

# PRESENTATION GUIDELINES

## CUBICAL 1/4



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## Success factors

The huge success enjoyed by MaterialDistrict Utrecht 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 14 editions shows, 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.



## CUBICAL 1/4

Black steel "Pergola" construction of approx. 3x3x3 meters. Equipped with light gray felt carpet (tiles), company name signs.

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

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

Maximum 2 persons stand crew.



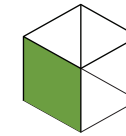
## FLOOR

### 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



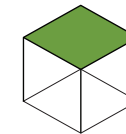
## INTERIOR

### 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



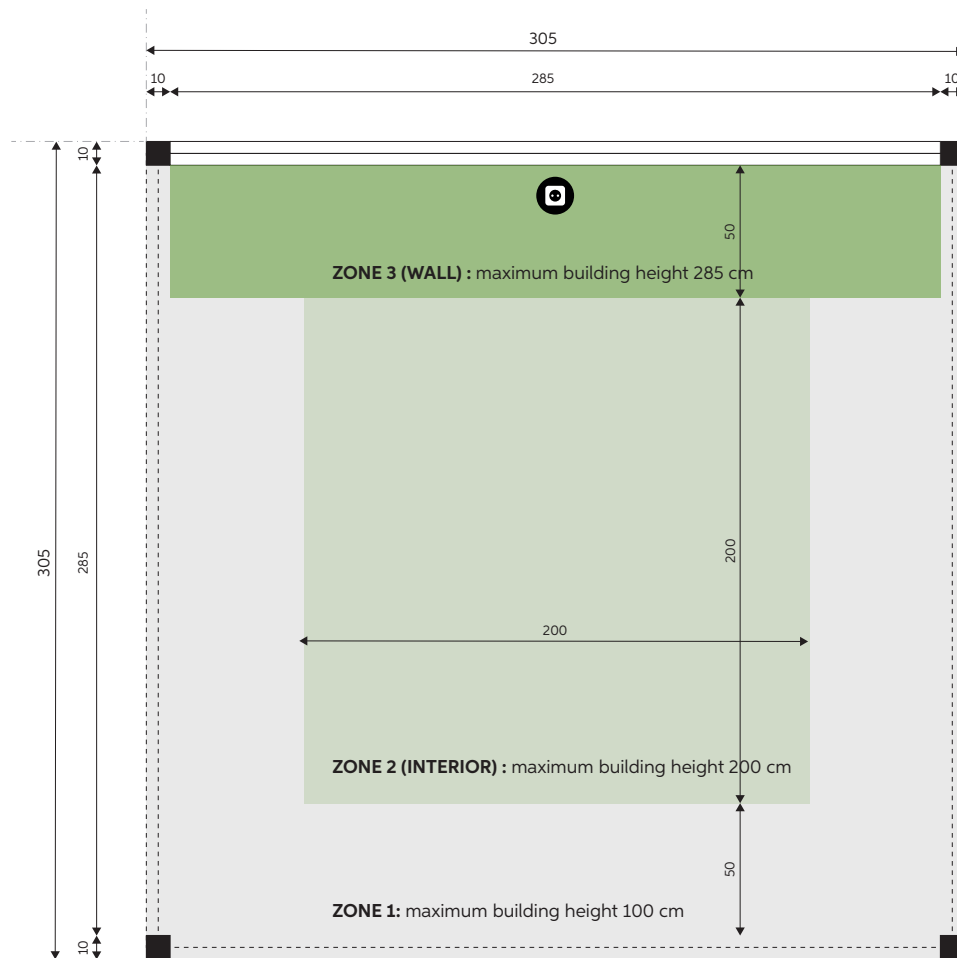
## CEILING (optional)

### your presentation

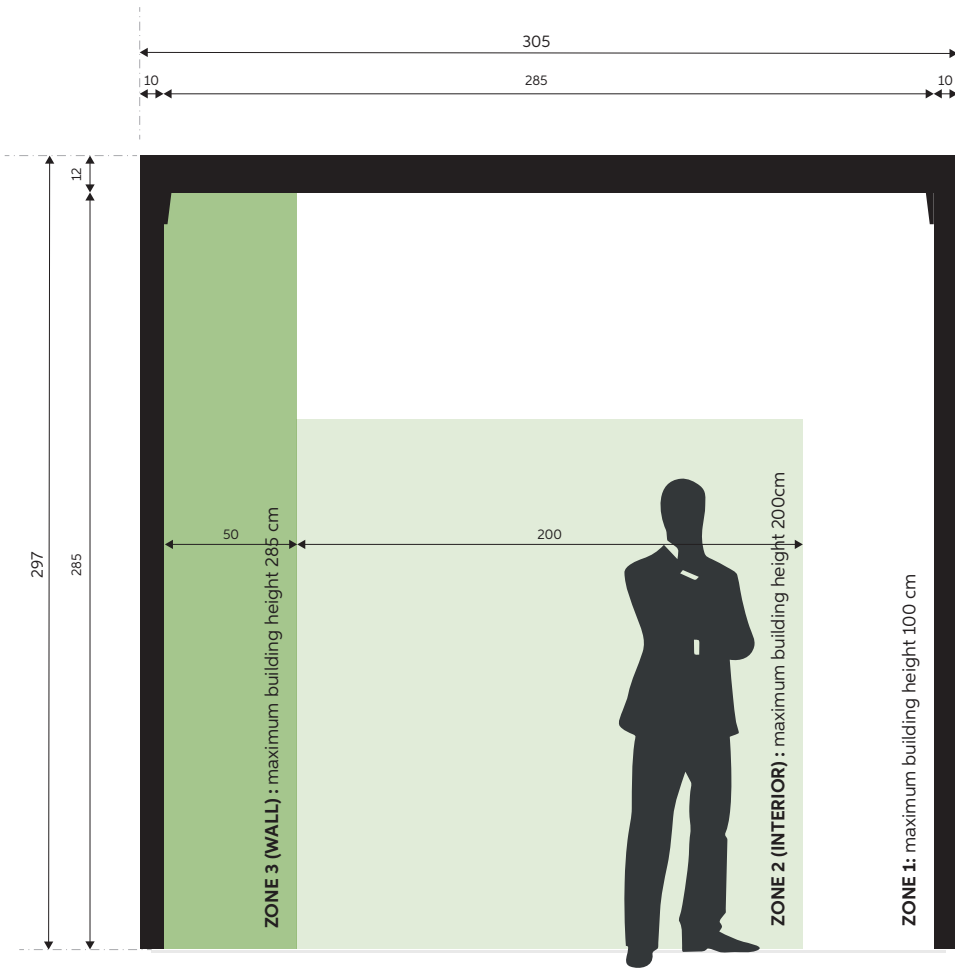
- **optional** therefor not required
- **your materials** are primary (min. 50% of the ceiling)
- **visuals** of reference projects are allowed
- **logo's, payoffs etc.** are secondary (max. 10% of the ceiling)

### technical

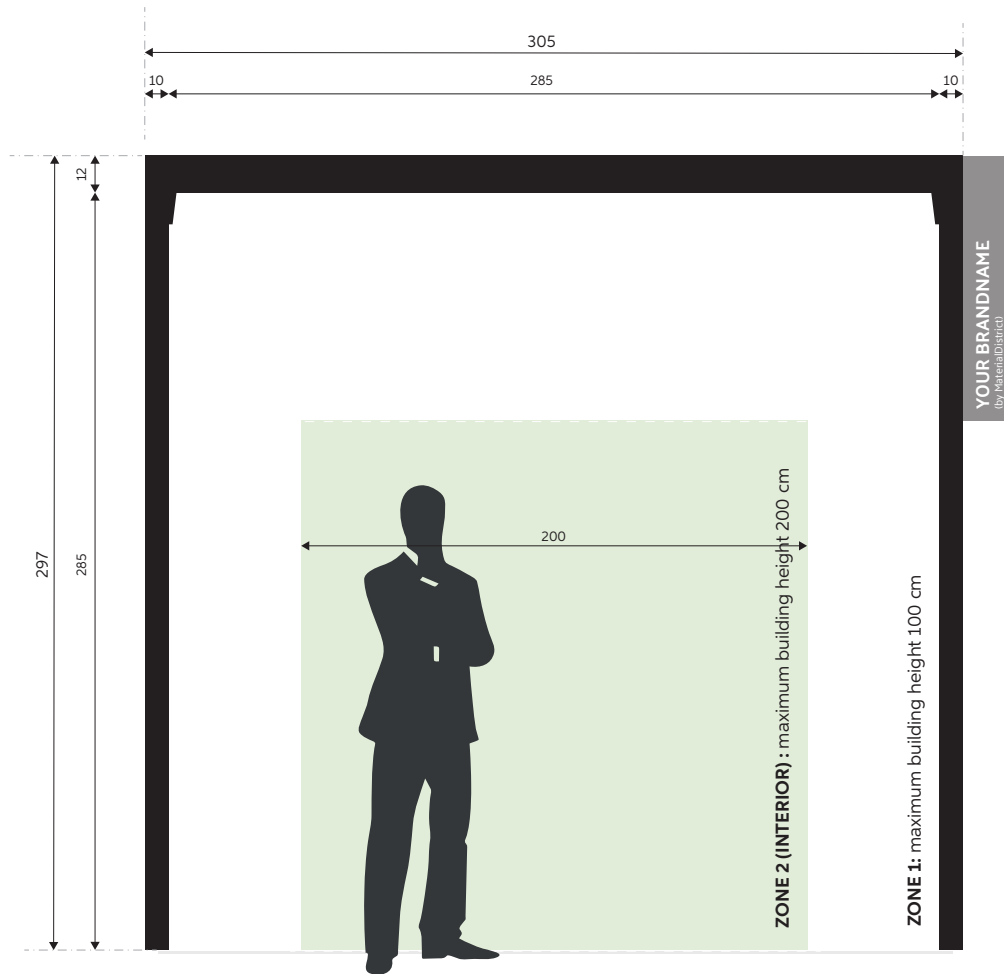
- **size** 285 x 285 cm (per square)
- ⚠ - **constructionheight** max. 10 cm
- **between** the beams of the "pergola"



## Top View



## Side Views (left & right)



## Front View

# **Deadline submission stand design : 1 FEBRUARY 2022**

Need help from one of our designers? Then sign up for one of the digital advisory session

Questions? Get in touch with your contact person at MaterialDistrict