



# TEN TIPS

## FOR SUCCESSFUL COOPERATION WITH YOUR STAND CONSTRUCTION PARTNER

If you intend to plan and implement your future trade fair presentation with an FAMAB partner, the following ten tips will help you towards successful participation at the trade fair:

**1. ) Define your trade fair goals and make informative briefing material available.**

The more specific and detailed the information is, the better the architects and designers can tailor the stand concept to your needs. The "FAMAB Exhibition Briefing Checklist" (<http://famab.de/mitglieder/mitglieder/?L=0>) for briefings provides you with support in this.

**2. ) Begin planning your participation at the trade fair in good time.**

Short-term campaigns are more expensive and usually only the second-best solution. The "Time schedule for successful trade fair presentations" can assist you here (<http://famab.de/mitglieder/mitglieder/?L=0>).

**3. ) Select three exhibition contractors with whom you would like to have a detailed briefing.**

Every briefing costs you time and therefore money. During the briefing, provide detailed information about your trade fair objectives, and about your company, corporate structure, corporate identity and corporate design. Details about the planned participation at the trade fair are part of this. The search agent can help you in making your selection. You can also get inspiration from the Ereignisfeld (Event Field) and the submissions for and winners of the ADAM Award.

**4. ) Every design draft costs money.**

For a customized stand concept that promises success, specialists put in many hours of work. This should be remunerated. A design draft is a customized plan for your trade fair presentation. No charge is made for an offer that comprises cost planning for a simple stand, which is usually made up of modular materials. Choose just a few pre-qualified partners to compete with one another and pay them for the draft designs; only then will you get good quality.

**5. ) Have the concepts presented to you in person, preferably in the presence of all the decisionmakers in your company.**

Do not make your decision exclusively on the basis of price; consider the overall impression and the quality, as well.

**6. ) Choose one partner promptly following the presentations and inform the companies of your decision.**

Waiting a long time before making an order can make it harder to meaningfully plan the capacities and purchase materials cost-effectively.

**7. ) Inform your partner promptly about any changes you require (e.g. a change in exhibits) and coordinate things with them on a regular basis.**

Changes during the setup of the trade fair stand can only be implemented at great expense and rarely provide the optimum solutions. The FAMAB Quality Codex (<http://famab.de/famab/qualitaet/?L=1>) can give you helpful suggestions for implementing a productive project management.

**8. ) Arrange an appointment for handover of the stand with the project manager responsible.**

The same applies to returning the stand once the event is over.

**9. ) Plan long-term cooperation with one exhibition contractor.**

The better your stand construction partner knows you, the more effectively they can work for you.

**10. ) Project safety can be achieved by commissioning a FAMAB member.**

FAMAB members work according to fixed quality criteria which you have ratified with the Quality Code.