

# PRESENTATION GUIDELINES

## CUBICAL 1/8



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#### Success factors

The huge success enjoyed by Materia Xperience 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. Materia 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 12 years, 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 presentation.

##### **Principle 2. Your presentation has an open character**

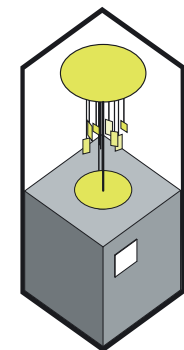
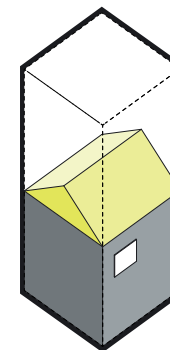
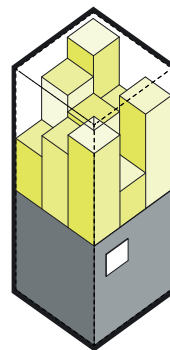
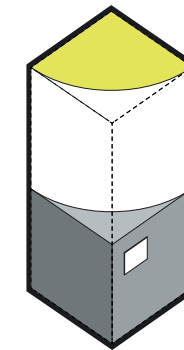
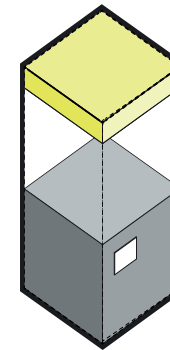
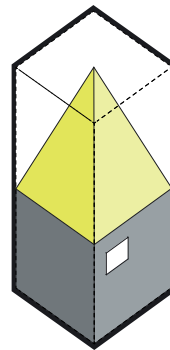
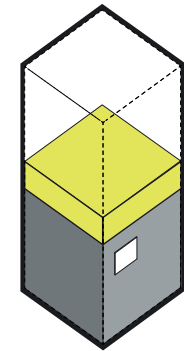
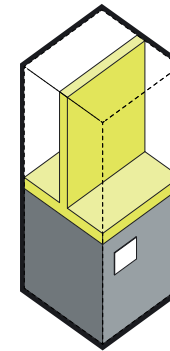
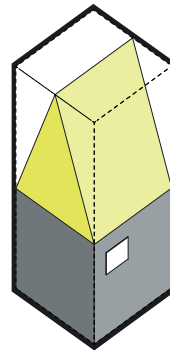
Visitors want to go on a voyage of discovery across the trade show floor, and quickly and easily come into contact with exhibitors. The more open your presentation is, the more visitors you will attract. And the more visitors, the more leads.

##### **Principle 3. Your presentation looks fantastic**

No target group is more critical than architects and designers. When your 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 presentation that looks uninspiring, unmanned or sloppy. Using banners, or standard 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 next to your presentationcube (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.



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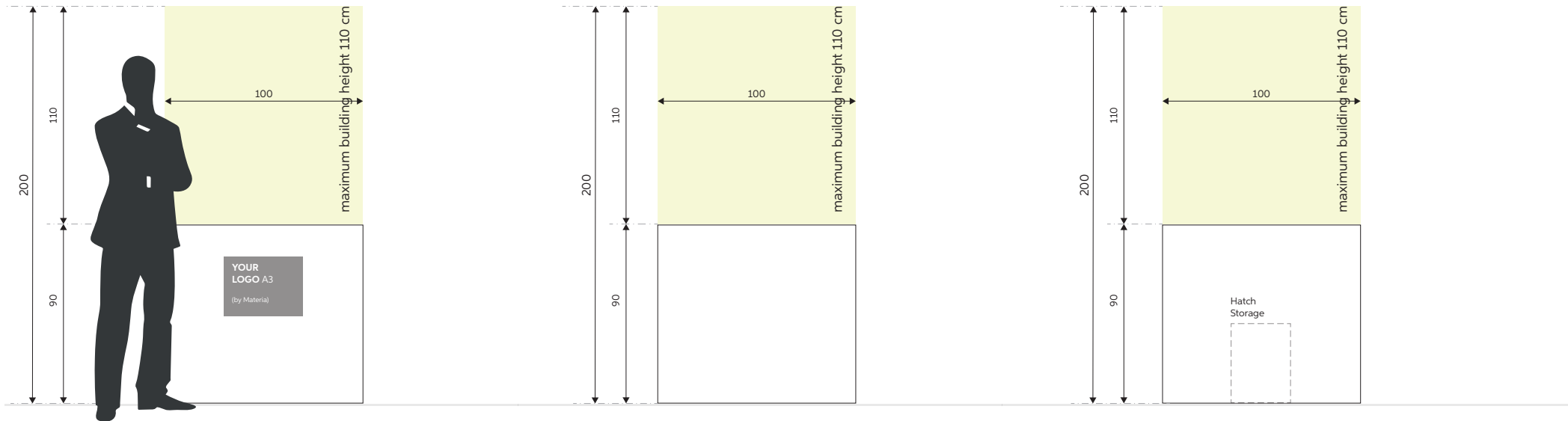
1 or 2 white presentation cube(s) of 1x1x0.9 meters on light gray felt carpet. Including logo sign and uniform basic lighting.

Placing presentation materials next to or on the white sides of the cube is not allowed (the sides of the cubicle remain white). Use of standard furniture and roll-up banners is not permitted.

In the webshop (exhibitor portal) you can order additional spots and white bartools.

Maximum 1 person stand crew (cube 1x1) or 2 persons stand crew (cube 1x2).

## PRESENTATIONCUBE 1x1 m

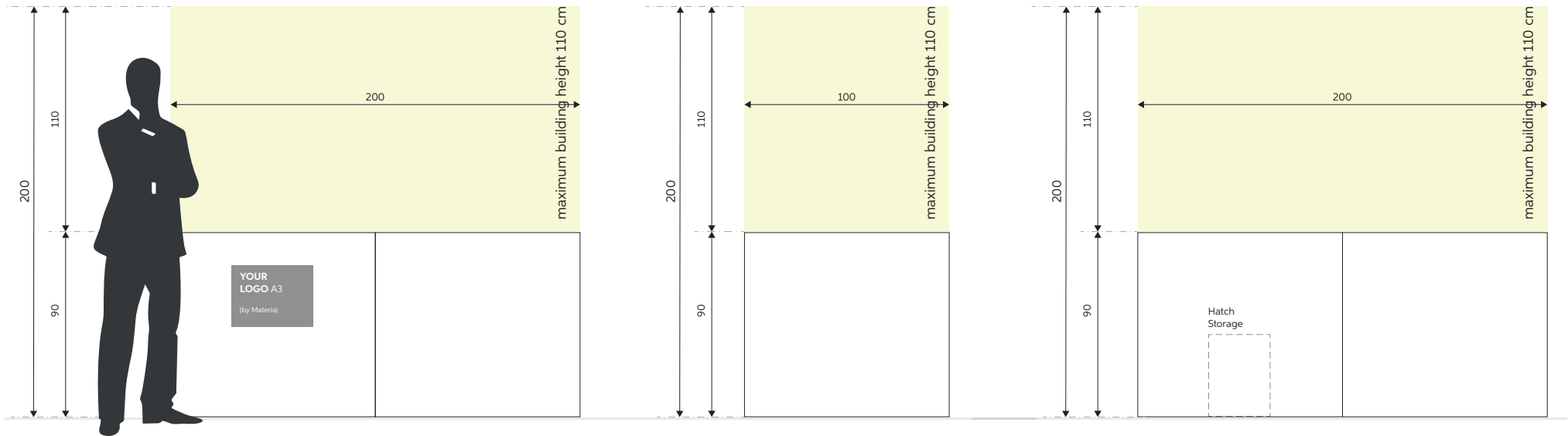


**Front View**

**Side Views**

**Rear View**

**PRESENTATIONCUBE 1x2 m**



**Front View**

**Side Views**

**Rear View**

## Deadline submission stand design : **15 JANUARY 2018**

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

Questions? Contact Michel Oud: **m.oud@materia.nl** or 06 - 24 34 85 81 (by phone only during office hours).