

TradeFairs International

DAS WIRTSCHAFTSMAGAZIN FÜR MESSEN UND EVENTS

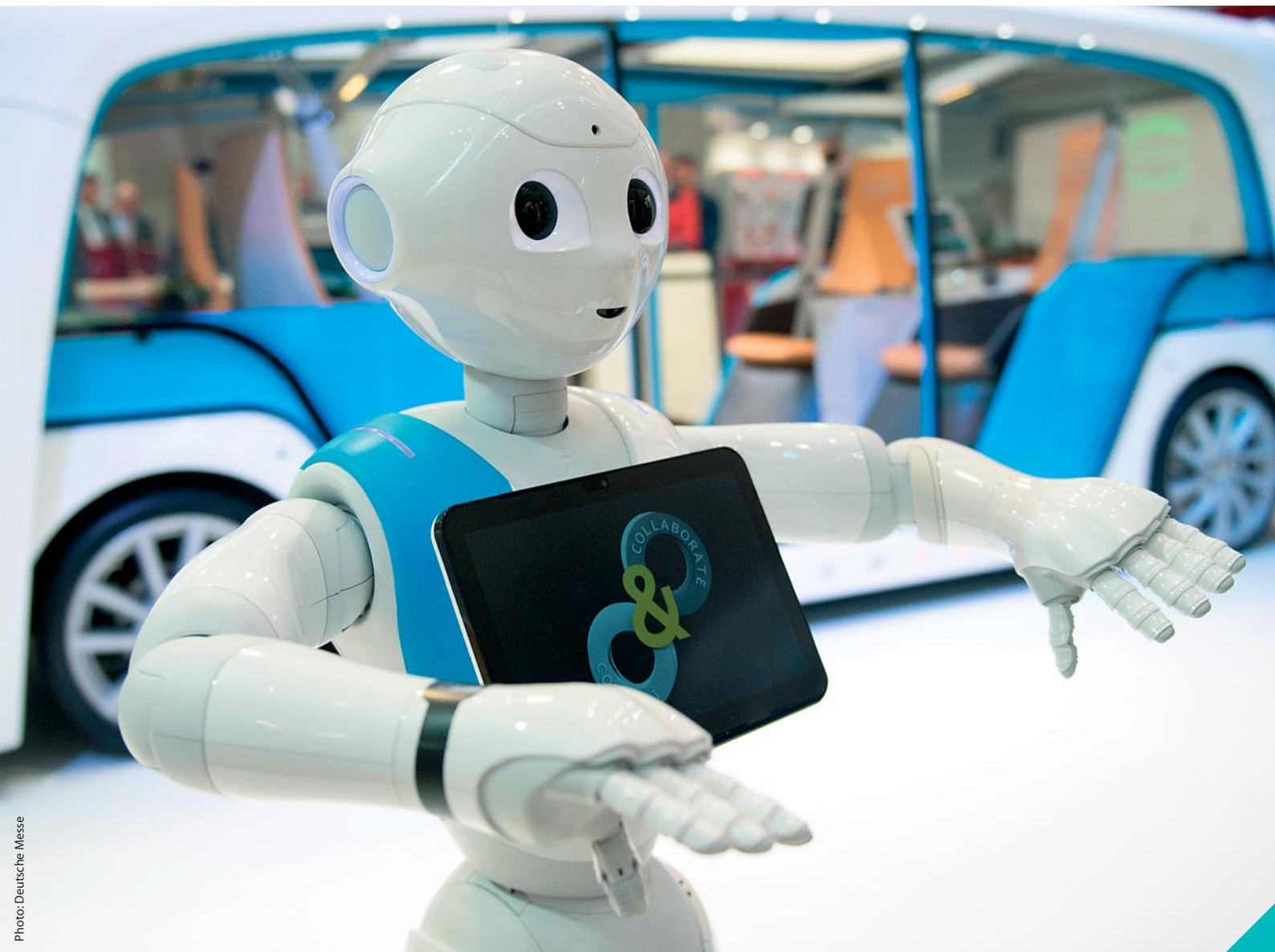


Photo: Deutsche Messe

Focus Kongresse: Marktplätze für Wissensvermittlung
International Polen: Sehr geschäftig, noch geschäftiger
Praxis Messebau-Systeme: Licht, Sicht und Synergien

Focus Congresses: Marketplaces for knowledge transfer
International Poland: Even busier than before
Practice Stand construction systems: Light, vision and synergies

AUSBLICK / OUTLOOK
2019

LIVE MARKETING

New forum, high expectations

The organisers of the International Festival of Brand Experience have taken it upon themselves to reshape the German event scene. Well-known award formats are being combined.

Shortly after the turn of the year, on 15 January 2019, an ambitious project referred to as “Brand Ex” for short, will be getting under way. The venue is Messe Dortmund. The reason the festival came about, say the organisers, was because the live marketing industry needs a proper, wide-ranging discussion involving not just its own practitioners but others as well. What is emerging in Dortmund is “a special, internationally relevant event with a wide variety of formats under a single roof”: a festival for an multidisciplinary exchange involving experienced industry players and

others, including committed young people.

The market segment of creative events that are used as an effective marketing tool has grown consistently for many years, claim the festival organisers. There are now dozens of national and international studies designed to examine live marketing and on-line marketing, two forms of marketing that “currently promise the highest level of effectiveness”. “It is hoped that Brand Ex will become an exclusive forum for talking about and discussing the performance of the whole industry,” say the organisers. They hope that event managers and creatives, communica-

tions specialists, advertisers, marketing people, researchers, service providers and young people involved in the trade fair industry, architecture and live communication will be galvanised into action.

With this in mind, a variety of insiders from different areas of live marketing and brand architecture have been working together since January in multidisciplinary project groups. The aim is to stage a festival of marketing that conveys knowledge and enables participants to make new contacts, engage in networking have fun. An integral element of the festival is the presentation of the Brand Ex Award, which is the result of pooling a number of familiar existing award formats: the Bea Award, Famab Award, Famab New Talent Award and Ina Award. The Brand Ex Awards are presented to the best projects of the year from the areas of live marketing and brand architecture (www.brand-ex.org). It will be followed by another industry highlight: the trade fair BOE. This will be taking place on 16 and 17 January 2019, also at Messe Dortmund (www.boe-messe.de). FA ■

SETTING STANDARDS IN GLOBAL EXHIBITION LOGISTICS

IELA is the global industry network that provides top quality performance and expertise for your exhibition logistics needs.

IELA members enable your operational excellence, serving well beyond expected industry standards in the care and safety of your exhibits and the success of your exhibitions.



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Delivering security insight for the exhibition industry at IELA Connect 2018

The first premier edition of IELA Connect took place in Shanghai on October 15th. 33 delegates from 15 countries joined the event, among them were key associations, organisers and venue operators. On this occasion, we were pleased to launch and share IELA's Security Guidelines. Since 2015, IELA has emphasized safety and security through multiple initiatives. These initiatives bring exhibition venues, show organisers, and service providers together to share best practices and establish standards of Occupational Health & Safety as well as Security for the entire industry.

Vicki Bedi, IELA chairman, pointed out:

"Releasing the IELA Security Guidelines is a great honor for our Association and a demonstration, once again, of the mission of



our members to deliver beyond our Standards of Performance. We extend our sincerest gratitude to Dominique Geiser, chairman of the IELA Standards and Customs Working Group, Simon Garrett, managing director, X-Venture Global Risk Solution and Jim Kelty, member of the IELA Board of Management for sharing their considerable expertise and time to develop the IELA Security Guidelines."

Dominique Geiser highlighted: "This initiative of IELA steers our industry in the right direction to advance its efforts to face any unexpected circumstances in our daily workplace, whether on-site or in the office. In being prepared on all eventualities and working in accordance with the IELA Security Guidelines, IELA's OH&S Guidelines and our Standards of Performance, IELA members will once again differentiate themselves from the crowd as a trusted partner for organisers in the exhibitions industry worldwide."

The next edition of IELA Connect will take place in October 2019. The core topic next year: Sustainability (www.iela.org).

PRACTICE



Photo: beMatrix

Beheimatet in Belgien denkt beMatrix in ganzheitlichen Design-Dimensionen. Headquartered in Belgium, beMatrix takes a comprehensive approach to design.

er or a visitor – by signing your name or adding a comment. The walls are also magnetic, enabling messages to be attached to them and positioned. "Consequently, the stand's appearance can change constantly," says managing director Thomas Gilnhammer, outlining the benefits.

The product behind this is G40: a 44 mm thick, lightweight wall system with a sandwich structure. At its centre is a lightweight honeycomb layer. The outer layers consist of a special black laminate. Gilnhammer made a total of 89 of these lightweight wall panels for the exhibitor, together with 91 lightweight

collars and two lightweight doors. The result was a total of almost 350 square metres of wall that could be written on with a marker pen. Nearly 150 square metres of wall was also magnetic on both sides. Swiss Post also had four small satellite stands at the same trade fair. "The design had something light and inviting about it and had to be as modular as possible so as to be able to realise all sizes with a minimum of effort," says Gilnhammer, explaining the customer's requirements. The concept was developed by the agency Aroma Production AG (www.gilnhammer.de). JK ■

New system catches the eye

The launch of the Infinityconst exhibition system in Germany got off to a successful start in September with not one but two interesting projects. StandPunkt Messebau created an impressive exhibition stand with a footprint of over 900 square metres for Fritsch. A wave-like Infinityconst ceiling structure was placed on top of a two-storey stand, creating a striking impression. The decorative, biomorphic shapes of Infinityconst contrasted sharply with the otherwise cubical design. Another project was completed for Tvema at InnoTrans 2018 in Berlin. A curved, backlit suspended ceiling became a point of reference in the exhibition hall and really caught the eye. In addition, engineers and exhibition stand constructors tested the compatibility of the exhibition system with Mero systems in a workshop. The result impressed everyone involved. Mero fits in well with Infinityconst and can build bridges to its design world, both technically and visually. That provides additional design options: new combinations can also lend minimalist architecture an innovative and elegant appearance. The UFI (global association of the exhibition industry) met in late October/early November in Saint Petersburg, where Infinityconst is based. That was reason enough to present the new exhibition system to the international exhibition industry audience at the 85th UFI Global Congress (www.infinityconst.de).