



## How to choose your stand?

Exhibiting for the first time might be a stressful experience. From event to event organisers offer different packages as a part of stand booking process with different rules and services.

To make your life easier, we have put together a webpage dedicated to all first-time exhibitors at WindEurope events.

The idea is to walk you through all that you need to know not only about booking your stand and preparing for the exhibition, but also how to make the most out of our events.

In this document, we will start with the first step – booking your stand.

### 1. What is your type? Choose your stand type.

You can choose between a full package stand and a basic package stand.

- **Full package** is an option, where you pay for the space in the exhibition, but you will also have your stand build from shell scheme panels. There are some basic services included here, such as power, carpet and furniture. You can see more details about [what is included in the package and visuals here](#).
- At additional cost, you can brand the walls of your stand.
- Full package stand is a good option if:
  - i. You are looking for a hassle-free solution, with minimal amount of forms to submit,
  - ii. You are booking a small stand,
  - iii. You are booking your stand late and you have only a few weeks to prepare,
  - iv. You have a limited budget
- **Basic package** is an option, where you book only space in the exhibition. It means that you would need to contract a stand builder, who will build a customised stand for you. In your budget, you will need to add the cost of power, floor (carpet or raised floor), stand build and labour. Do not forget about the transport of your stand and freight forwarding costs. There is also some paperwork to do - You will need to provide forms and documents that are required from basic package exhibitors. [You can see them listed here](#).
- Basic package stand is a good option if:
  - i. You want to impress visitors with your customised stand and company branding,
  - ii. You are booking a big stand, as you need to accommodate on your stand different teams, present multiple services, conduct many meetings at the same time...and organise some networking event with clients...
  - iii. You book your stand early and you have enough time to work on stand design,
  - iv. You have sufficient resources – not only higher budget, but also time and people, who can manage all the preparations

This option is a great opportunity to showcase your brand, services and to show your creativity. For some inspirations, you can [read here](#) about different types of space only stands.

## Which stand package is the best for me?

- |  |   |
|--|---|
| <input type="checkbox"/> I am looking for hassle-free option                           | <input type="checkbox"/> I want to have fully customised stand, that has specific design and reflects my company branding and position              |
| <input type="checkbox"/> I have limited budget   | <input type="checkbox"/> I have allocated higher budget for stand build   |
| <input type="checkbox"/> I have limited resources involved in preparing to the event   | <input type="checkbox"/> I have resources to plan and execute customized stand build  |
| <input type="checkbox"/> I am booking my stand late and have only few weeks to prepare | <input type="checkbox"/> I am booking my stand in advance to allow all stand design planning, internal approval process, production of visuals etc. |



Full package stand



Basic package stand

## 2. Where will we meet? Choose your stand location.

Choosing a stand location is an important decision. Here are several factors to consider:

- **Other exhibitors** - You might want to be in a hall or an area with your most important clients, or big players in the industry. You can check the current state of the stand bookings online here: <https://electriccity2021.windeurope.org/>
- **Venue layout** - consider the traffic and areas close to the entrances to the exhibition halls. Good location is not only around entrances – consider feature areas hosting presentations, coffee break areas and food outlets, which will also attract visitors. Have a chat with the WindEurope sales team about traffic flow between the exhibition and the conference, as that can also help to identify good spots for your stand.
- **Technical plan** – check technical restrictions related to the exhibition halls. Check on the plans if there are any columns or poles that may affect your stand. Be aware that depending on the hall

or a specific area inside the hall, there are different ceiling height restrictions. This is particularly relevant if you are planning to build your own stand. [Here you can find the latest technical plan.](#)

- **Island / peninsula stand vs aisle stands**– consider the size of your stand and potential design when selecting your stand location. Island stands are normally the largest in the exhibition, with custom design and are open on all 4 sides. Design regulations do not allow solid continuous wall along open sides, so if your ideal stand has a storage or meeting room along one side, look for a stand that shares a wall rather than an island stand.

When considering an aisle stand, look at the main aisles and the end of rows stands – these are great locations for visitors to stop and take a look down the aisle before they decide to make the journey.

- Key points to consider when selecting your stand location are: your exhibition goals, traffic flow, space needs and budget. Once you know more about these, you should have a good idea of the stand surface you would need.

### 3. Few words of advice.

- **Book your stand early** - you will have more and better choice of locations to choose from for your stand. It will also give you enough time to prepare your stand and order all the services well before deadlines.
- **Stand type hesitation** – if you are not sure what is the best stand type for you, or what is the best budget-friendly solution, let us know. The WindEurope team can advise you on that!
- **Size and type** – we would advise you to select a big stand if you opt for the basic package stand. The bigger the stand, the more sense it makes to have a customised build. The standard shell scheme stands look good up to 27/35 sqm.
- Consider all openings of your stand and potential traffic flow. The more sides your stand has open, the higher possibility of exhibition participants visiting your stand.
- **Costs** – we are transparent with costs that exhibitors can expect. If the decisions about the stand booking depends on the budget estimations, please have a look at [the page for stand contractors](#). You can find here the list of official suppliers and the rates for their services

### 4. Let's make it official. How to book the stand at WindEurope Electric City 2021?

- Have a look at the online stand booking platform: <https://electriccity2021.windeurope.org/>
- You will find there:
  - Updated floorplan with all the current stand bookings,
  - Technical floorplans,
  - Rates for stand booking,
  - Detailed explanation of different stand types that you can book (full package vs. basic package)

#### a) Stand Booking – step by step:

1. Select the stand you are interested in on the floorplan.
2. Click on 'Proceed to reservation'. This will take you to the login page (If not logged-in already).
3. If you are a registered exhibitor use your login credentials sent to you in the welcome email. If not registered, click on the registration link.
4. After logging in, you will see the selected stands to be confirmed.
5. Once confirmed, the stand is reserved under your name for the **next 7 days** - if the stand is not confirmed by then, it will be made available to other exhibitors.
6. You can select the stands you would like and proceed to signing the contract.
7. Before you sign the contract please read the Terms and Conditions.
8. The booking will be confirmed by the WindEurope sales team after verifying the booking details (up until that time the stand will be shown as reserved on the floorplan).

#### b) Booking Status Details

1. The **Reserved and Contracted Stand** page will show you the status for the stands booked by you
2. The **Cancelled Stands** page will show you the list of stands cancelled (they can be either reserved or contracted)
3. The **Booking History** page will show all the stand related activity carried out by you or by the WindEurope sales team on your behalf.

#### c) Stand Share Management (Manage Co-Exhibitors)

1. You can add co-exhibitors from this page by clicking on "Add Co Exhibitor".
2. Once a co-exhibitor is added you can assign the contracted stands to them.

#### d) My Profile

1. You can edit information in the "exhibitor details" and "industry sectors" sections on your profile page.
2. The information from your profile will appear in the online list of exhibitors.
3. For making any changes to the following sections of your profile; "contact person for exhibition matters", "billing information" and "contact person for billing purposes", please contact the WindEurope sales team.

## 5. Contacts

If you have any questions, do not hesitate to contact us!



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