



Credit photo : VIPARIS

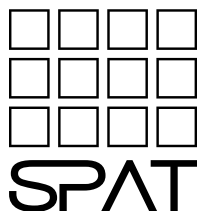
**You organise a trade show.
We assist you all the way to success.**

Over ALL or PART of production

40 years' experience and know-how is your guarantee of success.

You are the Owner, we are your General Contractor.

ANTICIPATION • ASSIST • COORDINATION • OPTIMIZATION



Organiser, c'est un métier

GROUPE SPAT: 40 years' experience - Nearly 100 trade shows produced successfully

Contract your trade show to reputable professionals:

- Guaranteed command and consistency; and

- Time and money saving.

«It's more effective and less expensive»

Our specialised teams have command of all aspects of trade show organisation.

Our technical resources, research department, and specialised tools will turn your idea into reality.

We will assist you step by step, from design to production of your event, to carry out your **ALL** or **PART** of your project on a tailor-made basis.

Select among our tailor-made services :

PROJECT BASE

- Strategy, overall project construction, estimated budget, and WCR.
- Verification of feasibility equations.
- Review of (i) exhibits consistency with the show theme, and (i) target visitor/buyer trades.
- Reverse planning of actions.
- Recommendations; strategic and competitive watch.
- Optimised search for venues and dates; option setting.
- Architecture, project drawings, stand types, and traffic flow study.
- Applications for permits, and required paperwork.
- Exhibition regulations and general terms of sale; standards.
- Exhibitors' participation agreements.
- Designing commercial offering models.
- Brand research and design; graphic design.
- Advice, support, and supply of models.
- Design of visiting itineraries and expert courses.
- Etc.

MULTICHANNEL COMMUNICATIONS (Print & Digital)

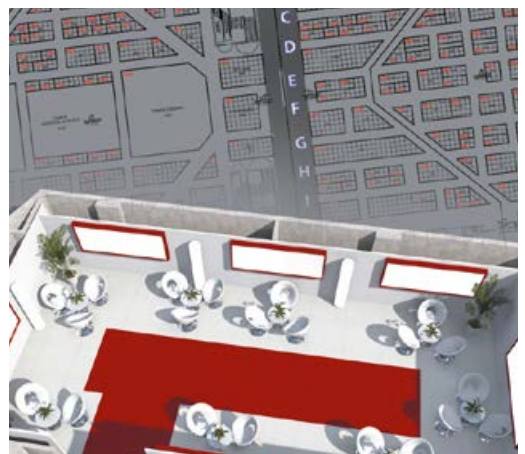
- Production of all exhibition-related documents.
- Production of website and interactive platforms.
- Etc.

MARKETING

- Exhibitor marketing based on exhibit list and trades.
- Visitor marketing; multichannel mobilisation by segments.
- Partnerships, exchange contracts, and promotion.
- Sales administration, invoicing, reminders, and follow-up.
- Etc.

PRODUCTION

- Design of an architectural project.
- Plan production and successive updates.
- Coordination meetings.
- Filing of applications for permits.
- Security and legal requirements (security officers, security manager, coordinator, prevention plan, 'vigipirate' national security alarm system, and certification).
- Stand model study, and 3D imaging.
- General installation of stands, furniture and equipment.
- Design and fitting of common areas.
- Traffic flow control rules, and traffic flow studies.
- Production of the exhibitors' technical pack.
- Etc.



SUBCONTRACTOR MANAGEMENT

- Call for tenders, putting out to competition, and review of tenders.
- Checking of contracts; daily follow-up.
- General coordination; anticipation.
- Checking of deliverables.
- Management of subcontractors and contractors:
 - ▶ Venue services (power supply, rigging, internet etc.).
 - ▶ Structures, decor, scenography.
 - ▶ General fitting of stands.
 - ▶ Signage, flow, and traffic flow.
 - ▶ Furniture and flower decoration.
 - ▶ Cleaning and recycling.
 - ▶ Management of flows, on-line registrations, and badges.
 - ▶ Audio visual, IT and networks.
 - ▶ Security service, safety, and firemen.
 - ▶ Receptionists and hostesses, control engineers, handling staff, and forklift truck operators.
 - ▶ Forwarding agent, carrier, machine storage, and forklift truck operators.
 - ▶ Caterers, cocktail bars, lunch boxes.
 - ▶ Etc.



TECHNICAL AND LOGISTIC SUPPORT

- Technical management.
- Engineering department.
- Daily liaising with the venue.
- Setup of a technical team.
- Consistency control; anticipation.
- Inventory of fixtures on move-in/move-out.
- Technicians and handling staff.
- Technical engineering management.
- Etc.



EXHIBITOR MANAGEMENT

- Design and posting of the regulatory technical pack.
- Setup of an exhibitors' technical platform.
ON LINE, OFF LINE, ON SITE (See dedicated brochure).
- Ongoing support.
- On-site reception and technical control .
- General management office, and porter.
- Etc.



CLOSING

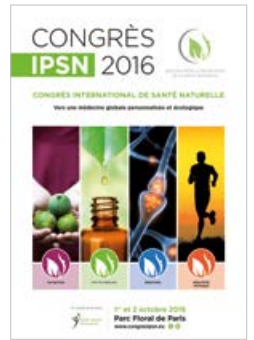
- Statistics and certification.
- Financial assessment; recommendations.
- Etc.



CONTRACT YOUR TRADE SHOW TO PROFESSIONALS!

More effective, less expensive, and a guarantee of success.

Nearly 100 trade shows have been led to success through our expertise.



YOUR TRADE SHOW



COORDINATION
ORGANISATION
OPTIMISATION

Top Expo

YOUR CONFERENCE



ORGANISATION/PCO
REGISTRATIONS MANAGEMENT
OVERALL CONTROL

Top Congrès

YOUR TECHNICAL & LOGISTIC UNIT



OVERALL LOGISTICS
EXHIBITORS MANAGEMENT
TECHNICAL & LOGISTIC UNIT

Top Tec

PRINT & WEB DESIGN



DESIGN & CAD
DOCUMENTS & SIGNAGE
PRINT / WEB / APPLICATIONS

Top Com



More information?

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