

Planners: Offer your exhibitors a technical platform in your own image!

ON LINE

Web platform



OFF LINE

Support 7/7



ON SITE

On-site support



Delegate exhibitor management - Generate extra revenue

> PRESENTATION

Armed with 30 years' experience in exhibition trades, we offer planners to relieve them of exhibitor management before, during and after the event, while providing them with extra revenue.

OUR 3-LEVEL OFFERING:



ON LINE :

- Availability of an intuitive, easy-to-use web interface for each exhibitor.
- The platform, which is hosted in our servers and administered by us, can be individualised in your image (your logo, corporate style, colours etc.).
- Via the platform:
 - ▶ Preparation of exhibitor's participation; full construction of exhibitor's stand; on-line equipment ordering;
 - ▶ Downloading of the exhibitor's technical pack; and
 - ▶ Badge ordering; venue services; cleaning; signage; furniture; flower decoration; audio, video and IT hardware and services; exhibitor's content in the exhibition catalogue; etc.



OFF LINE :

- Ongoing individualised phone assistance to exhibitors.
- Advice in stand design so as ensure consistent stand layout.
- One single contact person for all exhibitors' orders, including those related to the venue.
- Anticipation and checking of exhibitors' order forms.
- Management of a product catalogue, and service provider coordination



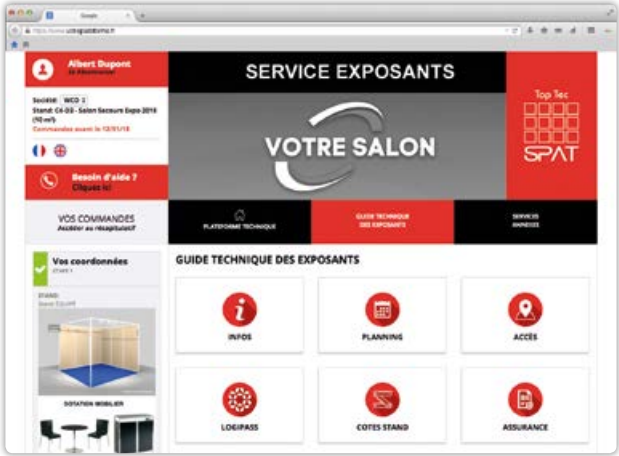
ON SITE :

- On-site presence of our teams during fitting and removal.
- Reception of exhibitors, and assistance to exhibitors within the exhibition.
- Delivery and installation plan management.
- Management of exhibitors' last-minute requests.

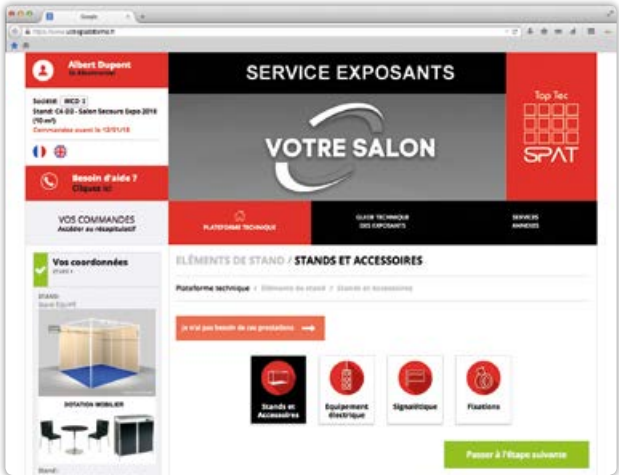


EXHIBITOR'S PLATFORM DESCRIPTION

The home page is individualised with the name and visual identity of your exhibition.



Tags in the upper section operate as a reminder of the technical pack and provide access to the main exhibition-related information; so they can be changed and parameterised as planners wish. E.g.: INFO, PLANNING, ACCESS, STAND DIMENSIONS, DRAWING, REGULATIONS, INSURANCE, LUNCH BOX, and PLAN.



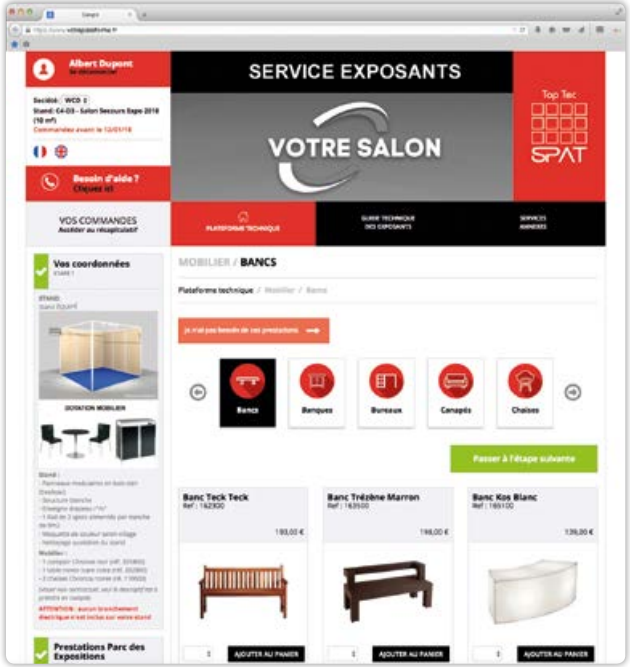
Buttons, help order, step by step, any type of on-stand service. They can be added or removed during individualised platform parameterising.

EXAMPLES OF SERVICES

- Sign wording (whether included or not in the stand)
- Venue services: Power supply, Internet, slinging, parking etc.
- Interior stand fittings (carpeting, storeroom, partitions, spotlights etc.)
- Furniture rental
- Food-related furniture rental (refrigerator, coffee machines, water dispensers etc.)
- Plant decoration rental
- Badge reader rental
- IT & audio visual hardware rental
- Signage (additional signs, kakemonos, POS material etc.)
- Stand cleaning
- Accommodation, catering, and porter service
- Supply of non-transferable exhibitor badges (Option)
- Texts and logos for the catalogue (Option)

This list is not exhaustive.

Our teams provide a hot line in the French, English, Spanish and Russian languages, and can be permanently reached either at the office or on their mobile phones during operations.



> PRINCIPLE AND ADVANTAGES

The platform offers **PLANNERS** the following advantages:

- Full release from any technical & logistic issues
- Individual technical management of each exhibitor
- Management, as a single contact person, of all exhibitor orders, including for venue
- Fixed costs optimisation/reduction on an internal basis
- Additional source of profit on exhibitors' orders
- No extra charge likened to a stand payment remainder
- Professional technical service guaranteeing exhibitor satisfaction and loyalty
- Technical & logistic support 24/24
- Technical pack included in the platform
- Comprehensive management of exhibitor badge requests and catalogue content (option)

The platform offers **EXHIBITORS** the following advantages:

- One single contact person for all services, at no extra charge
- Highly intuitive, easy-to-use platform, even for those resisting the web
- Return to the shopping basket for changes is possible at any time
- One order form, one invoice, and one payment
- Support 24/24; on-site reception and assistance
- Guarantee of stand fitting consistency

The platform offers **CONTRACTORS** the following advantages:

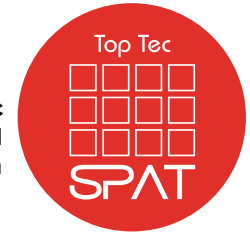
- All exhibitors are pooled through the platform, hence increased revenue
- One order form and one invoice
- Guaranteed payment
- Less management staff needed
- Management of the delivery and setup plan

CATALOGUE MANAGEMENT

Our platforms can manage the entire content of the exhibition catalogue, and all information, product and service presentations, logos and images.

> OPTIONAL: TECHNICAL & LOGISTIC SUPPORT FOR THE SHOW

As an optional extra, we can provide technical & logistic support for the trade show, including management of all contractors throughout the project so as to provide an overall consistent, high-performance service.



Our Zero Defect objective is based on one principle: Anticipation and checking

Yours exhibitors' satisfaction as a tool for building their loyalty
Your comfort: Your productivity gain and optimised economics

YOUR TRADE SHOW	YOUR CONFERENCE	YOUR TECHNICAL & LOGISTIC UNIT	PRINT & WEB DESIGN
<p>COORDINATION ORGANISATION OPTIMISATION</p> <p>Top Expo</p>	<p>ORGANISATION / PCO REGISTRATIONS MANAGEMENT OVERALL CONTROL</p> <p>Top Congrès</p>	<p>OVERALL LOGISTICS EXHIBITORS MANAGEMENT TECHNICAL & LOGISTIC UNIT</p> <p>Top Tec</p>	<p>DESIGN & CAD DOCUMENTS & SIGNAGE PRINT / WEB / APPLICATIONS</p> <p>Top Com</p>

Organisation

Plus d'informations ?

Refer to: www.spat.fr

Contact us at: 01 44 26 26 26

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