

COMPREHENSIVE DESCRIPTION OF ACTIVITIES REQUIRED TO CREATE AN EXHIBITION BOOTH TOGETHER WITH ITS EQUIPMENT

The description below presents the basic process of comprehensive booth construction for an exhibition. Creating an exhibition booth comprises activities performed by a company designing and constructing exhibitions booths, which can be characterized in the following points:

1. Preparatory works.
2. Design works.
3. Process of preparing the booth for production.
4. Production of the booth.
5. Packing /loading
6. Transport of the booth to the place of assembly: Poland, the European Union.
7. Unloading and assembly of the booth.
8. Finishing works.
9. Graphic works.
10. Electrical and plumbing works.
11. Furnishing the booth with the necessary equipment and furniture.
12. Handing over the booth to the client for use.
13. On-site service.
14. Collection of the booth from the client after use.
15. Booth dismantling and packing.
16. Loading and transport back to the warehouse.
17. Disposal or packing the booth for the next event.

Re 1.

The first point includes: marketing works, i.e. acquiring a client, arranging construction details taking into account the client's wishes and specifics of the sector in which s/he operates, as well as the subject/scope of the exhibition the exhibitor is planning to attend, e.g. Budma, Polagra.

Re 2.

Next the details of the arrangements with the client are passed on to the designers so that the design can be created taking into account the wishes of the client / exhibitor. The design consists of the following elements: arrangement (external appearance of the booth architecture), technical design (static, strength and structural calculations) and detailed design. It should be noted that these requirements are necessary because the booth must not be fixed to the ground – it is free-standing.

Booth sizes range from 6 to 2,000 m²

Re 3.

The next step is to submit the documentation for production and, depending on the type of booth, to work out the technical and construction details which depend on the type and structure of booth:

- a) Multi-functional booths made of Octanorm aluminium elements which can be dismantled many times.
- b) Multi-storey booths including a staircase.

- c) Production of elements suspended from the ceiling of the exhibition hall / pavilion- construction from the Quadro grid elements serving as ramps to suspend / fixing advertising or lighting.
- d) Individual booths made of wood-like elements (chipboard, MDF, laminate) used one time, i.e. unique. When dismantling, such a booth is completely disposed of.
- e) Collective exhibition booths with exhibition space for a group client, such as the state exhibition of Egypt with Egyptian companies.
- f) Non-standard booths prepared as exhibition places, e.g. only exhibition platforms for cars, tractors, catwalk platforms for fashion fairs models, special arrangements adjusted to exhibit untypical client's elements, e.g. forklifts, buses, agricultural machines, machine production lines.

Re 4.

Production of booth elements, including graphic elements, according to the designs takes place in the plant / workshop / carpentry shop. Most elements of individual booths and some exhibition elements (displays) require on-site surface finishing in paint chambers. All prepared elements are usually subject to on-site validation to safeguard against missing elements during assembly at the exhibition.

Ad 5. and 6.

All produced elements are packed and secured for transport. Next, they are loaded onto a truck (due to their weight, they are transported by combination vehicles) and transported to the place where the exhibition will take place. The transport of booth elements takes place on strictly specified dates, according to the opening schedule of a given exhibition for assembly works.

Re 7.

At the destination, the booth elements are unloaded, unpacked and assembled. The assembly usually starts with building ramps and suspended elements due to the weight of the booth construction and the elements suspended from these constructions. This is usually done with electrical ramp. Skipping this step and doing it later makes it impossible to install the ramp after the floor is laid due to the inability to freely access to the ramp. The next step is to lay the floor on which the booth will be positioned. Electrical, sound, water or compressed air installations are made before the floor is laid. This also takes into account the connection of installations in the walls before assembly. The floor is made of wooden boards covered with panels or carpet. It is sometimes possible to lay carpet directly on exhibition hall floor. After the floor is laid, the walls and other structural elements of the booth or storey structures, if present in the design, are erected.

Re 8.

Finishing works usually include: filling, sanding, preparing walls, painting walls, drilling holes for audio-visual equipment, positioning exhibits.

Re 9.

Graphic works include: suspending advertisements, sticking advertisements on walls, sticking company logos, mounting illuminated pylons, hanging banners, attaching prints and inscriptions and exhibit manuals, etc. All these elements are prepared in advance at the workshop during the booth construction phase.

Re 10.

Electrical works include: electrical installation, mounting switchboards, low-voltage and three-phase current necessary to connect machinery and equipment, lighting installation, mounting decorative elements such as pylons, installation of motors for revolving suspended and standing platforms, connections for all machines and devices, TVs, speakers and laser, e.t.c.. Plumbing works are primarily aimed to supply water to the booth.

Re 11.

Furnishing the booth consists of unpacking, setting up / arranging the furniture it according to the design. Furnishings most commonly include: tables and chairs, bar counters and counter tops, information counters, freestanding information and advertising displays, equipping offices with furniture, TVs, couches, and upholstered armchairs, air conditions, e.t.c. Equipping kitchens with furniture and kitchen equipment includes: coffee maker, ice maker, refrigerator, dishwasher, sink, water heater, slicer kitchen utensils,

glassware and other specialized equipment according to client orders, e.g. a booth with a beer keg and a beer tap.

Re 12.

The handover of the booth consists in checking, together with the client, the compliance of the booth with the approved documentation and additional wishes of the client, verification and acceptance of the quality and functionality of the works and handing the booth over to the client for use during the exhibition.

Re 13.

On-site service is also provided, especially for large booths, in situations where e.g.: there are power outages, lamps burning out or other failures that need to be fixed immediately. For instance, a power outage lasting 2-3 hours stops the operations of the booth causes irreparable trade and image losses for the exhibitor, hence it is an unacceptable situation and that is why the service is offered for the duration of the fair event.

Re 14.

Handover of the booth after the end of exhibition consists in checking the condition of the stand, listing all furniture and equipment, determining their condition and any missing or damaged items.

Re 15.

Booth dismantling consists of: dismantling and, depending on the type of booth, arranging the elements which will be reused in appropriate containers or boxes (e.g., aluminium elements, lamps, lighting, TVs, furniture and elements according to client's wishes, which will possibly be used at the next event, e.g. counters, pylons, showcases etc.).

Re 16. and 17.

After the booth elements are packed, they are loaded onto transport units and then transported to the base, unloaded, segregated or utilized. Most of the booths (70-90%) are partly or fully utilized, as the most frequently ordered booths are disposable ones made according to individual designs and in such cases, they are fully disposed of. The following items are not subject to disposal: aluminium multi-storey booths (construction of these booths), reusable furniture, sound and audio-visual equipment and advertising elements which the client requests to be left for the next event, e.g. 3D letters, names, company logo.

To sum up, no exhibition can take place unless the exhibition halls /pavilions have an exhibition booth erected and its arrangement tailored to the needs of a particular clients / exhibitors. The booth is an integral and indispensable part of the exhibition.

The above description of the process also shows that booth construction requires the involvement of several or over a dozen competences from different sectors and all these competences are held by a single company constructing an exhibition booth. In view of the above, it is difficult to find an equivalent of one PKD specialization to which the design and construction of exhibition booths should be classified in the current classification.