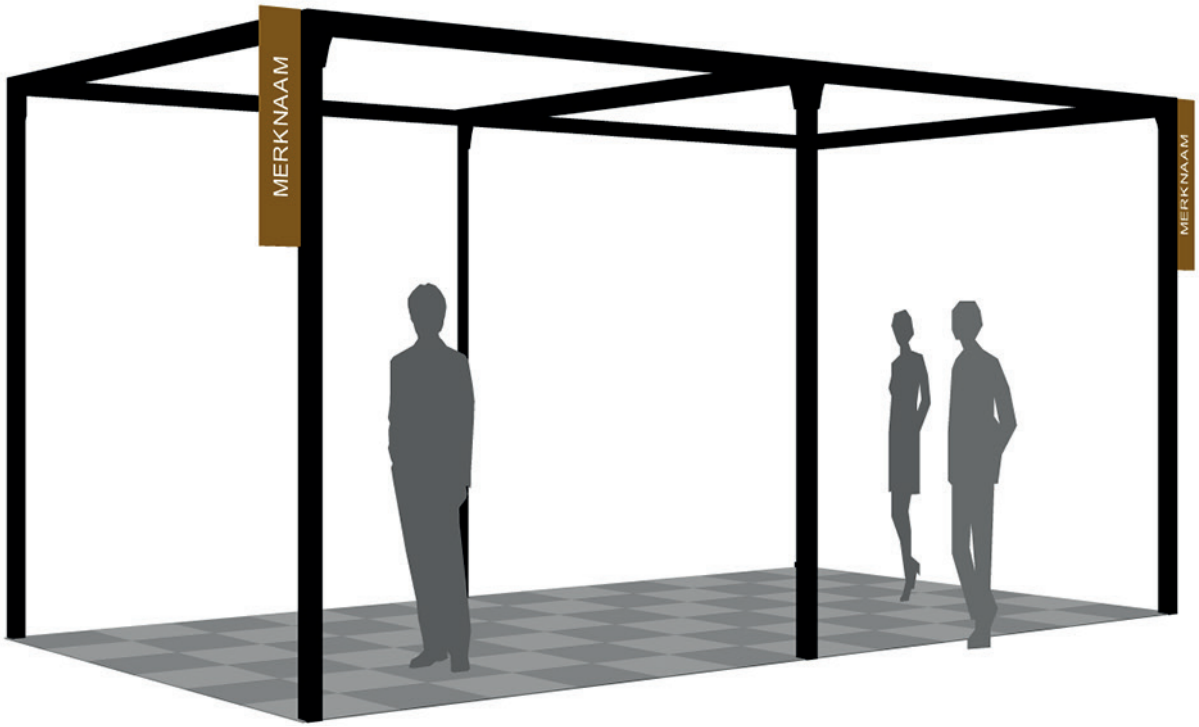
PRESENTATION GUIDELINES

STAND DOUBLE



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

PRESENTATION GUIDELINES

STAND DOUBLE

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 15 editions, and we work with you to create an effective stand presentation.

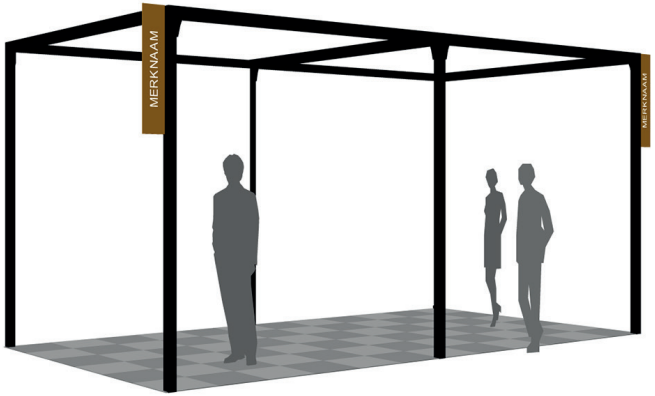
Our basic principles

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.



STAND DOUBLE

Black steel pergola construction including your company name, 3 x 6 m floor space and 3 x 6 m wall space. Fitted with gray carpet tiles.

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 4 persons stand crew.

FLOOR

your presentation
- **gray** carpet tiles
- **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 600 cm (per square)
- **power outlet orderded?** 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 quare)
- **constructiondepth** max. 50 cm
- **sides** also needs to be finished

INTERIOR

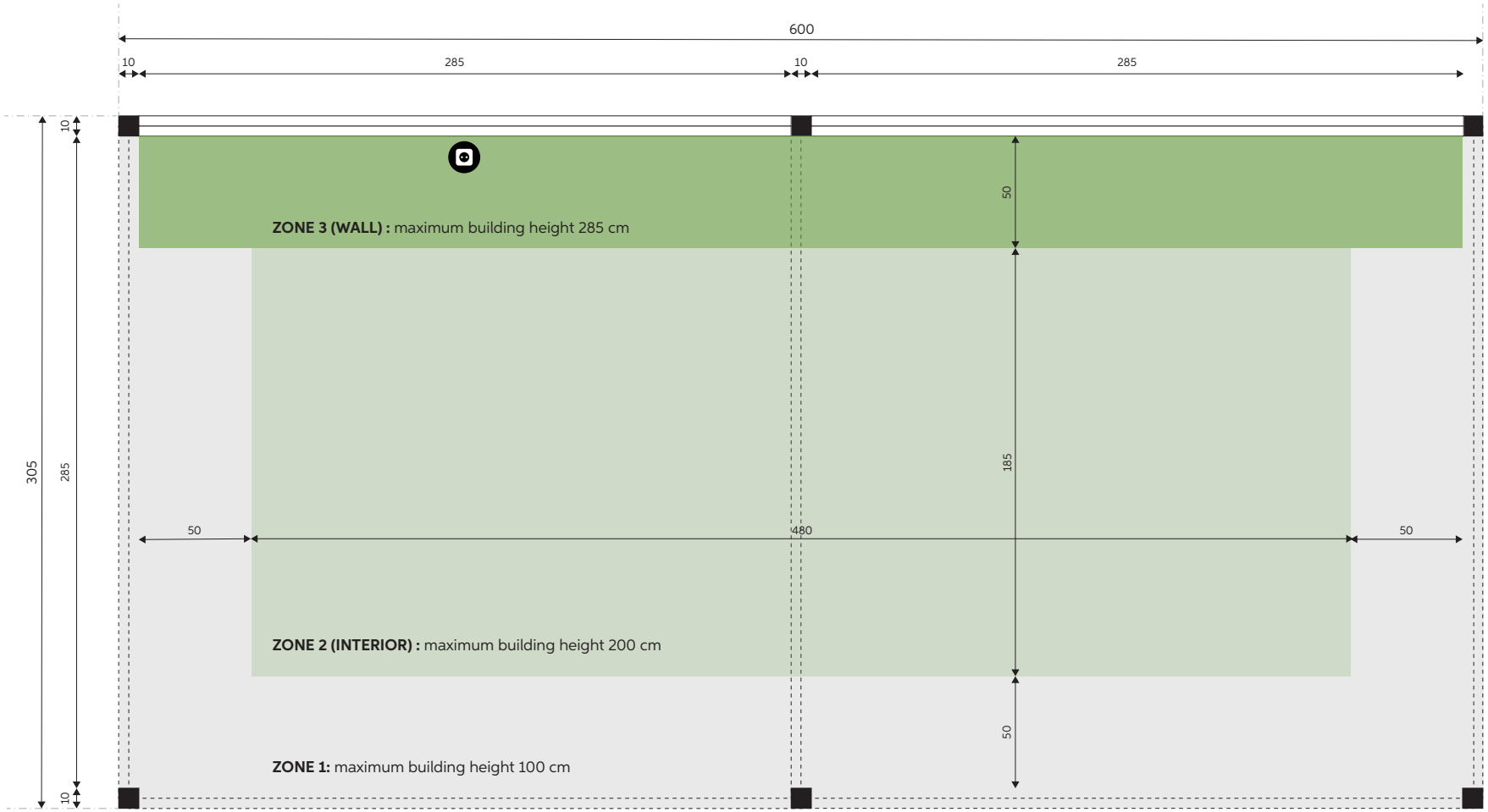
your presentation
- **your materials** are primary (min. 50% of the interior)
- **visuals** of reference projects are allowed
- **logo's, payoffs etc.** are secondary (max. 10% of the interior)
- **standard furniture and rollbanners** are not allowed
- **counter and stool(s)** to be orderded at webshop

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

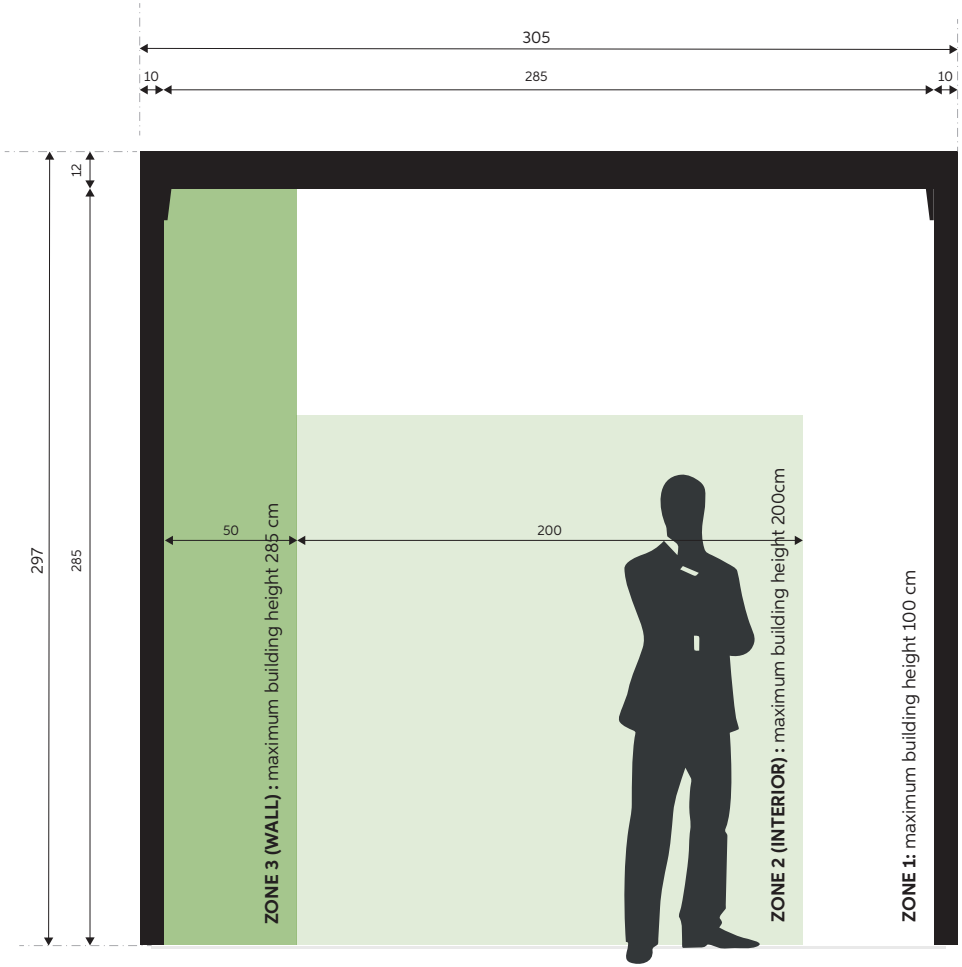
CEILING
(optional)

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)

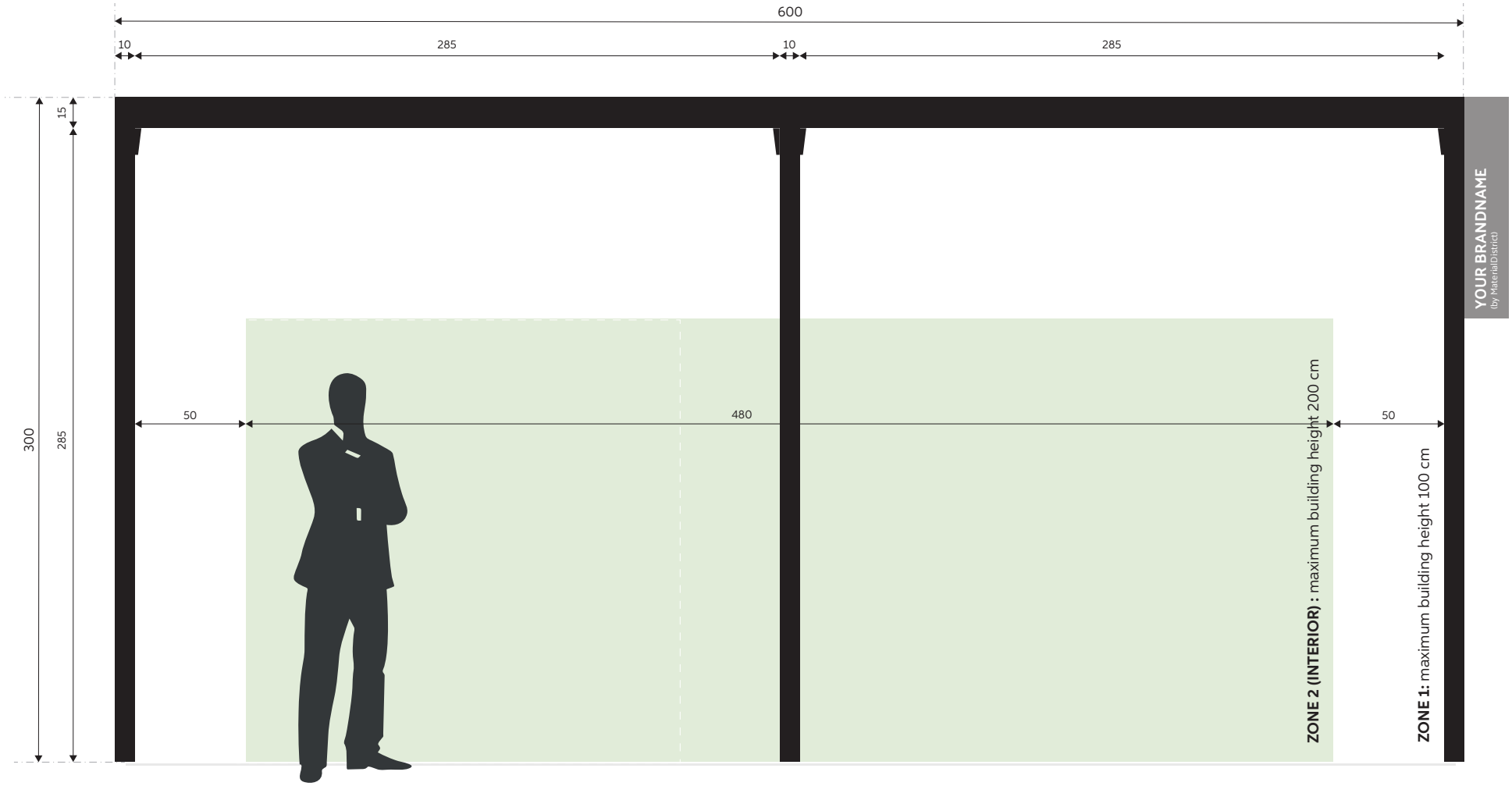
technical
- **size** 285 x 285 cm (per quare)
- **constructionheight** max. 10 cm
- **between** the beams of the "pergola"


600
10
285
10
285
305
10
285
10
50
ZONE 3 (WALL) : maximum building height 285 cm
185
50
480
50
ZONE 2 (INTERIOR) : maximum building height 200 cm
50
ZONE 1: maximum building height 100 cm

Top View



Side Views (left & right)


600
10
285
10
285
15
300
285
50
480
50
YOUR BRANDNAME
(by MaterialDistrict)
ZONE 2 (INTERIOR) : maximum building height 200 cm
ZONE 1: maximum building height 100 cm

Front View

Deadline submission stand design : 6 FEBRUARY 2023

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