PRESENTATION GUIDELINES

CUBICAL 1/2

Measurements in cm. Dimensions can deviate in practice by a maximum of 5%
**Success factors**

The huge success enjoyed by MaterialDistrict Rotterdam comes from the “Curated Trade show” format. Exhibitors are an integral part of the overall concept, where the experience, information and inspiration takes centre stage. MaterialDistrict offers you this powerful and effective platform, where a few basic principles apply. These guidelines have proven to be invaluable to our exhibitors over the past 13 editions, and we work with you to create an effective stand presentation.

**Our basic principles**

**Principle 1. Your materials take centre stage**
Visitors want to experience your materials with all of their senses. Logos and pay-offs are therefore secondary to your presentation: your materials take centre stage in your stand.

**Principle 2. Your stand has an open character**
Visitors want to go on a voyage of discovery across the trade show floor, and quickly and easily come into contact with exhibitors. The more open your stand is, the more visitors you will attract. And the more visitors, the more leads.

**Principle 3. Your stand looks fantastic**
No target group is more critical than architects and designers. When your stand presentation looks great, this creates a sense of trust with your target audience and increases your chances for new projects. The contrary is also true; almost no architect will be drawn to a stand that looks uninspiring, unmanned or sloppy. Using banners, or standard sitting furniture, etc., is therefore not allowed.

**Principle 4. The visitor takes centre stage**
You can draw the attention of visitors by presenting new materials and make sure each visitor feels welcome. It is recommended to prohibit your crew from using smartphones while on your stand (with the exception of scanning leads). Make sure your stand crew looks well-groomed and is always polite, and preferably do not place sitting furniture on your own stand (this will encourage an unwanted passive stance from your stand crew). During the time your crew needs to eat or check their email, your crew can make use of the designated catering areas and Exhibitors’ Lounge.
PRESENTATION GUIDELINES  CUBICAL 1/2

CUBICAL 1/2
Black steel “Pergola” construction of approx. 3x6x3 meters. Equipped with light gray felt carpet, logo signs (2 pieces) and uniform basic lighting.

In the webshop (exhibitor portal) you can order additional spots, a white counter, white bartools and a printed backwall.

Use of standard furniture and roll-up banners is not permitted.

Maximum 4 persons stand crew.

FLOOR

your presentation
- light gray felt carpet
- your own floorcovering possible (no extra charge)
- logo’s, payoffs etc. are secondary (max. 10% of the floor)
- maximum of 50% of the surface may be built

technical
- size ca. 300 x 300 cm (per square)
- power outlet ordered? this is situated at the wall

WALL

your presentation
- your materials are primary (min. 50% of the wall)
- visuals of reference projects are allowed
- logo’s, payoffs etc. are secondary (max. 10% of the wall)

If you do not place a wall yourself, the stand will be provided with a white visual separation (this is not a structural wall!)

technical
- size 285 x 285 cm (per square)
- constructiondepth max. 50 cm
- sides also needs to be finished

INTERIOR

your presentation
- your materials are primary (min. 50% of the interior)
- visuals of reference projects are allowed
- logo’s, payoffs etc. are secondary (max. 10% of the interior)
- standard furniture and rollbanners are not allowed
- counter and stool(s) to be ordered at webshop

technical
- height ZONE 1 (along aisles) max. 100 cm
- height ZONE 2 (interior) max. 200 cm
- height ZONE 3 (wall) max. 285 cm

CEILING

your presentation
- optional therefor not required
- your materials are primary (min. 50% of the ceiling)
- visuals of reference projects are allowed
- logo’s, payoffs etc. are secondary (max. 10% of the ceiling)

technical
- size 285 x 285 cm (per square)
- constructionheight max. 12 cm
- between the beams of the “pergola”

Measurements in cm. Dimensions can deviate in practice by a maximum of 5%
ZONE 1: maximum building height 100 cm

ZONE 2 (INTERIOR): maximum building height 200 cm

ZONE 3 (WALL): maximum building height 285 cm

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Deadline submission stand design: **15 JANUARY 2020**

*Need help from one of our designers?* Come to our office in Naarden at one of the advisory sessions.

*Questions?* Contact Michel Oud: michel@materialdistrict.com or 06 - 24 34 85 81 (by phone only during office hours).