

How to make an exhibition more attractive

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Particularly in the past years, when on-site events weren't possible due to the pandemic, we came to realize that the direct interaction at congresses and conferences is a fundamental part of the experience: We, at CPO HANSER SERVICE, have put an emphasis on the exhibition and ensuring active participation, thus making it more attractive for participants and exhibitors.

Location, Location, Location

It is significant that the exhibition is located as centrally as possible. Whenever feasible, we have moved to planning the exhibition space on the same level as the conference rooms. In any case, we try to make the exhibition the central point of the event.

Atmosphere: Away from the hall and more towards the lounge

Often exhibition halls are very bare and uncomfortable. A lot can be done with the right lighting and partitioning. In addition to the classic poster and e-poster exhibition, such thematic art exhibits can be used as spatial separators.

Small recreation islands with deck chairs and juice bars or massages offering a short break at the congress have become very popular.

In addition to the professional insights, personal exchange is and remains an elementary component of every event. To give the participants and exhibitors space for this, we have loosened up the traditional arrangements of the stands being located directly next to each other and integrated lounge areas. Partly independently, partly as an additional area of an exhibition stand.

Here, participants can talk to old acquaintances, speakers and, of course, exhibitors in a relaxed atmosphere. With different furniture, areas with living room atmosphere, restaurant ambient or beach feeling, are created.

F&B

By decentralizing the distribution of the catering in the exhibition hall, the flow of participants can be equalized, and many exhibitors can benefit from the sought-after location. With several food trucks, coffee bikes or smaller offerings, such



as popcorn stands, participants are offered a diverse range of products at different points of the exhibit, which automatically leads to more traffic throughout the exhibition.

Hotspots and Active Areas

To make the exhibition more active, we have incorporated Hotspot stages. These stages can be used to present short talks on specific topics, to hold company presentations or, following symposia, to hold discussion rounds and meet-the-expert sessions. In designated active areas, professional exchanges can take place in new formats, e.g. discussion rounds, which are recorded as live graphic recordings on large screens.

Inge Hanser, Managing Director CPO HANSER SERVICE:
"The new implementations are well received by both participants and sponsors: The more action there is in the exhibition area, the more visitors will come and the more satisfied the exhibitors will be. For many of our congresses, the lounge concept has become an integral part of the congress."



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