

# Stand construction

A good stand should always be planned in line with a company's marketing strategy and the goals that have been set for the participation in the trade fair. For this reason you should consider what are your company's aims for the exhibition. Is the focus on image building or presenting new products? Or maybe on negotiations and you need a quiet meeting room on your stand? Once you have analyzed your needs you should choose the most suitable solution for your stand construction. This means you may either book a complete stand or let designers customize an individual stand to match your company's goals. We are happy to advise you on planning and choosing the best possible stand solution for you.

## Complete stands

Complete stands for all individual exhibitors can be booked directly from the stand constructor of the respective trade fair organizer. The easiest way to book is to place your order on the internet using an online order system on the respective trade show's internet website if available.

Please notice that you can use the same order form to book stand construction, stand furnishings, equipment as well as services you may need on the stand. The offered features and services vary from one trade fair organizer to another and have to be checked individually.

## Custom-designed stands

By letting designers customize an individual stand you can be sure that your stand will match your company's needs and will reflect your company's personality. Over the years Fairpros has established partnerships with several outstanding and reliable stand builders that offer creativity and excellent value for money. It is very often mistakenly believed that the custom-designed stands are more expensive than the complete stands. In fact they can be very cost-effective and offer much greater opportunities than the complete stands without overrunning your budget.

As a rule the custom-designed stands include the stand furnishings and all equipment you need, which means the only thing you have to book is the additional services you may need on the stand. Order forms can be accessed from the respective trade show's internet website. The offered features and services vary from one trade fair organizer to another and have to be checked individually.

We are pleased to help you plan and implement your individual exhibition stand. By contacting us you can request a proposal for a stand that meets exactly your needs and wishes. For larger projects Fairpros can assist you in choosing a qualified stand designer to participate in the tender for your project.

For samples of recent stand design projects we have coordinated for our customers, you can

have a look of the pictures above.