



SUSTAINABILITY

Sustainability has become increasingly important within the exhibitions' industry.

We want to work with you to create events that leave a lasting impression on your visitors, not our planet; we have therefore introduced sustainable products into our offering.

SHOW READY STANDS

Exhibitions are changing; the focus on budgets, sustainability and ease of build have been noticeable over the past 18 months. This trend, we believe, will continue particularly in a post Covid-19 environment which will likely see shorter build times and greater restrictions.

A cost-effective option for exhibitors to participate at a show, particularly in a time of uncertainty and budget restrictions.

No requirement to source stand builders or enter the journey of evaluating different suppliers.

Show Ready is a fully sustainable stand solution; easy to build system, with a high impact fabric graphic skin which can be tailored to an exhibitor's brand or message, and the in-built capability to scale-up with your needs: from AV and lighting additions, to flooring and furniture.



CAPTURING REVENUE FROM THE SHOW FLOOR WITH SHOW READY

We have a solution that will help organisers to take control of the show floor, while providing exhibitors with a stand option that is impactful and affordable in a post Covid-19 environment.

We believe that one of the key opportunities moving forward is to propose a strategic plan to maximise Messe Frankfurt's footprint on the show floor.

Target the small space only stands on the show floor, by reevaluating the way in which a show is sold. By mandating Show Ready stand based on the stand size (between 18-30sqm, for example) will increase your footprint on the show floor; it will give you greater control of the show floor and drive revenue.

A targeted strategy will benefit both Messe Frankfurt from a financial perspective as well as having a safer build pre-show.

Show Ready in summary

- Increase Messe Frankfurt's footprint on the show floor
- Messe Frankfurt can realise a revenue from all the space only stands between 18 – 30sqm
- Have more control of the show floor and who is working on it by reducing the number of stand builders
- Increase the efficiency of the build-up and tear down
- Increase the environmental footprint of the show
- Cost effective space only stand option for exhibitors
- Reduce waste, driving a sustainable solution onto the show floor

SHOW READY & FEATURE AREAS

The Show Ready system can be used in the build other elements across a show. Ideal option for feature areas and event signage.



Lounge Area



Cafe



Exhibitor Stand



Event Signage

EVENT SIGNAGE & GRAPHICS

Our recent investment in a new UV Flatbed printer will result in significant benefits in our printing capabilities, including allowing us to print direct onto a flat surface (re-board, wood, acrylic, forex, etc.) resulting in less use of PVC, and therefore less waste.

Vibrant, contemporary branded furniture, engineered from corrugated cardboard material, designed to give instant impact.

The process of manufacturing has been carefully chosen to be innovative, practical, and strong but also engineered from the finest sustainable.



RECYCLED FLOORING

GES Recycled Flooring provides an excellent alternative to the traditional wooden platforms and is manufactured using 100% recycled materials.

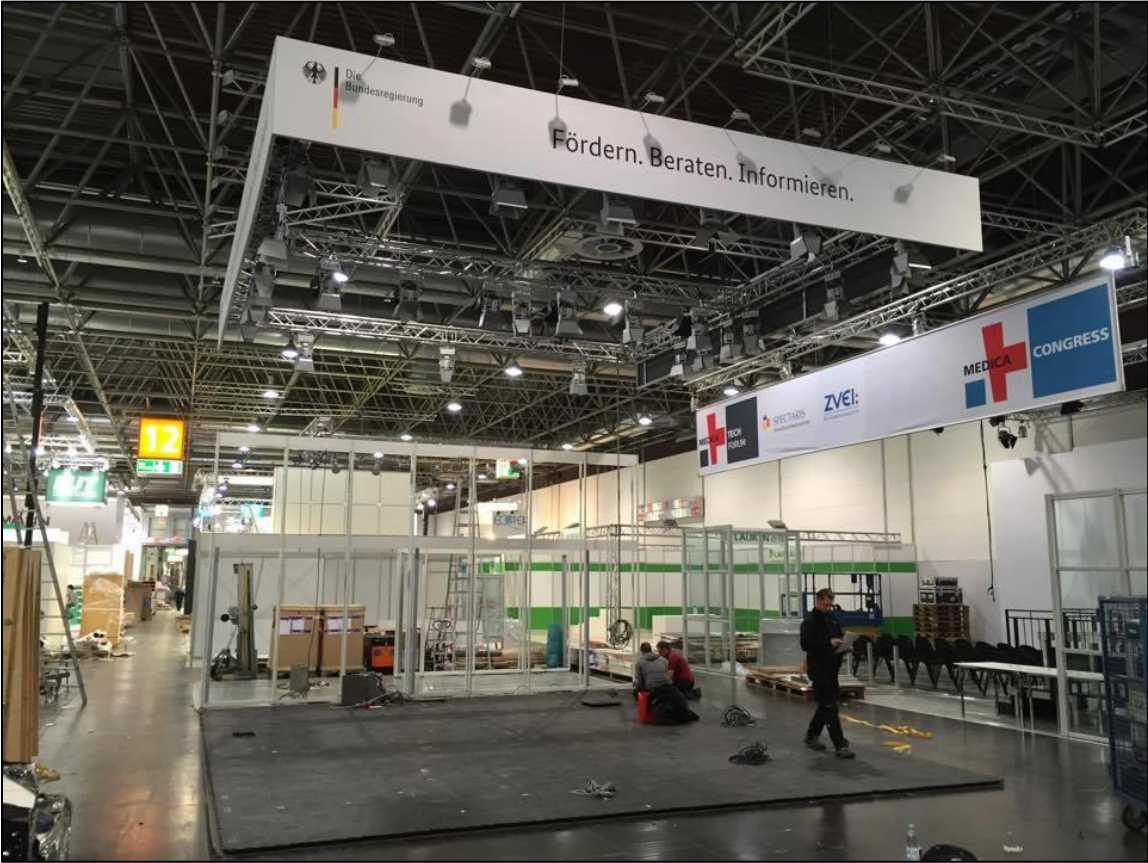
Ideal for feature areas and exhibition stands, we believe this product will assist with the efficiency of the build-up with an interlocking system, while reducing waste on the show floor.

Benefits:

- Easy and efficient to install (no screws)
- Reusable
- Durable



Sample Flooring Images



INNOVATION & CREATIVITY

Where appropriate, we aim to reuse materials in the build feature of areas to minimize waste an example below using our carpet rolls and re-board cladding.



HEALTH AND SAFETY

With extensive experience of working at different venues throughout the UAE, GES is aware and fully adheres to the required Health and Safety rules and Civil Defence regulations.

Accreditation and Membership

At GES Accreditation is incredibly important to us, as it enables us to measure ourselves from an independent perspective in maintaining our high standards of delivery.

We are also associated with a number of organisations, that support us in raising the standards of Health, Safety and Sustainability within the Event Industry.

Accreditation

