

“ The Design and Decoration of Exhibition Stands ”

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Introduction

Access to a stabilized and multilateral growth in economy requires pursuing fit patterns of economical development. The experience of countries, especially those of Eastern Asia, is explicable to the subject that countries have properly utilized that they have achieved a high and stable growth of economy.

For the matter of our country which has always been depending on producing and exporting oil for obtaining exchange revenues and with consideration of the oil price fluctuations in the two past decades and the rate of oil reserves and the capacity of country export, non-oil exports replacement policy for providing the required country exchange namely the incentive policies for country industries for producing import goods and export of other articles to other countries has been under the care of consideration more than ever. In this direction, anything that can assist to develop non-oil exports policy makers, planners, and economy activists should attend to it. One of the important tools for flourishing exports and doing activity in advertisement and marketing of goods and services are fairs. The key principles of any exhibitions are the stand of any participant company for the presentation and demonstration of goods and services. The make-up and decoration of stands has been one of the effective advertisement devices and its importance is in such a way that in industrial countries with independent management it serves as in presenting good and services and it can be said that stands in fairs would be as the identity card of a company and stand holder.

Exhibition Stand

The actual meaning of stand is the sense of composing environment for location of exhibition or a place for goods sales and services.

Stand is mainly a pattern of participants' work of art. If it has more innovations in designing and setting it would reflect the reality of companies personification much better, and so the design, make up, setting and management should be in such a manner that it would shine like a shop window, and so to show the philosophy of the company's entity, and the subject of the company's activity. Briefly, the stands should have the following features:

- 1- The necessary appealing
- 2- Harmonization with the exhibition of the type of goods
- 3- Suitable place status
- 4- Intelligibility of the designer message for lookers-on
- 5- Fit designing in contrast with presentable goods

Stand size

The determination of the size of stand is not just a matter of taste and talent. Just the vastness of stand too does not upgrade the company credibility and its smallness too may not justify the objectives of the company; therefore, for determining the required size of a stand one should consider the number of the articles, size and volume and the way of their presentation, the need for a space for ceremonies and negotiations and In addition, calculate the approximate size of the stand.

Types of stands and the space divisions in a stand

In order to full utilize from the stand space it is necessary to divide the stand based on the needs and the map limitations with an accurate and calculated map.

How to divide the stand can be in consideration with the kind of activity and the objectives of the company. The stand space can be dividing to some or all the following cases:

- Goods exhibition space
- Giving information section space
- Negotiation and consulting space
- Video-Visual space
- Furnished space
- Reception and services space
- Storage of spare parts space
- Educational space for training

Normally, one can divide the stand space into several compartments without considering the area of the stand.

Information Desk

In this section, which is usually at the beginning of stand, is for giving the information and knowledge of the companies to the visitors and is of the important parts for attraction of the appealing of the addressees and achieving to the companies' objectives. In this part, presentation of brochures and small presents of the companies and the visitors guide and answering their questions at the primarily level of information undertakes and can serve as the head front of the companies for demonstration of the company personification and attracting visitors.

Exhibition compartment

The exhibition compartment considered one of the principle parts of the stand. In this part services presentation and goods and or the models done the communication between the stand manager and or the selling unit and technique persons in charge with visitors and buyers are linked. The visitor becomes closely familiarized with the product and the objectives of the presence of the company and so the subsequent transactions will originally base. In this part, the manner of the machineries operations can be also shown and more expertise information will be at the disposal of the customer. In the case of lacking a spot for the advice and consultation all, the processes of the work will be taken in this part. With a suitable design, the visual demonstration will carry out in this part.

Negotiation and consultation part

This part has an important role in marketing and selling and services and nearing the customer to the bordering of readiness for sale and closing the contract. In this part the product capabilities, the power of the company and complete explanations will given to the customer by the group and or the negotiator and the initial negotiation , agreement and occasionally sign of the pre contract and presentation of the gifts of the company and specialized catalogues will do. The design of this part can be different and by the inspiration of meeting room and negotiation of the company and having the comfortable and suitable possibilities.

In this part if space had necessary area it could provide to utilize it for the reception of the special guests and for the final closing of the contract.

Supporting Part

This part include two areas

- Visible section: including office furniture and reception section for receiving the invited and visitors
- Invisible section: consisting of keeping equipments and spare part, butler's pantry, resting space and...

This section is different according to the stand area and the possibilities of the companies and its units designing be independently done separately if it is large.

Training Section

This part considering the training topic and the optimal use of advertisement dimension and making known the company and its products, in the case of having enough space, they dedicate a place in this stand for this work and there in addition

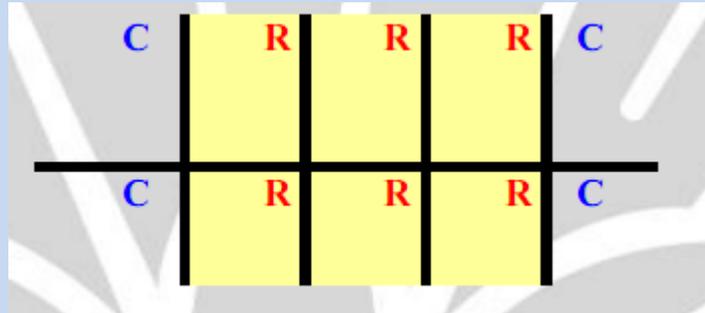
to introduce company , the manner of rendering services and the related executive expertise procedures be taught for free.

Kinds of stands

The stands concerning with the status of position have different definitions and separate divisions such as stand in the covered area and stand in open area but from viewpoints of demonstration corners the stands are defined as follows:

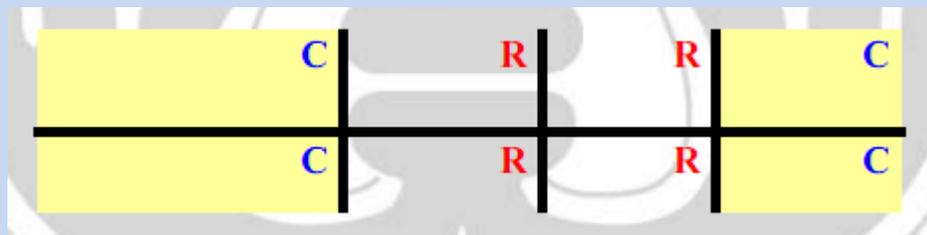
- Ordinary stand or Linear stand

The stand row of this stand neighboring with the near stands with a common mutual wall and from one side is over-looking to the isle and is visible to the visitors this stand is known as one lateral stand too. The width and depth of such stands are different and a stand with more width, if it has proper depth, is of high acceptance. To these stands refers to linear stands too due to posing the stands in one line along with other stands.



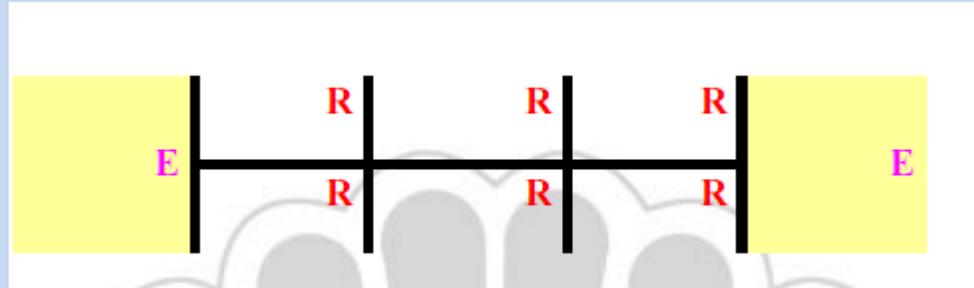
Corner Stand

These stands are neighboring with other stands with a common mutual wall and from the other two sides are in direction of isle and due to visibility from two sides have a higher value and their designs and settings are harder and more expensive. To these kind of stands refers to two sides' stands or two corners side too.



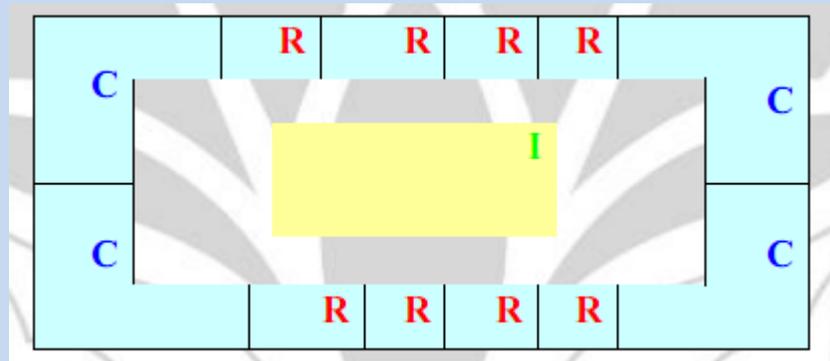
Semi Island Stand (End Stand)

These stands have three sides visible to visitors and attract more visitors and from one side it is closed and due to this has a high desirability and attracts more visitors. Considering that, it has three ways to isle they referred to three sides stand too.



Island Stand

These kinds of stand have ways to the isle from four sides and are accessible and visible from all the corners. The island stand has a high value from the dimension of presentation and advertisement and is of much desirability. The island stand often utilized for showing the heavy machineries and heavy industries and it needs a special designing for other articles so that to have a suitable effect.



Designing of stand

Creativeness and the art of better living in the limited time and space can be the first idea for designing any fair stands.

Why the stand designing in the holding exhibition processing is of much importance? because if the design of a stand be proper and complete it conveys the stand holder's and/ or a company message with a strong appealing to the concerned addressee in the period of fair crowding and business; and with the visiting limited-time from the stand (5 to 20 minutes) to create a permanent influence in a competitive status.

The utilization of elements and components such as light, color, form, and ... representative of opinions relative to the human activities, which have impacts on human vision, moods, and personality, should be the principal goal of stand designing and setting of its products to improve its intellectual and physical performance and the access to aesthetic principles of the interior space realized.

The stand design accounts for the most sensitive phase of attendance at exhibition, the success rate in this phase is very effective on the other success of other phases so the passage of this phase calls for great attention.

The success principles depends on human factors, thinking, creativity and innovation in the relationship with the environment recognition and realities, conditions, time and place of the fair holding. Therefore, assigning the designing to anybody is not allowable and great care one should take into the account of electing the designer.

Selection of Designer

In electing designer is one of the important functions of the fair participant and by considering the type of the hold able fairs in the world (general-expertise-private- Expo- sale) and the variety of the related goods the stand designer should have enough experience and the following characteristics :

- Having exhibition subjectivity
- Preferably be a decorator or a scene designer
- Having good thinking, taste and talent
- Having suitable experience in designing fair stands
- Be along with the thinking of the participator (stand manager)

The designer while designing should ask himself whether what he does or shows is guides the company in achieving its goals.

It is necessary to mention that if the designer or designers do not have enough expertise and experience their inverse efficacy of their works with regard to the limited time will be irreparable because stand designing is combination of technique and art and it follows basic principles. The designer should on one side provide the care and delicacy and with the safety observance of safety problems, equipments and technical needs such as water, electricity, theatrical standings and.. In addition, on the other side brings into spiritual, aesthetics, cultural factors in his designing.

Designer acquaintance with details

The stand designer should care a lot about details while making up the stand. After selecting of designer, the fair manger or in charge person should tell through details of work to him, and gives him the following information:

- The goods concerned for presentation specific specifications (dimensions, weight, and color and...)
- The number of people busy in the stand
- The way of the staff residency and the functions of each
- The way of setting equipments for showing and presentation
- The number of visitors who can simultaneously have visits or negotiations
- The numbers of the invited or special guests
- The required space for storage or keeping goods in stand
- The necessary information concerning electricity, water and other services needed
- The rules and regulations of the holder organization

The effective factors in stand designing

Several parameters have impacts on designing stand some of them can be:

- The company situation in market and among the competitors
- The land features and cultural of the location of the holding
- The number of goods concerned for showing (avoidance of the accumulation of articles)
- The dedicated budget for designing and make up
- The suitability of stand with the objectives of participation
- The concerned message – the sense that we are going to inspire in the mind of the lookers on

The important points in the stand designing

In designing the stand, the followings one should take into considerations:

- Simplicity and feasibility in design presentation
- Technical problems such as (light- humidity- the entry and exit route- floor resistance and ...)
- The required space observation (negotiation- article show and ...)

- The observance of area contiguity in proportion with the neighboring stands
- The location and situation of stand
- The reasonable selection of the neighbors in the vicinity

Designing Limitations

Any designer in the realm of his work encounters with the limiting factors, which takes his freedom. The most limiting factor is the cost, which the stand holder has considered for designing and making up of the stand. Other factors are:

- The authorized cargo rate which can put on the hall floor
- The authorized height which is determined by the fair or organizer
- The dimensions of the area which the stand is going to be built on
- The number of the stand personnel
- The presence of physical obstacles (column and ...) on the way in the stand location
- The situation of the stand in hall and overall exhibition

The feasibilities and equipments required for designing and stand make up

As it mentioned previously, the stand designing is a composition of technique and art, therefore the required devices for this work will be in the category of techniques and art.

The necessary requirements for designing and making up consist of water, power, and audio-visual, office equipments, decorative devices, and conveniences for reception.

In relation with goods technical problems and showing devices, it is utilized of the advices of engineers and experts who are responsible for showing or introduction of goods different from one stand to the other stand but the manner of setting, lighting, kind of color and graphical problems the aspect of artistic is done by the decorators. In relation to this, one can refer to the following items:

Color:

The colors are important factors for attracting addressees, which will remain in minds. The conveniences and equipments and furniture and the devices employed in stand should have suitable color and surface quality. Using different colors in stand and good settings should have necessary matching with each other. In using colors, one should consider the cultural characteristics of the location of showing and their spiritual efficacy on the visitors and the stand personnel. Using the warm and alive colors in stand will attract the attention more but in showing goods the color, matching with kind of articles will be

more effective for example, the color of red ordered for the goods giving warmth and the color of blue used for the goods cold giving.

Light:

Light is as the same as one of the important factors for attracting the attention of addresses. By diffusing light, one can increase the stand attraction. By suitable light-play, especially with the mild lights one can create a calm space and or differentiate the calm space inside the stand from the crowding space of outside. Although somewhere from inside stand, one should use a more contrastive light and with more intensity and a distinguished color. Using diverse colors in light-play not recommended because it may take the attention of the addresses from goods to other things.

In light-play concerning the various effects of different lights, spiritual, and psychological and the rate of heat generation and or fire raising one should bear them in mind. In light processing, one should take that the lookers do not stare and from different corners could see the purposed good or the concerned apparatus easily. In light –play the lamps and projectors with capability of producing yellow light, blue light and ...and different filters are used which each one has its own special features and applications and with consideration to the good, machine and the kind of fair will be different.

Audio-visual devices:

Using and applying proper audio-visual devices besides the upgrading the appeal of stand, it can give complete and suitable information to the addressee and it will not be necessary for a long negotiation and the explanation of all the problems. These devices can be used for the goods that have not the possibility to be shown in fairs. Showing the films from the executive records in the production section and services has a great role in putting effect on part of negotiations.

Graphic:

By utilization of this science, one can induce the concerned message and or the participation objectives in fair to the watchers. The clear and simple has higher effects putting and it prevents the confusion and tiredness of the addressee.

Standard Stand (Type)

Shell Stand (Shell scheme)

We often deal with Shell Stand in holding fairs, which will be given in similar form to the participators upon their request so that they demonstrate their goods in this space such stands have relatively less designing and make up expenses

than the stands, which have designed for special objectives. Concerning of making these stands from the pre fabricated and standard pieces and being assemblage they are known to modular systems. In this method, the stand made-up in a short time and is prepared for setting of goods and from this standpoint, they have extra efficiency.

Stand with special manufacturing

Considering that an exhibition stand must in a short time has an enough necessary appeal for the addressees to attract them and encourage them to visit the stand. It should from the executive possibilities in the mentioned procedures and more effective application of graphics, light, and ... devices ...to attain faster presentation of the proposed message and create a suitable and participating stand.

Such stands from the traditional materials and prefabricated systems use them in composed for the stand make up is used.

- Prefabricated

In this method, it used more from the pre-fabricated pieces (aluminum- still). Today, in regard with the stand industry growth, and with the special designs specific for the stand make-ups, variation of product parts, and the possibility of different design carrying out in most fairs.

- Traditional

In this method for making up the stand, such materials as traditional stuff and material for example brick, wood and... is used.

Selecting Contractor for Stand Makeup

In many times, the designers introduce the contractors for the stand make up in regarding with the design performance capabilities and they undertake the work surveillance. In any case, the stand manager the fair in charge person with consideration of the work final responsibility should make assurance that:

- The contractor confirmed by the fair holding organization who had ever successful performances or otherwise.
- The work of stand manufacturing is done outside the fair and then it is assembled at the fair or the operation of the stand manufacturing is done at the fair site.

- How the contractor makes surveillance on the work progress and achieves the wants of the company.
- The contractor has enough time for the stand make up (no to have numerous works.)
- How much is the contractor depending on the other contractors for making up the stand and how is their quality of their works?