

TradeFairs^{International}

DAS WIRTSCHAFTSMAGAZIN FÜR MESSEN UND EVENTS



Focus Events + Locations: WG'ler, Fabelwesen und Artenvielfalt
International UFI in Verona: Messen zukunftsicher machen
Praxis Messebau / Design: Wenn Kunden dreidimensional verreisen

Focus Events + Locations: Students, mythical creatures and biodiversity
International UFI in Verona: Making fairs future-proof
Practice Stand construction / Design: Customer journey in 3D

GERMANY:
DIGITALISATION

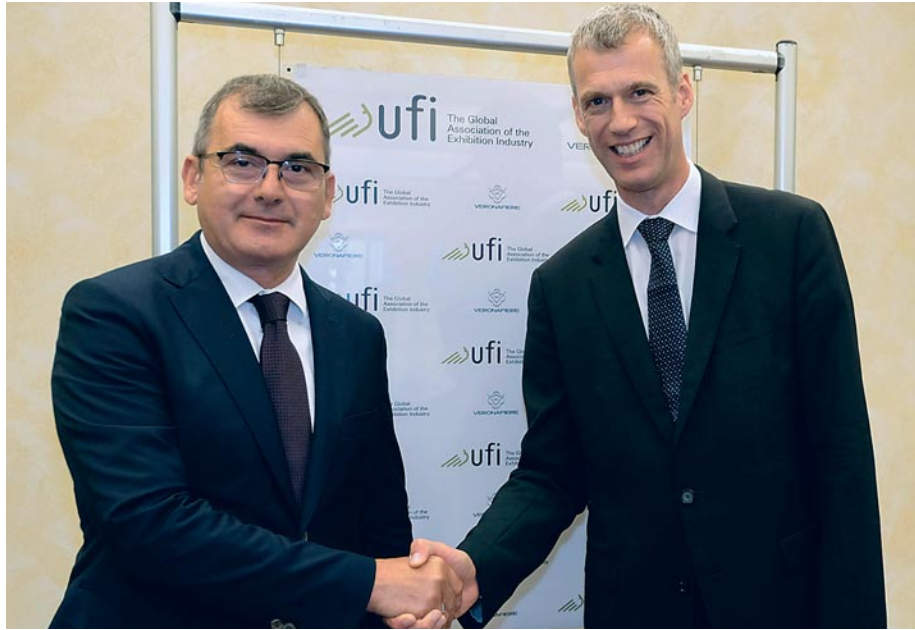


Photo: UFI

Gastgeber: Maurizio Danese, Präsident von Veronafiere (I.), und UFI-Geschäftsführer Kai Hattendorf.

Hosts: Maurizio Danese, president of Veronafiere (I.), and UFI managing director Kai Hattendorf.

and various receptions for networking the old adage goes: "a healthy mind in a healthy body." Throughout the 2018 conference there will therefore be various sporting activities, which the international exhibition professionals can join.

The 2018 UFI European Conference will coincide with the 120th anniversary of the host Veronafiere. For its president Maurizio Danese hosting the international conference is a sign of appreciation of his company's decades-long membership: The North Italian fair company has already been a member of the global exhibition association since 1932. In other words, Veronafiere joined only seven years after UFI was founded (www.ufi.org). PB ■

delegates with an update on what is going on and what we can expect from the next waves of digital developments. Francis Friedman, president of Time & Place Strategies (USA) will close the conference and invite

participants to make sure their events are ready for the future and how they can remain relevant, competitive and financially successful in the digital age.

Apart from the professional programme

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.



WORLDWIDE



QUALITY



ON TIME



NETWORK



SAFE & SECURE



CUSTOMER-FOCUSED



INTERNATIONAL EXHIBITION LOGISTICS ASSOCIATION

WWW.IELA.ORG

IELA means business

Trade fairs exist by its exhibits: No products to be presented, no show. Imagine your goods do not arrive on time or are damaged. To have the right partner taking care of your exhibition investment is key.

On the other side, consider how many contractors work hand in hand on your show site for a smooth operation during tight build up and dismantling schedule. IELA members are proven professionals consistently devoted to providing comprehensive and responsive logistics solutions for your business. Over 190 IELA members operate in the care and safety of your exhibits and the success of your exhibition.

IELA means business. We are serious about Operational Excellence. We are serious about serving well beyond expected standards in the global exhibition industry. This implies ongoing educational & training units, the Occupational Health & Safety Guidelines shared with the industry in 2017 and the currently in process Security Guidelines to be published this year.

IELA is much more than an international network of exhibition & event logistics professionals working for your benefit. It is a quality brand proving and boosting high level of service for exhibitors and organisers all over the world. Making long distances short, thanks to a powerful network of reliable, trusted partners throughout the entire supply chain.

It's our duty to navigate organisers and exhibitors through unknown seas and roads. You can always count on IELA. Our responsibility is also about strengthening the collaboration and increasing the level of service for organisers and exhibitors. We are working on new exiting projects, like the Exhibitor and Organiser Portal, awaiting you. Stay tuned for further advanced features on the IELA website to enrich your knowledge.

If you want to get know more about what the association does, please visit our website at www.iela.org or contact us at adminiela@iela.org.

PRACTICE



Photo: Unicblue

Fresenius Kabi: An Deckenhängern angebracht, sind Marke und Claim von weitem sichtbar.
Fresenius Kabi: Featured on dangles, the brand and claim are already visible from a distance.

Fläche und Fernwirkung. Große monochrome Flächen auf Schwarz-Weiß-Basis boten den ruhigen Hintergrund für wechselnde grafische, digitale und modellbasierte Präsentationen und ein intensiv strahlendes Branding.

„15 bis 20 Messebeteiligungen jährlich im In- und Ausland erforderten ein Bauprinzip, das auch von der Hallendecke unabhängig ist“, weiß Jens Gliedstein. „Von passenden Abhängemöglichkeiten am Messeplatz kann nicht automatisch ausgegangen werden.“ Als kreative Lösung entwickelten die Messedesigner eine eigene Standdecke mit sprinkler-tauglicher Lamellenstruktur und integrierter

Beleuchtung. Sie lässt sich nahezu beliebig erweitern und überbrückt selbst weite Strecken freitragend. Die Basis für die flexiblen und robusten Standbauten bildet das Messebausystem Isi-Design von Isingermerz. Seine leistungsfähigen Metallraster ermöglichen es, ungewöhnlich hohe und schlanke Bauwerke zu errichten. Ebenso schnell wie sie erbaut werden, lassen sie sich wieder zerlegen, transportieren und einlagern. „Dass der Stand dabei wie aus einem Guss wirkt, verdankt er seinen kundenspezifisch gestaltbaren Verkleidungsmöglichkeiten sowie dem Gespür unserer Kreativen“, resümiert der Marketingleiter (www.isinger-merz.de). JK ■

STAND CONSTRUCTION / DESIGN

Customer journey in 3D

From design to storytelling: Some exhibitors literally use magic to inject their philosophy into the booth. Or they take you to distant shores.

When flying becomes travelling” – this was the motto Lufthansa chose for its stand at the 2016 edition of ITB travel show in Berlin. And it made a lasting impression, recently

winning the Design Council's German Design Award 2018 – in the category Fair & Exhibition. The message of this presence was simple: It's not just about flying, Lufthansa wants to immerse the visitor in the whole