



# Hosting of a successful exhibition

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**Get the maximum out of your venue**

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# After you finished your initial research (1)

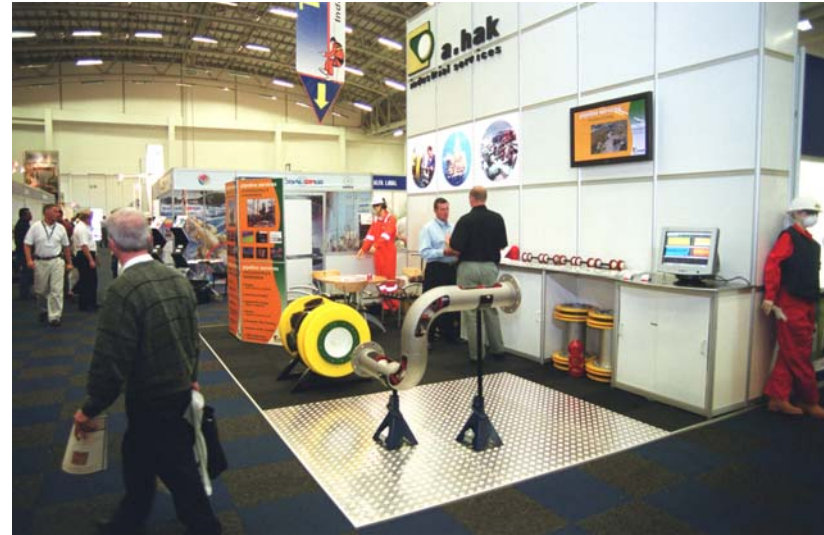
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- You know the concept of your event
- You have worked out this concept
- You know your exhibitors and their expectations of the event
- You know your visitors and their expectations of the event
- You know your potential sponsors and (media) partners, and their needs



# After you finished your initial research (2)

- You have a fair estimate of how many exhibitors will participate, and how much space they need
- You have an idea about what other activities will happen on the exhibition floor and outside the real exhibition
- You have decided on a congress programme and found the right partners
- You understand the market and know what is the ideal timing of the event





# So, now you are looking for a venue

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- Location close to the exhibitors or a good location for the visitors
- Enough space to accommodate (the growth) of your event
- Sufficient meeting space for your needs
- A venue that contributes to the desired image of the event
- A venue with the right greening policy
- Supply of electricity, water, compressed air, telephone and data
- High enough for your exhibitors
- Sufficient floor loading capacity
- Sufficient parking facilities

# Field work

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- Visit (comparable) shows in different venues
- If possible visit similar international events
- Talk to colleague organizers
- Talk to exhibitors
- Talk to visitors
- Check the EXSA membership list and know why you disregard the non EXSA members



# Prepare your wish list

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- How many halls, how many square meters?
- What catering expectations do you have?
- Any additional events for which you need space?
- How flexible are your dates?
- When is your favorite venue not so busy?
- Go through your business plan and budget again: what did you allow for venue hire?



# Time for negotiations?

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- Give potential venue(s) a full brief. Make sure they understand what you want to achieve.
- Ask how many days you should add for build up and break down (and check later with your stand builder).
- Find out what the 'standard' rate would be and under which circumstances the venue(s) are prepared to lower this rate.



included and what is excluded!  
possible estimates and/or a copy  
voice.



# Check how to work with venue related subcontractors

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- Stand building
- Decoration
- Carpeting
- Catering
- Security/ ticket control
- IT and A/V
- Plumbing
- Rigging
- Freight forwarding
- Cleaning





# Compare; look for the differences

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- Compare the quotations bearing in mind tangible (prize, number of rental days) and non tangible differences such as image of venue, team spirit and level of flexibility, assistance with design, PR, marketing, conference organizing, government relations, provision of accommodation



# In the re-bound

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Check the possible effect of

- Accepting a less favorite hall
- Accepting less favorite dates
- Proposing a partnership
- Signing a multi year agreement
- Working with venue approved subcontractors
- Creating space for event catering
- Proposing an exhibitors banquet
- Attracting related conference business





# Before you sign the contract

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- Read the contract or agreement
- Read the general conditions
- Study particularly the payment and the cancellation conditions
- Make sure you have a good feel about a partnership for success
- Make the signing a PR opportunity!