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Your exhibition contractors may do more than you think. For example, did you know that most highly regarded contacting companies are now capable of arranging hospitality, travel and hotel bookings on your behalf?

The business model is simple and sensible – your contactor is now there to make sure every part of your exhibition stand design and presence goes off without a hitch. So, you no longer have to worry about shedding time from your day to day work load by constantly having to answer questions from various suppliers or even by having to arrange shipments and storage yourself. You simply hand over all of your concerns to such contractors and let them get on with it.

Anyone, with experience in arranging exhibition presence on their own, will understand just how useful this can be. The organising of a plot for the stand, which normally needs to be done while you are still at the preceding year's trade show, is only the start of your problems.

After that, you need to organise having your stand designed and potentially stored until it is ready to be shipped to the show.

It must be put together on site by qualified fitters, electricians and audio visual designers. The furniture must have been selected and ordered in plenty of time and shipped to coincide with the stand's erection. Many an exhibition stand has been scuppered at the last minute because no one remembered to order the chairs and tables!

Exhibition contractors are there to make sure all of this happens. But they are also there to make sure it happens in the right order and that everything fits well with everything else. So, your stand designers, for instance, will work with furniture supply and fitting teams to make sure not only that your tables and chairs have arrived on time but that they suit the overall look and feel of the stand and answer to the ergonomic needs both of staff and of guests.

In addition, these contractors will ensure that the storage and shipping of stock for the stand happens at the right time and with the right stock. And that the staffs are booked on the right flights and in the correct accommodation. If vehicles are required, the contractors see to that too. And if the business needs to extend hospitality to some of its core precious clients – well one nod to contractor of the exhibition and all that is in place straightaway.

Ultimately, the truth is as follows. No busy manager or MD has time to work out the ins and outs of a properly effective exhibition presence. So, the whole logistics and design package can be outsourced to people who do. Exhibition contractors, whose business revolves around the creation and maintenance of successful exhibition presences.

In fact, the contracting doesn't finish until the stand is safely packed away again and stored and everyone has come home. Maintenance crews can be shipped to keep your stand running well – and even staffed, if necessary.

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[Christian Aird](#) - About Author:

Christian Aird runs a firm of a [exhibition contractors](#).

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