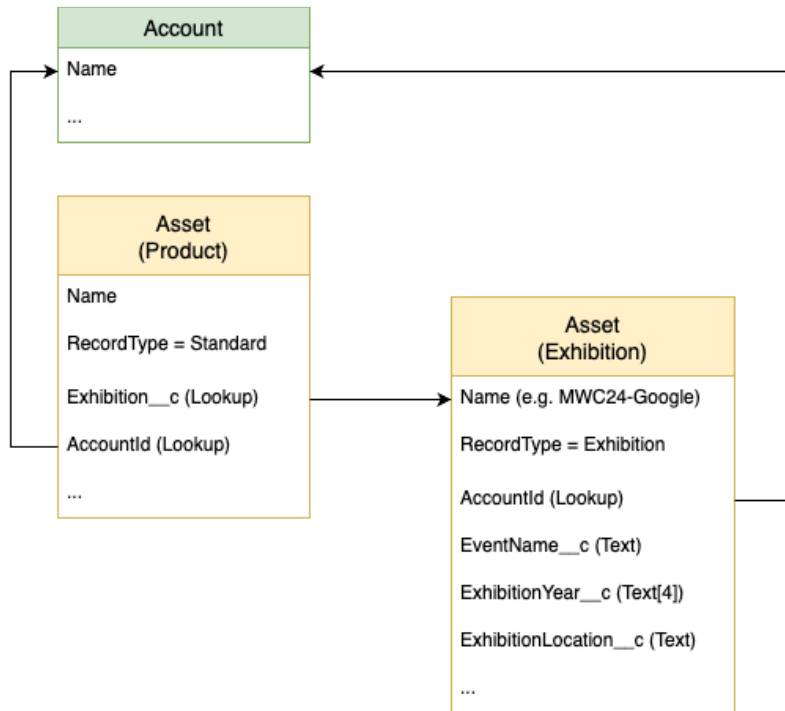# GSMA Exhibition - Basic Setup - Architecture

Data Model 🔗

This data model represents how **event-related assets** (e.g. booths, sponsorships) are structured and linked in Salesforce, using the standard `Asset` object with differentiated **Record Types** to separate business semantics.

Account 🔗

- Represents the **customer** (e.g. Google, Orange).
- It is the central entity to which both **Product Assets** and **Exhibition Assets** are linked.
- Lookup from `Asset.AccountId`.

Asset (Product) 🔗

- Represents a **physical or sponsorship product** booked by an Account for a specific event (e.g. booth, meeting room, sponsor package).
- **Record Type = Standard**
- **Fields:**
  - `Exhibition__c`: Lookup to the **parent Exhibition Asset** that groups related bookings.
  - `AccountId`: Who booked the product.
  - Other product-specific fields (e.g. price).
- Multiple Product Assets may exist per Exhibition.

Asset (Exhibition) 🔗

- Special **record type of Asset**, used to represent a logical grouping of all event-related products for a specific Account, Event, and Year.
- **Record Type = Exhibition**
- **Fields:**

- `Name` : Convention like `"MWC24 - Google"`
- `AccountId` : Who the exhibition is for
- `EventName__c` : Name of the event based on the information from Event Information Custom Metadata Type
- `Event__c` : Optional reference to an Event object (if modeled separately)
- `EventYear__c` : To support filtering/reporting by year
- `EventLocation__c` : e.g. MWC, CES, etc.

How Records are Linked 🔗

- A **Event Product Asset** is always linked to:
  - An `Account`
  - A parent **Exhibition Asset** via `Exhibition__c`
- An **Exhibition Asset** is:
  - Linked to the same `Account`
  - Acts as a logical container for all the customer's bookings for one Event + Year
  - Created on demand when the first product for that combination is booked

Example 🔗

Scenario: Google books a booth and a sponsorship package at MWC 2024

- One **Exhibition Asset** is created:
  - Name = `MWC24-Google`
  - Event = `MWC`
  - Year = `2024`
  - Linked to Account = Google
- Two **Event Product Assets** are created:
  - One for the Booth
  - One for the Sponsorship
  - Both are linked to the Exhibition Asset via `Exhibition__c`

Automations 🔗

Create Exhibition Asset on First Booking 🔗

When an asset (e.g. Booth, Sponsorship) is created for a unique combination of **Event**, **Account**, and **Year**, check if an associated `Asset` record with **Record Type = Exhibition** already exists. If not, create one.

Automatically Link Asset to Exhibition Asset 🔗

When a new Event Product Asset is created (Booth, Sponsorship, etc.), auto-populate its `Exhibition__c` lookup field with the corresponding Exhibition Asset record.

Roll-Ups on Exhibition Asset 🔗

Auto-Naming Convention for Exhibition Asset 🔗