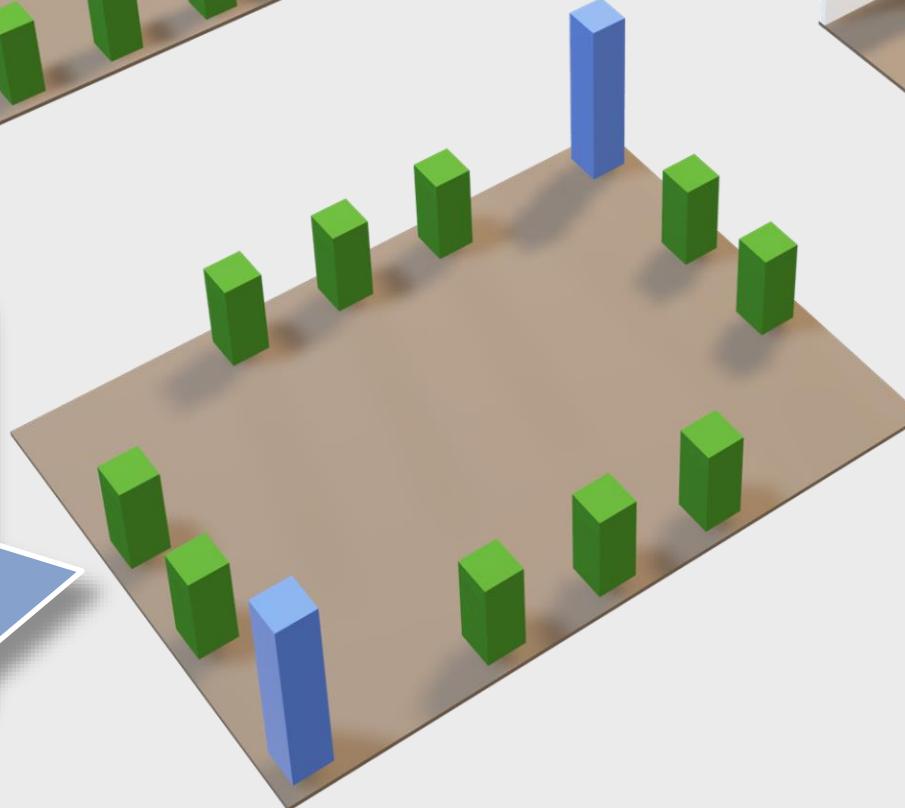



The large wall areas are of little use to you, as they are usually covered by more than 50%. However, if you have a small stand depth and a large length, i.e. a format of 10x3m, for example, this is also a good stand area.



Island stand ... this type is only suitable for large areas. The rent here is the most expensive in relation to the area, because the aisle share is the largest.

You have to invest money in a large long-distance effect (banner) so that your brand is present in relation to the space, because the walls are missing. You could also put a lot of wall space in the middle, but that cuts up your stand.



Head stand ... this area is preferred if you want to show many exhibits, but the stand area is not so large. Here you have a lot of running meters of aisle space where you can line up your product portfolio. Make sure, however, that you still have a long back wall. On this space you can present your brand well with graphics.



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Z3 What are your goals at this fair?

- ✓ Which products and DL do you want to show?
- ✓ Acquisition of new customers
- ✓ Existing customers Support

✓ Stand type

- ✓ Stand size
- ✓ Internal project team defined
- ✓ Budget general budget stand construction

10 Months before event

How big should your stand be in order to present your products optimally or to receive your existing customers and visitors?



The size and number of exhibits, as well as the infrastructure (booth, lounge, seating area, bar tables ...), must be defined. This results in the theoretical space requirement.



Have you put together an internal project team that will carry out the trade fair planning within your company? Technology, marketing, sales, project management, etc....?



The better you can agree internally on product innovations, stand design and budget caps in advance, the more targeted we can design for you. Whether you have to choose from 3 variants close to your ideas or discard 2 out of 3 right away is not incidental.



Have you prepared a detailed trade fair and stand construction budget? ROI? One-off appearance or several fairs?



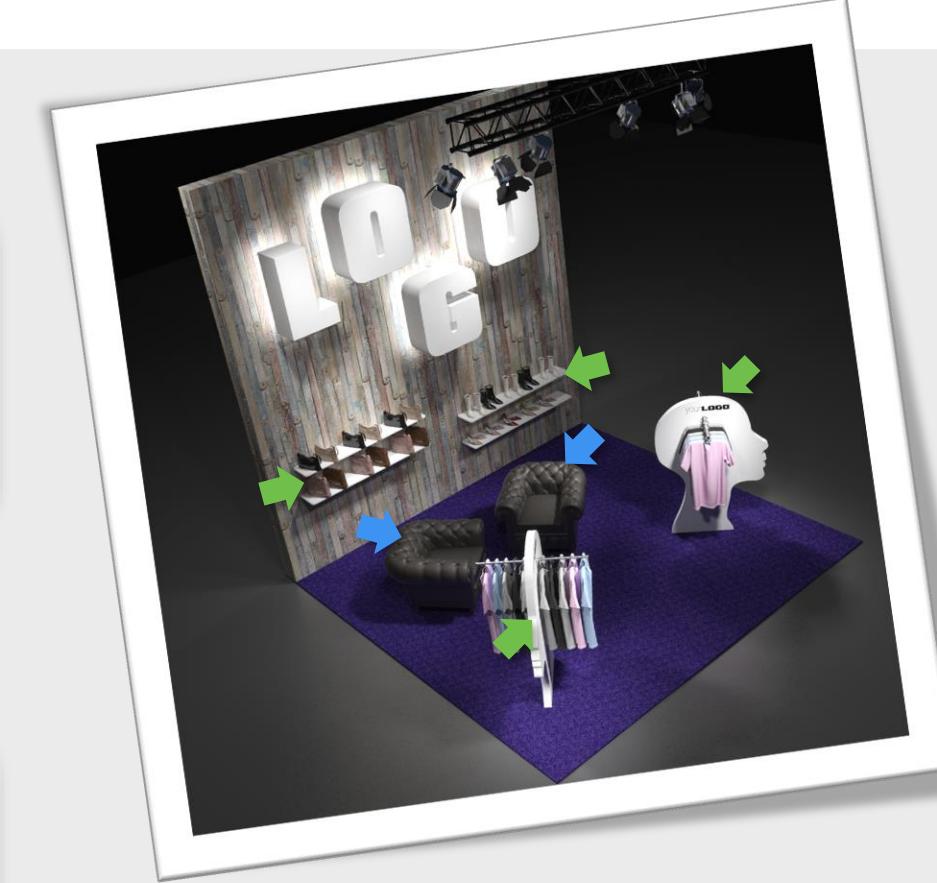
If we know from the beginning what the budget is about, there are not 10 but only 3 ways to a great stand.



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” The first drafts are included in the price for you. If you repeatedly change fundamental things in the planning, we cannot keep the original price. It is in your interest to fix the relevant things early on. **”**

“

” If several fairs are planned, specially made furniture, illuminated walls or banners can be adapted to the different stand sizes. This can save a lot of money in case of multiple use. **”**

“

Z3 Your briefing and documents for Z3

✓ Exhibitor presentation
✓ CI / CD

✓ Exhibition details and deadlines
✓ Exhibition exhibits
✓ Exhibition stand infrastructure

✓ Standard fittings for your stand
✓ Stand materialization
✓ Trade fair participation

8 Months before event



Describe your company in the important points: Who are your competitors in the market? How do you stand out from your competitors? How do you present yourself and your products at trade fairs?



We can also derive a suitable trade fair concept for you from this information. Doing everything the same as the competitor, but only with half the budget, for example, is not a smart idea ... appearing unusual can be a possible way.



We need your corporate identity + design, the vectorized logo, advertising and image material templates which we can use for your exhibition stand visualization ... if you do not have such data, we will be happy to advise you.



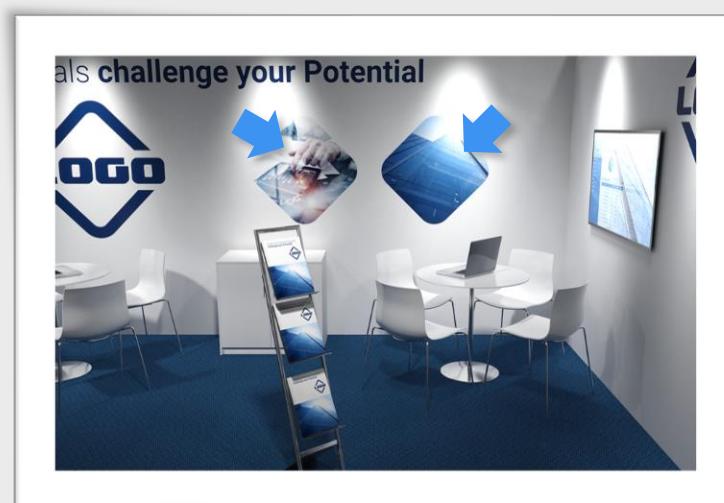
The better your graphic documents are, the easier it is for us to design. The vectorized logo makes it possible to create both graphic effects (blue arrows) and 3D shapes (green) with the shape.



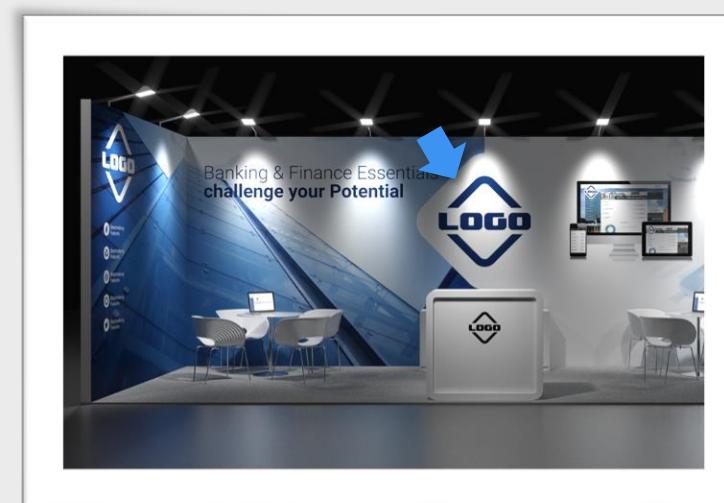
”

Graphics have top priority, especially in smaller stands. Even with a small budget, a very large advertising effect can be achieved.

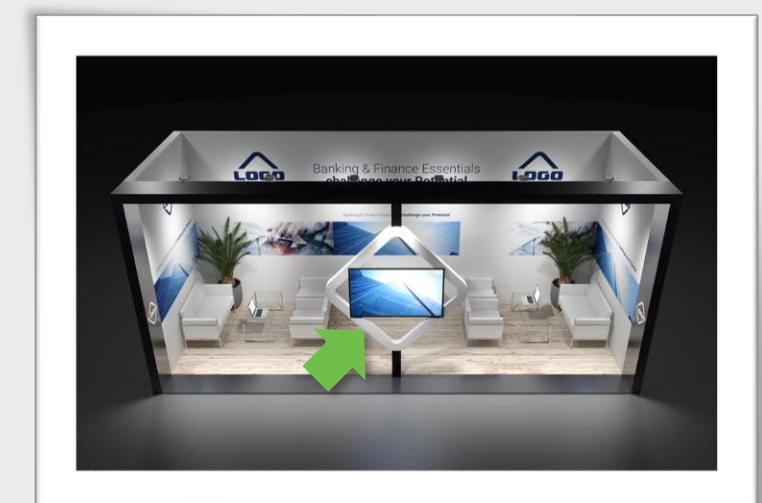
“



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Z3 Your briefing and documents for Z3



8 Months before event



As soon as you receive the hall plan, regulations, set-up and dismantling times from the fair, please provide us with these so that we can organize and plan on schedule.



If your exhibits require connections such as electricity, water or compressed air, please let us know.



Infrastructure: Which rooms are needed? E.g. kitchen, storage, meeting room, workroom or cloakroom.

Meeting zones such as bar, lounge, seating groups, bar tables, information desk, etc....



Even better ... provide us with the trade fair login and we will take care of everything. We then have access to all the relevant rules and regulations of the trade fair organizer.



If you would like to see exhibits in the visualization, you can send us 3D models (MAX, 3DS, DWG, DXF, STL, STEP, ...), which we would then use. Make sure that the models are not too complex.



Placement of rooms : If you primarily sell services, the ambience for discussions is also decisive! Whether you want to communicate your services in a protected area or generate a lot of activity in an open area around your products will largely determine the layout of your stand.

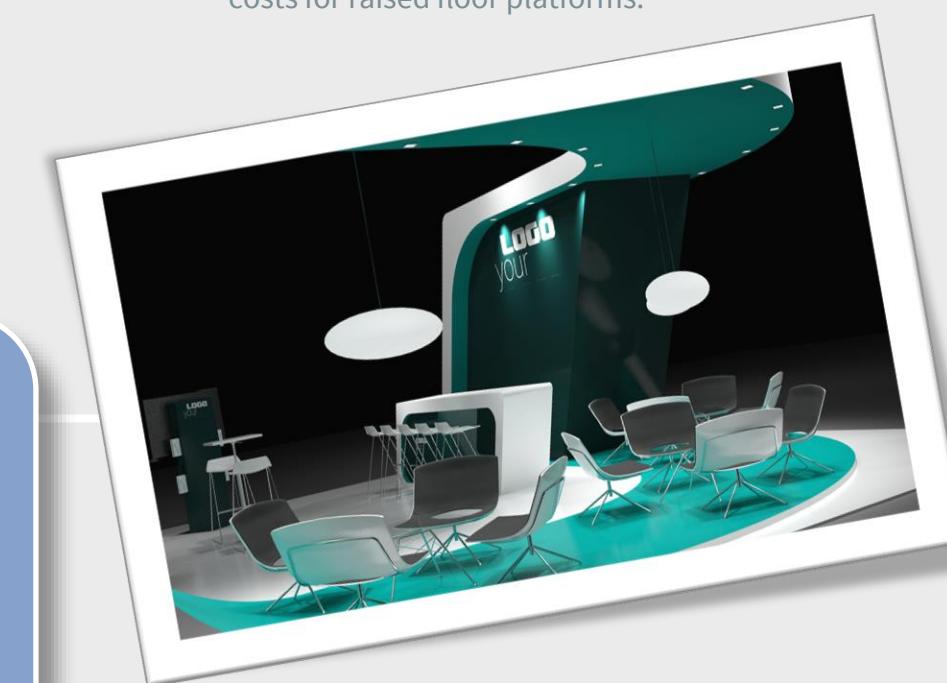
Let us know what you prefer.



Most of our regular customers grant access to the records of their standby passing on their password. However, we also understand if you want to protect your data.



Cost transparency is important to us. In the case of special connections for electricity, compressed air or water connection, the lines must be hidden in the floor. => Additional costs for raised floor platforms.



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Z3 Your briefing and documents for Z3

✓ Exhibitor presentation
✓ CI / CD

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✓ Standard fittings for your stand
✓ Stand materialization
✓ Trade fair participation fg

8 Months before event



*Depending on the budget, different stand designs are possible:
System stand, individual stand or premium stand.*



With the system stand, it is the visible aluminum profiles that lead to a visually moderate image. The higher the budget, the more customization is possible, as in the picture on the right.



*What materials do you see in your stand ... Wood, metal, glass or a mix of different materials?
Which colors do you want to give more or less weight to?
Which preferences or ambience do you want your stand to radiate?*



Color and material are very important for the appearance of your stand. If your company is already known, you can go for noble restraint or white. But if you are new to the market, you should use more color because it does not correspond to the norm (white). As a result, you will stand out much more.



Do you have several fairs planned this year or next year? If yes, where and which ones?



We have a global network of partners with whom we execute exhibition stands all over the globe. Benefit from our experience and contacts if you want to expand into emerging markets such as the Middle East and Asia.



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Z3 Draft and design of Z3

✓ Examination of stand regulations
✓ 3D visualizations
✓ Presentation to the customer

✓ Grafic

✓ Long-distance effect

✓ Advertising space

✓ Submission of offer by Z3
✓ Decision GO/no go with Z3
✓ Order signed
✓ On account no. 1

6 Months before event



This is where your documents (or the trade fair login) that you received from the trade fair come into play. Missing regulations or regulations that we have not taken into account would, in extreme cases, cost us a new project.



We have to check the technical guidelines of the event (construction heights, possibly additional distances for banners and walls to the neighbors, space regulations, suspensions, connections for the electrics, water, air, internet, etc.).



A mix of good ideas for shapes, proportions, colours and materials is required for the project planning.



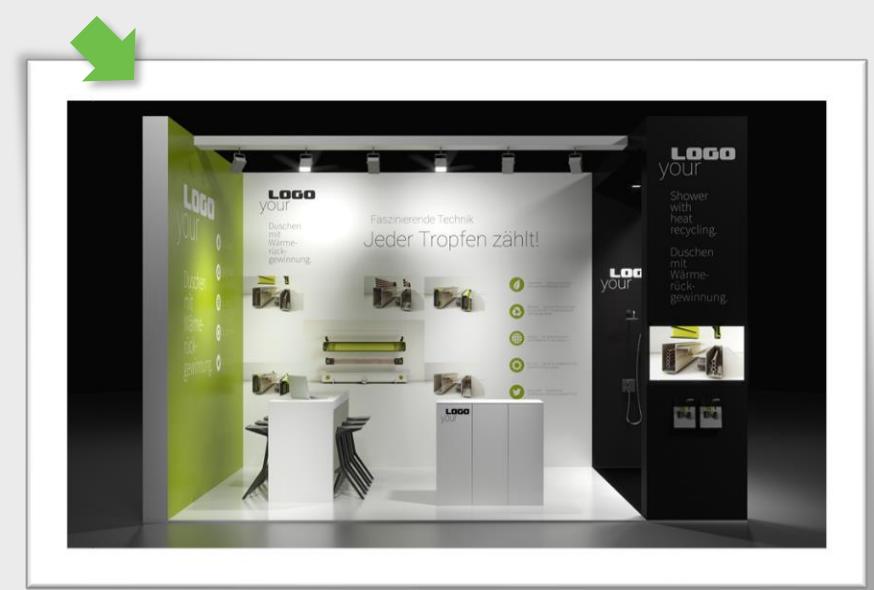
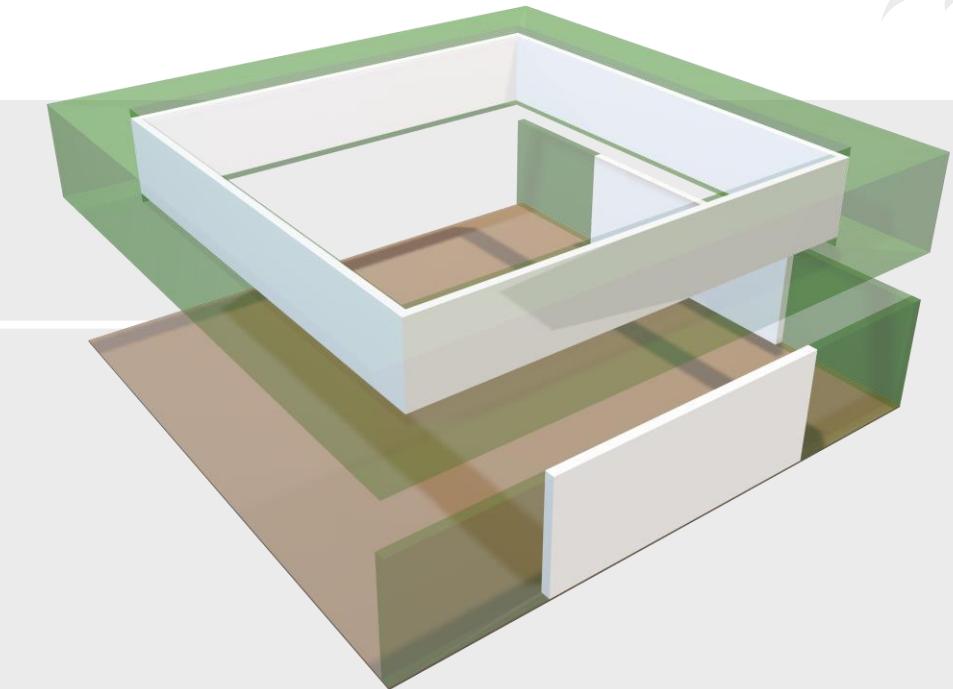
Almost as important is an analysis of your CI, as the stand must represent your company in the best possible way. We read the CI from your homepage and brochures that you have placed online.



We derive the graphics from these documents. That means in which proportions and combinations images, lines, areas and texts / fonts are used. This results in a flat graphic as you can see on the right. This 2D graphic is then placed on 3D objects and finally rendered in different views by powerful computers.



“ Depending on the size and complexity of the project, design and rendering can take 1 - 2 weeks, sometimes within a few days. From then on, the presentation at your location or the sending of a PDF presentation is possible. Deadline ... work capacity is not always immediately available; it may be that we can only start on your project with a week's delay.



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Z3 Graphics from the house of Z3

- ✓ Examination of stand regulations
- ✓ 3D visualizations
- ✓ Presentation to the customer

✓ Grafic

✓ Long-distance effect

✓ Advertising space

- ✓ Submission of offer by Z3
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6 Months before event



Since small and medium-sized companies usually do not have their own graphics department for the marketing of services and products, we can produce the entire graphics for the exhibition stand for you, from the design to the final print.

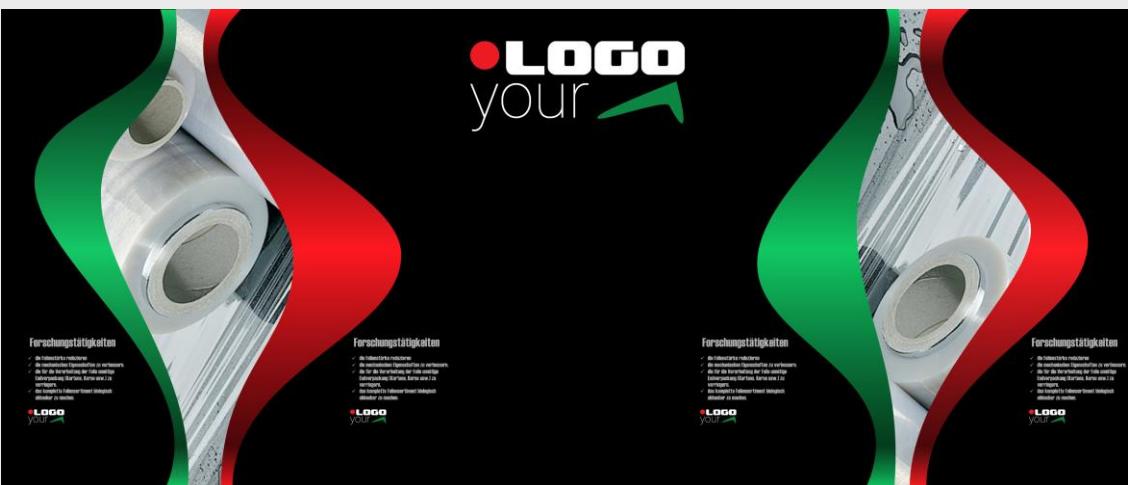
The easiest way is that you provide us with images, slogans and texts that you want to have in the wall design.



Once we have received the photos, product descriptions and slogans from you, we will create 2-3 drafts for you (see an example below), from which you would then select one draft as a rough direction. On this basis, we will then refine the graphics together until it then fits and can be given into the final print ...



“ You do not receive this service free of charge. We have to charge you by the hour. Normally, however, you will get a much better deal with us than with an advertising agency. Another advantage is that we can feed the graphics directly back into the 3D model if necessary and create realistic renderings of the stand with the modified graphics (the two images on the right). ”



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Z3 Long-distance effect "open" stand

- ✓ Examination of stand regulations
- ✓ 3D visualizations
- ✓ Presentation to the customer

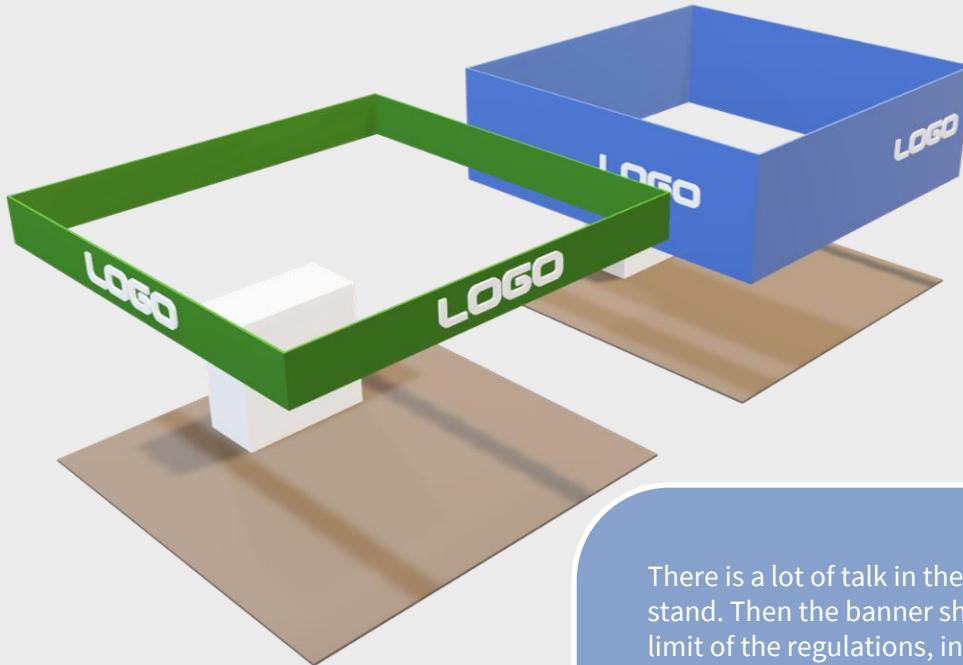
✓ Grafic

✓ Long term effect

✓ Advertising space

- ✓ Submission of offer by Z3
- ✓ Decision GO/no go with Z3
- ✓ Order signed
- ✓ On account no. 1

6 Months before event



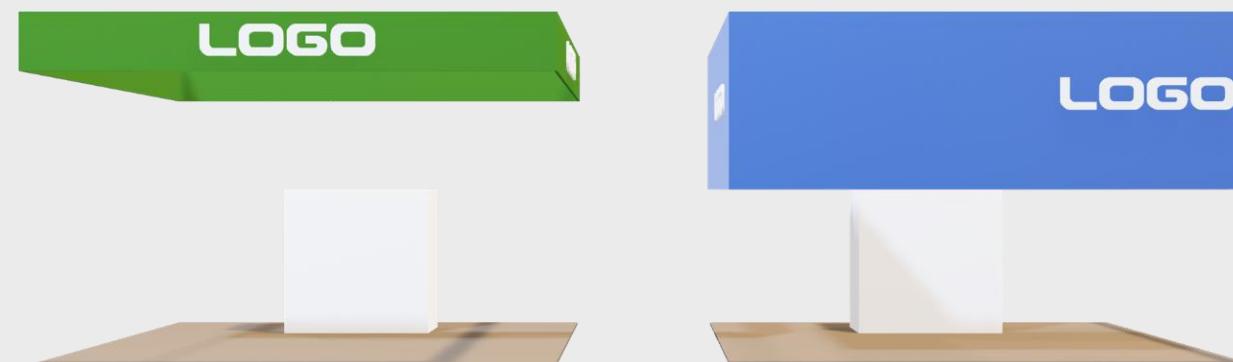
There is a lot of talk in the briefings about an open stand. Then the banner should be placed at the upper limit of the regulations, in our case exhibitor green. Everything should appear "light" and "open", i.e. approx. 1m high.

What happens now if the competitor Blue uses its advertising space at the banner? From many angles, Green is simply no longer visible, even though he has placed the banner at the top. Or even in the most favorable perspective at the top right, at least as much advertising space (blue) is visible from the competitor.



Tip ... In the end, it's like a magazine: the one who places the bigger ad is seen better. Enough space for the CI / logo is important, but with the exhibits on the floor everything can still be free.
In terms of costs, the higher banner makes comparatively little difference, because the truss, the light and the fabric are identical.

“



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Z3 Advertising space vs "open" stand

- ✓ Examination of stand regulations
- ✓ 3D visualisations
- ✓ Presentation to the customer

✓ Grafic

✓ Long-distance effect

✓ Advertising space

- ✓ Submission of offer by Z3
- ✓ Decision GO/no go with Z3
- ✓ Order signed
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6 Months before event

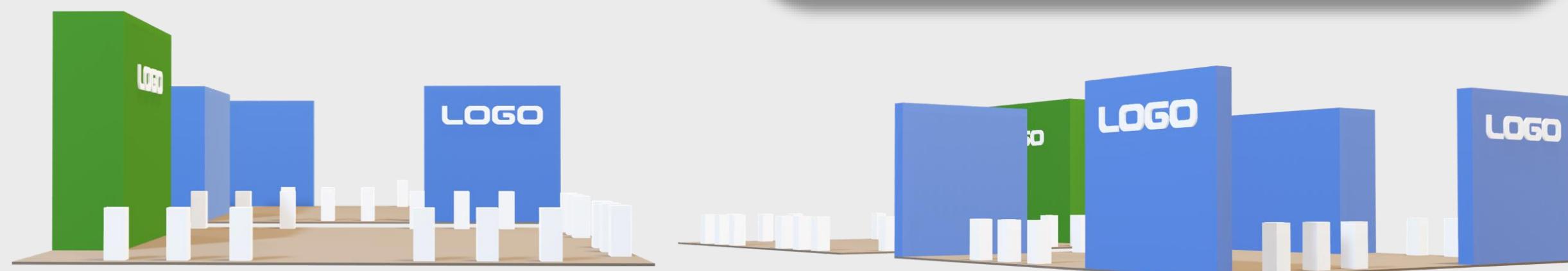


” Info ... the regulations for island stands are often such that only partial areas may be closed on the outside. Although Green builds much less, he is not allowed to close more than 50-60% to the rear. Therefore, he is only allowed to build a "tower" for the cabin. “

Another scheme for the often desired "open" stand. Again we have the two parties green and blue. Green tries to be "open" and "inviting" all around, i.e. to keep everything free for the exhibits. But if the exhibits of Green are rather small, one only sees the competitor Blue, which stages its brand in a big way. Even if you stand on the green side of the stand, you can practically see through the green stand.



Brand and product presentation clash in terms of requirements. The brand needs a lot of space so that it can hold its own against the competition (neighboring exhibition stands). The exhibits, on the other hand, need barrier-free access, it must be open. So a good compromise is needed. Unfortunately, it is not the case that the most open stand sells the products best. No, it's usually the dominant brand presence that steers visitors to your stand. The causal chain is usually that the brand (the appearance of the stand) comes before the product. This is not meant to devalue your product; it is about advertising and how people are wired (emotion comes before technology).

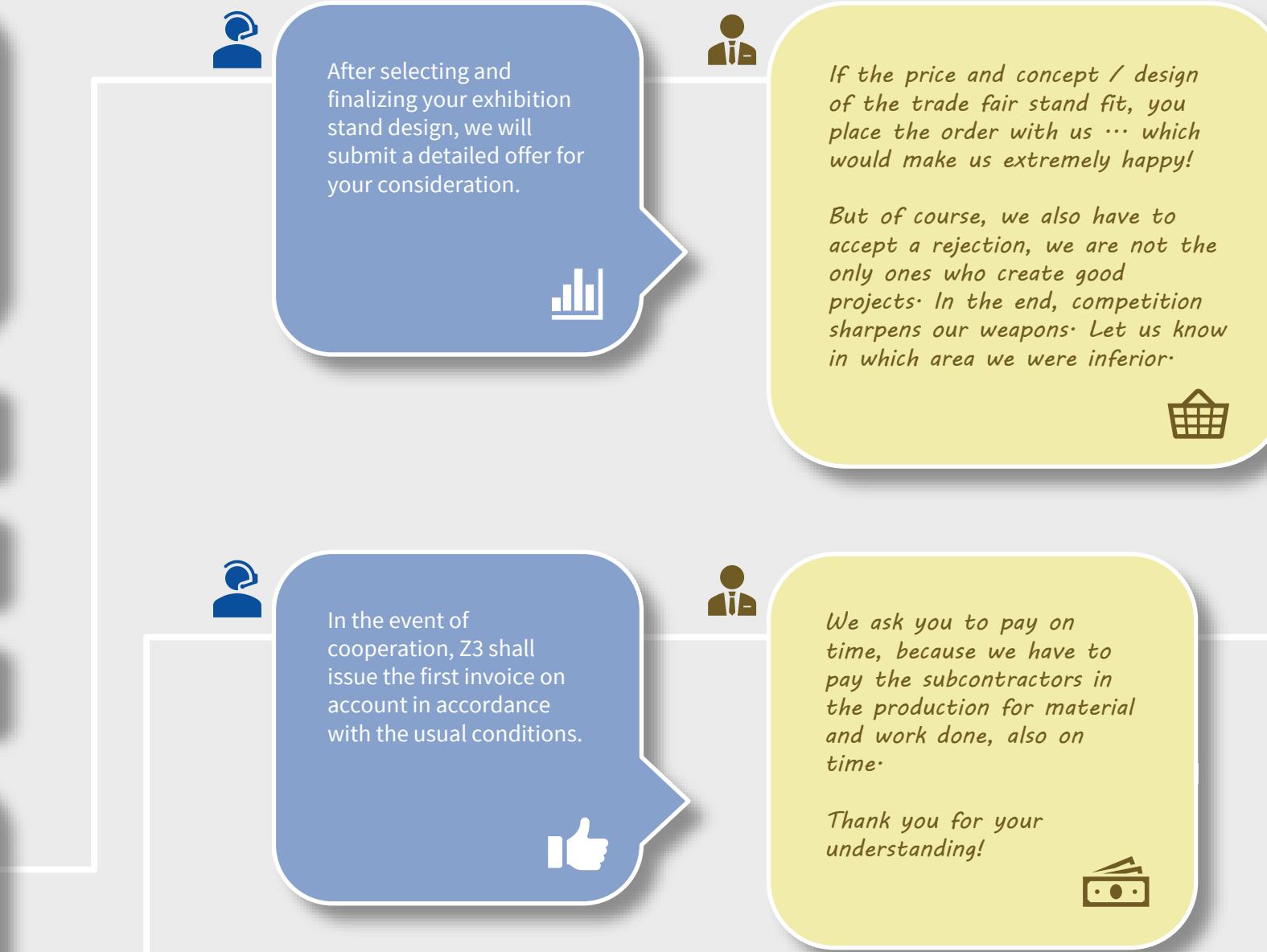


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Z3 Offer and decision



6 Monate vor Event

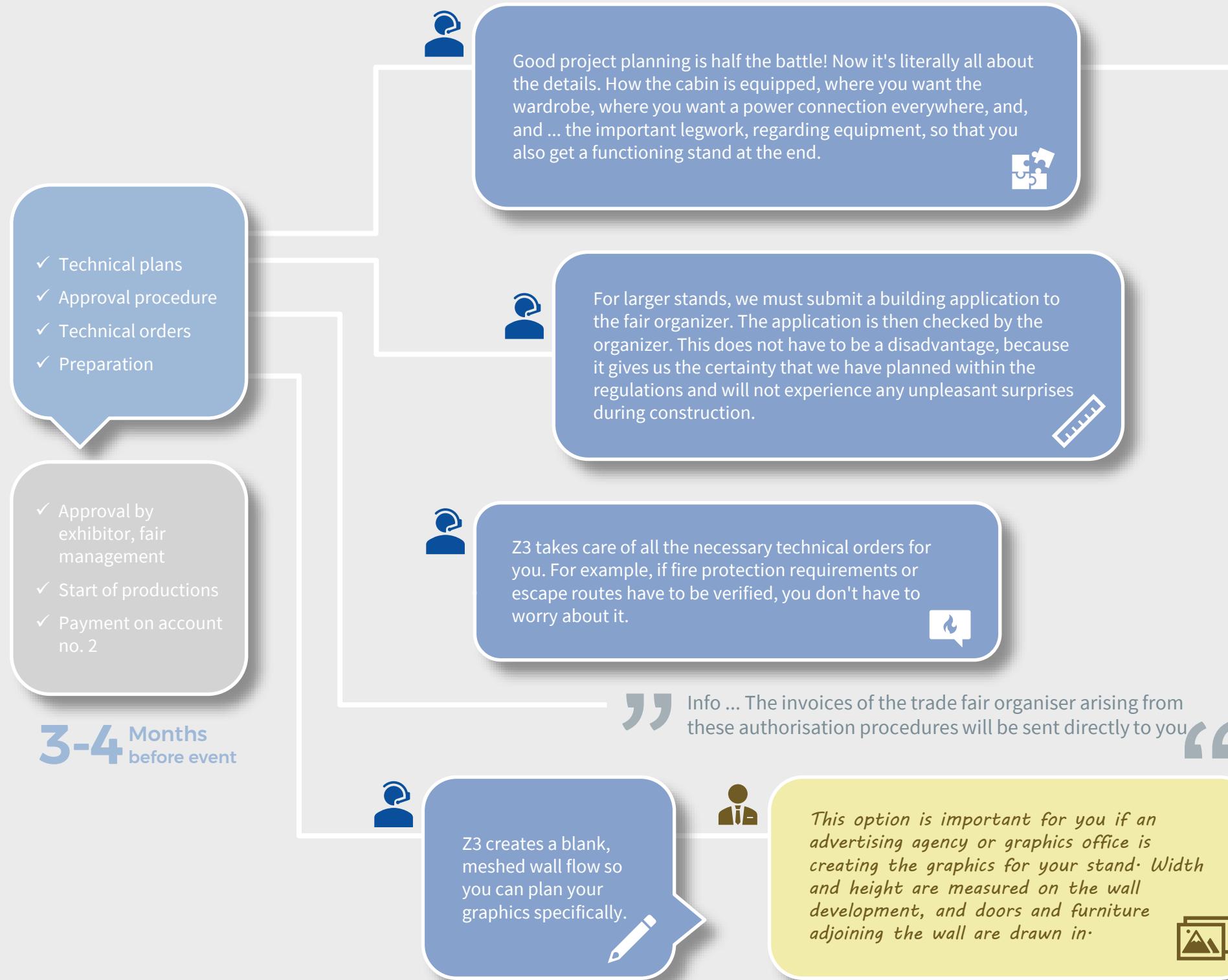
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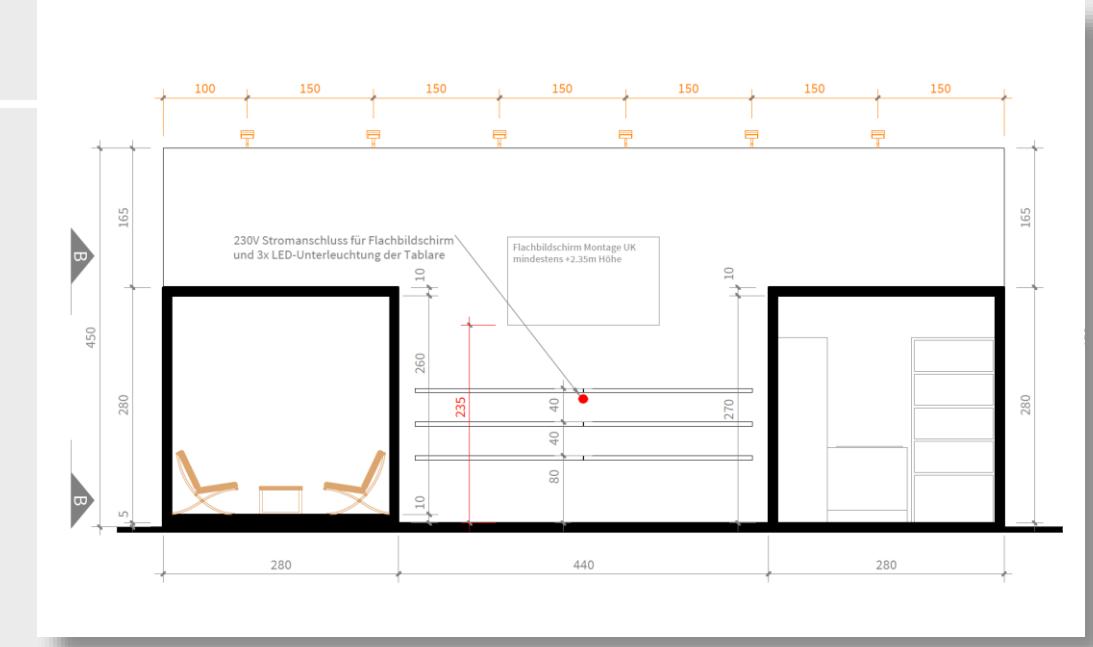
Z3 Project management is important



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Z3 Project management is important



**3-4 Months
before event**



Z3 creates a Gtp (Good to Print). This is a compilation of all graphics that are available in the stand. It is listed position by position, how big, which material and where each graphic is installed. This avoids errors during production and assembly.



You must check the "good to print" conscientiously. Nothing is more annoying than when, with sufficient lead time, careless mistakes creep in. For example, there is a spelling mistake on the large print of the back cover!



Z3 starts with purchasing, production and organization of transport, transfers, travel, accommodation. The organization of equipment on site, staff planning based on set-up and dismantling times, respectively in relation to the order volume.



While we usually work with the same subcontractor for printing and carpentry work, an assembly team is deployed locally for assembly in distant countries.

Since we build a lot in the Middle East and Asia, we often have the same partners again there with whom we execute stands.



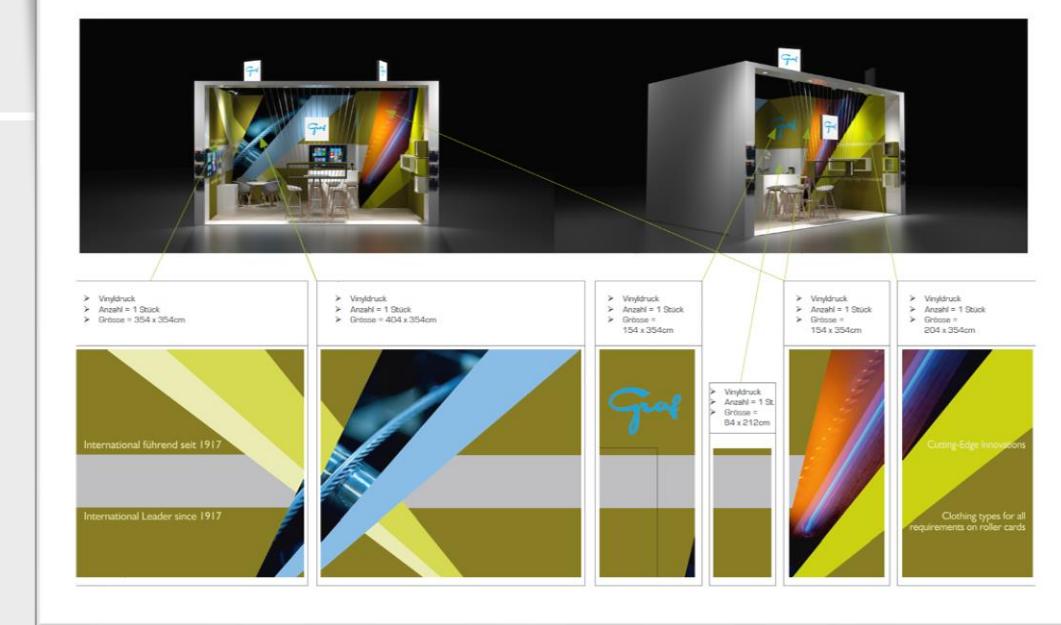
For production to start, we must have received the "GO" from you. You will receive the second invoice on account according to our General Terms and Conditions.



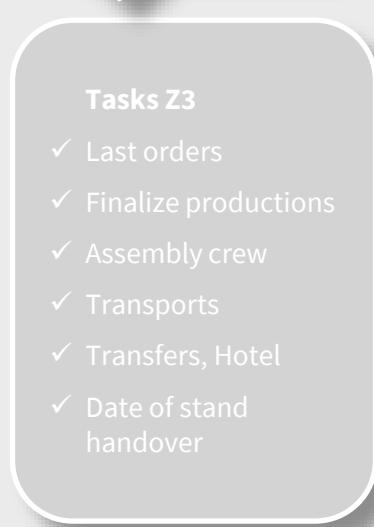
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Z3 Everything well planned, final details



1-2 Months before event



Are all the exhibits and equipment planned for the exhibition ready?

Changes at short notice must be discussed with Z3 (size, technical connections, deliveries, etc....) We must avoid stumbling blocks such as cables that can no longer be laid under the floor!



The stand crew including site management must now be confirmed. It does not matter whether they are your own stand personnel or freelancers.



They draw up a packing list of all the goods that must be transported to the fair. At the same time, any additional orders are made. Transport of exhibits and stand material must be ordered.



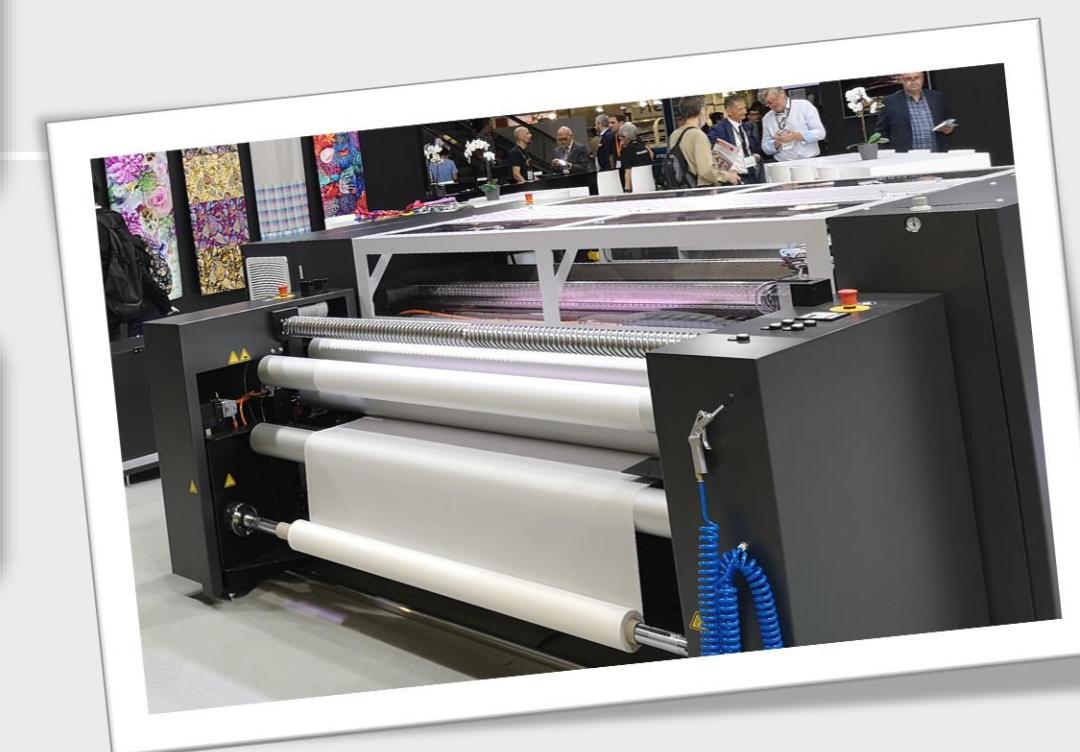
If you do not want to do the catering yourself, for example, we will organize professional staff for you.



... Documents need to be drawn up so that your goods are delivered to your trade fair stand on time as planned and are not blocked at customs.



At international trade fairs, it is imperative to check the technical connections (standards) on site so that no unnecessary surprises arise.



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Z3 Everything well planned, final details



Your Tasks

- ✓ Exhibits ready
- ✓ Technician / stand crew
- ✓ Packing list + transport



Check which promotional material and giveaways will be taken to the fair and distributed to whom.

Think about how you want to be remembered by visitors with a giveaway. Keep it simple, not too technical, it's all already in your product brochures.



“ Organize brochure material, business cards, giveaways and posters at an early stage.”



The exhibitor should start communication now at the latest. Announcement of participation on the website, sending out mailings with invitations to the fair, signature, letters, making appointments, arranging meetings with potential and existing customers/partners.

Social media is an important platform for drawing attention to new products and services.



You should create an internal trade fair briefing with the most important information regarding this event. Depending on the scope of the project, this briefing can be several pages long and should be distributed to all internally involved departments well in advance.



Not only the project team should be informed about this important event, but also the people in the company itself, so that they get involved with it early on. The more the employees feel involved (identification with the company and the product), the more likely you are to receive important input for the fair from your workforce.



1-2 Months before event

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Z3 Everything well planned, final details

- Your tasks**
- ✓ Exhibits ready
 - ✓ Technician / stand crew
 - ✓ Packing list + transport

- ✓ Promotional material + giveaways
- ✓ Invitations, mailings, social media
- ✓ Internal briefing

- Tasks Z3**
- ✓ Last orders
 - ✓ Finalize productions
 - ✓ Assembly crew
 - ✓ Transports
 - ✓ Transfers, Hotel
 - ✓ Date of stand handover

1-2 Months before event

You can still place "last minute" orders now. We have already been able to implement many wishes at short notice.

But there can be no guarantee. Depending on our wishes, we cannot stretch the deadlines of our suppliers at will. The goodwill of the fair management is not necessarily given or the supply chain no longer allows it. We then need a commitment from all the players affected by the change. Unfortunately, it is not only up to us whether we can still implement wishes at that time.

At the same time, of course, we would like to avoid these things as far as possible in the future with the trade fair guide. After all, it is also an advantage for you if we can avoid fire drills by planning.

“ Z3 closes the production. Serious changes are no longer possible! ”

Z3 organizes assembly times and international assembly crews according to the project volume. The best assembly team is assembled to ensure that your stand is built cleanly and on time for handover.

Z3 coordinates the delivery of the exhibits with you and your forwarding agent and informs you about the exhibition site logistics on site. The same applies to the delivery of our material, tools and equipment.

Z3 organizes and confirms all transfers, hotels, badges, visas, and the necessary documents and papers for the assembly crews.

... Let us know when you would like to arrive so that we can coordinate our work accordingly and complete it on time..



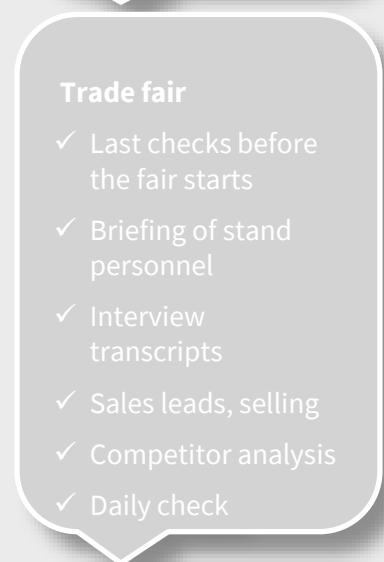
Define the date and time of the stand handover with us. This way you can schedule your employees in good time.

Processing (blue notes) - Only on the basis of a complete clear client briefing, Z3 can find the right solutions / tools.

Input (yellow notes)- We need detailed information. The more detailed your information, the better the result.

Output ... Pictures say more than words! Z3 will make concepts and implementation solutions for you.

Z3 The fair itself, here we go



±5 Days before & after event



All preparatory measures are now coming together and Z3 is starting to set up at the fair. Exhibits and infrastructure are completed by the exhibitor and Z3.



Final graphics and logos are mounted in the right places.



You set up your machines, exhibits, and if available, the office and kitchen.

Multimedia playing on the equipment and decorating is your responsibility, but we are happy to support you.



Depending on the size of the stand and the time needed to set up the stand, the stand personnel will be called up. This can also be done in stages.



Milestone stand handover: The stand handover usually takes place on the last set-up day. Together with you, we go through the stand again and check whether everything has been carried out to your satisfaction.



READY TO GO? LET'S DO IT! ... All work should be completed by 17h00 on the last set-up day at the latest, or even earlier if possible!



Training and motivation of the stand personnel as well as preparation of the personnel plan for the stand service with time allocation and responsibilities. Dress code, name badges, etc...



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Z3 The fair itself, here we go

Construction

- ✓ Exhibits + Infrastructure
- ✓ Pictures + Decoration
- ✓ Stand personnel
- ✓ Stand handover
- ✓ READY

Exhibition

- ✓ Last checks before the fair starts
- ✓ Briefing of stand personnel
- ✓ Interview transcripts
- ✓ Sales leads, selling
- ✓ Competitor analysis
- ✓ Daily check

End of the fair / Dismantling

- ✓ Dismantling of the exhibits Return transport
- ✓ Storage of stand elements
- ✓ Stand dismantling Z3
- ✓ Handover

±5 Days before & after event

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It finally starts today! Make sure you and your crew are at the stand early before the fair opens. One last check. Has the stand been cleaned cleanly, is the stand staff there on time, is everyone ready? GO!



Fair time is an intense time. You have to be disciplined from the first day to the last. The reporting of all conversations/leads must be guaranteed. Whether with manual protocols or an app! Ask Z3 for solutions ...



The main goal of you as well as of the other exhibitors is to sell your own products and services... At the same time, you should capture reports, pictures, videos, special and funny moments. The extent to which this can be used later for further marketing is not yet clear. But if you don't capture anything now, you will have little or nothing to choose from for your own marketing on the web later. Z3 can support you in this respect, photo reportages, videos, time lapses, ...



All staff must be briefed and motivated before the opening of the fair. Formulate clear goals. And don't forget: Every individual action represents your own company!

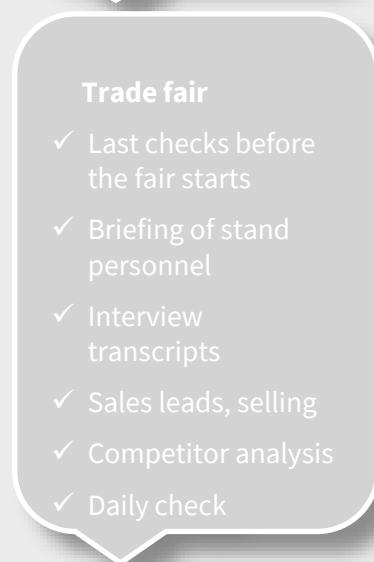


” Exhibitions are also a great platform to analyze competitors and learn from them. ”

” Check your daily targets daily and correct any problems as soon as possible. ”



Z3 After the exhibition



±5 Days before & after event

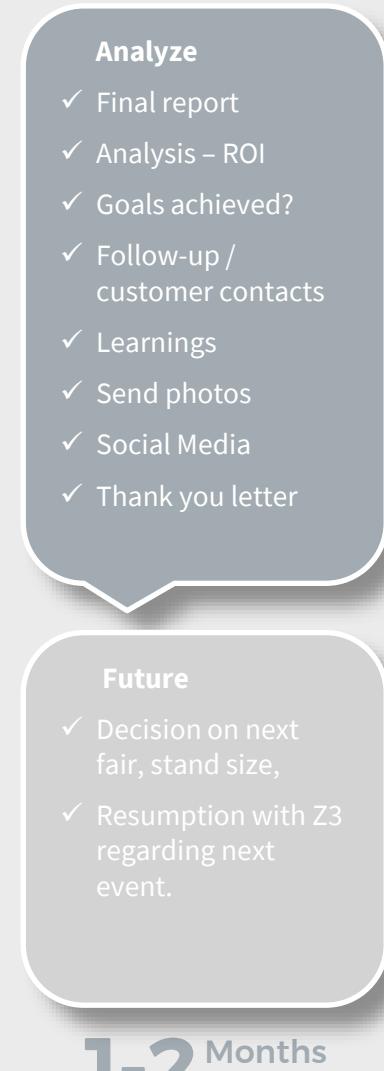


Input (yellow notes)- We need detailed information. The more detailed your information, the better the result.

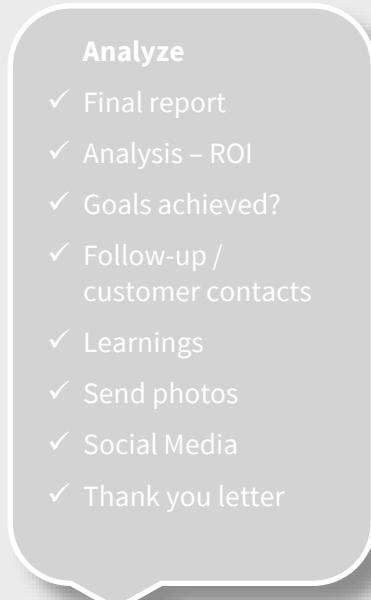
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Z3 After the exhibition – exhibition analysis



Z3 After the fair is before the fair



1-2 Months
after event

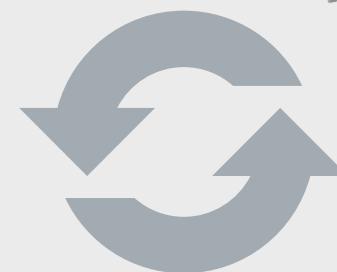


After the fair is before the fair ... As an exhibitor, you should now analyze the effort and return. Then decide whether and to what extent you want to include the fair in your advertising again.



Identify important points that you would like to improve in the briefing. Contact Z3 at an early stage and set up the next event together.

*Thank you for your renewed trust
-
your Z3 team*



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Amsterdam Antalya Athen Atlanta Barcelona Basel Beijing Berlin Bern Bilbao Birmingham Brno Brüssel Buenos Aires Cannes Chicago Dallas Delhi Dubai Düsseldorf Essen Friedrichshafen Genf Guangzhou Karlsruhe Köln Kopenhagen Hamburg Hannover İstanbul Las Vegas Leipzig Lissabon London Los Angeles ...



We hope you enjoyed our trade fair guide, your **Z3 TEAM**

... Lyon Madrid Mannheim Melbourne Mexico Milan Moskau Mumbai New York New Orleans Nice Orlando Osaka Pamplona Paris Philadelphia Porto Prag Rom San Francisco Sao Paolo Shanghai Shenzhen Singapur Sinsheim Stavanger Stockholm Stuttgart Sydney Tokyo Wien Warschau Washington Zürich ... und viele mehr