



## 14 FACTORS TO CONSIDER BEFORE BOOKING AN EXHIBITION VENUE

- 1 WELL KNOWN** Use a venue that is well known and conveniently situated – it is easier to market and gives the potential visitor a level of comfort and the event additional credibility.
- 2 MARKETING OPPORTUNITIES** The venue may assist you in various marketing and branding opportunities for the event.
- 3 AVAILABILITY** As obvious as this sounds, exhibition venues are often booked years in advance. There may be other events on at the same time as yours, including build-up and strike periods. Find out what the impact will be. Also find out if the various exhibition halls and outdoor exhibition areas available are for the full duration of build-up, show days and breakdown.
- 4 SIMILAR SHOWS** Find out if the venue will discuss any potential conflicting/ competing events that may negatively impact upon your event within a shoulder period (two months either before or after your show), before they contract with said potentially conflicting event. This will help gauge the risks and success of your event.
- 5 INFRASTRUCTURE** Make sure you know what infrastructure (electrical, water as additional service connections) is available in the exhibition halls and outdoor exhibition areas. Also remember to get ceiling heights as well as the floor loading capacity of both the exhibition halls and the outdoor areas.
- 6 CAPACITY** Find out if the venue matches your event needs – from entry to exit points, floor loading and extra rooms.
- 7 PARKING** Is there enough parking for all visitors, what are the costs and does the venue offer special rates?
- 8 FLEXIBILITY** This includes flexibility of the chef to create themed menus and the operations team to source specific beverages.
- 9 RESTRICTIONS** Some venues want you to use their suppliers, at negotiated rates on your behalf. These suppliers normally include caterers, audiovisual, cleaning, security, and health and safety officers. If you can bring in our own suppliers, will there be a surcharge?
- 10 DAMAGE DEPOSITS** Find out who is responsible for any damage done to the venue and the process of getting the deposit back.
- 11 LIABILITY** Make sure that the venue has liability insurance. Coupled with yours, in case of 'what ifs', you will both be covered.
- 12 T&CS** Get a copy of the venue's standard terms and conditions – including payment schedule, cancellation conditions and how long the venue will hold the booking. Remember: the more you know, the easier venue selection is.
- 13 SERVICE AGREEMENTS** Ask what service agreements are in place at the venue and how you, exhibitors and visitors can benefit by making use of them. Various service agreements include catering, Wi-Fi, a business centre, ATMs, baby-feeding rooms and a medical centre.
- 14 ACCOMMODATION** Exhibitors and visitors may be out-of-towners. As result, get a list of accommodation facilities close to the venue.