



EXHIBITOR FLOOR COVERINGS

Your guide to treading the boards

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Installing a vibrant floor covering on your stand is a quick and easy way to add some real superstar quality. Floor coverings give you the chance to show off a bit of brand personality, while making your stand look inviting and professional.

But where do you start? What kind of flooring is the most suitable for your stand? How can adding a carpet make your stand more comfortable? Who takes care of the flooring once the show is over?

Fear not. We've got your back with a guide from our team of event professionals. Inside you'll find answers to your most burning questions on floor coverings, plus some handy tips from the experts on what you can do to stay a step-ahead of the competition.

DOES MY STAND COME WITH FLOORING?

The answer depends on what sort of stand you have. If you've booked a shell scheme stand with your event organiser, this normally includes flooring, so you're good to go.

However, space only areas do not have flooring included. This is because you have an empty plot on the venue floor, which means you have to fill it with a stand - which will require flooring. You can find the specifics about what's included with your stand in your stand contract, it should state whether flooring is included.

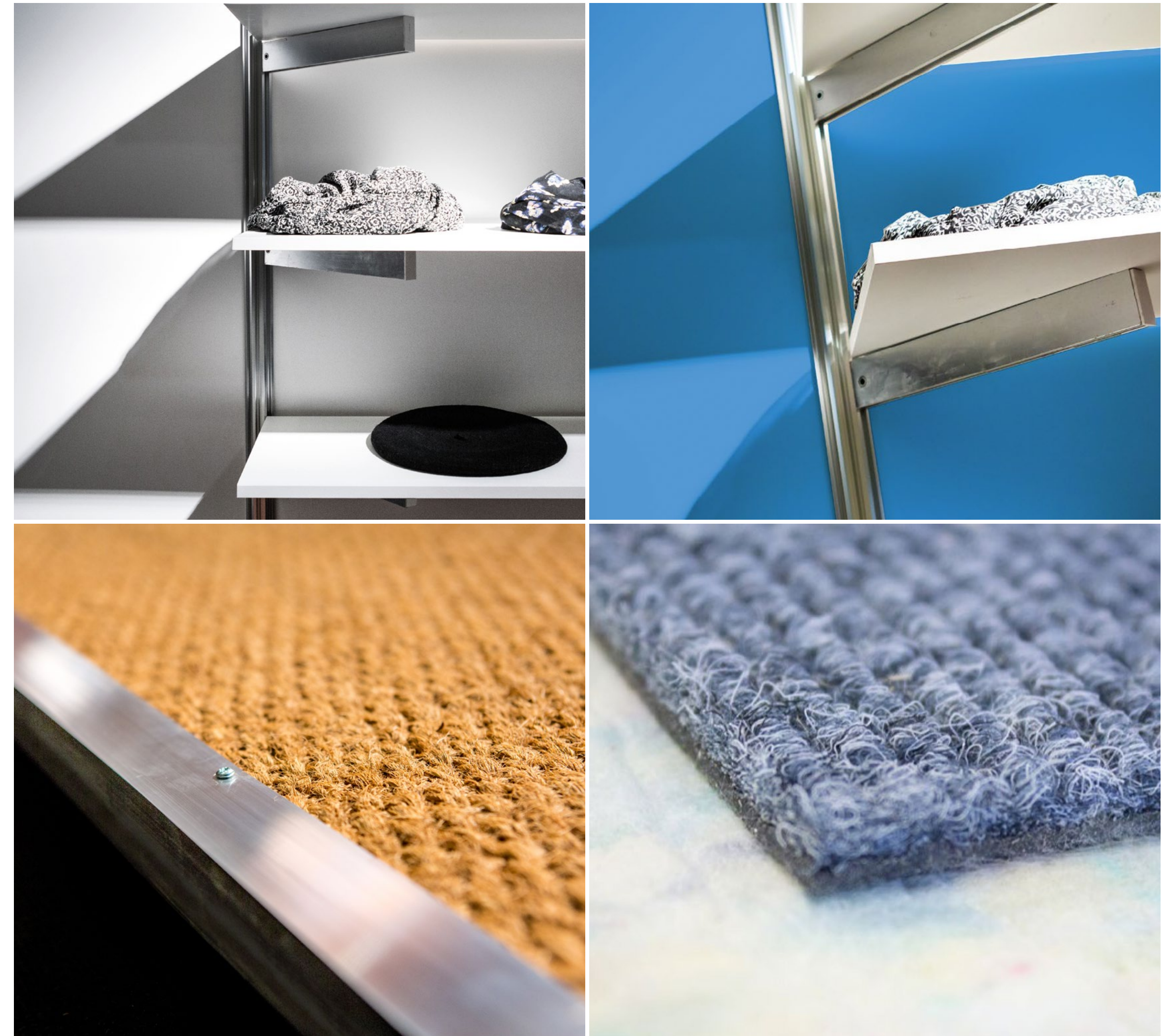
Remember: you don't have to stay with what you're given. You may find the flooring just isn't right, or you want to adapt it slightly - in which case, we can help. Whether you just want to add a more appropriate colour to compliment your branding, or change your style entirely for more comfort or utility, there will be something in [our range](#) to help you exhibit the way you want.



I'VE GOT A SHELL SCHEME AND I WANT TO CHANGE MY FLOORING. WHAT DO I NEED?

Once you've chosen your new flooring type for your shell scheme stand, let your event partner know. If you've chosen a floor covering within the same range of flooring you already have, you'll likely only be charged a small fee to make the change. If you're changing to an entirely new range, you'll be charged the [listed catalogue price](#) of the new flooring type.

If you decide to change the colour of your flooring on your shell scheme, we can remove and dispose of the protective polythene (the stuff that keeps your flooring clean) for free.



I'VE BEEN TOLD I NEED A 'RAISED PLATFORM OR FLOOR FLATS'.

What are they and why do I need them?

i PRO TIP

A raised platform might also be an option if you're looking for a slightly higher-end finish to your stand. Raised platforms make a noticeable change between your stand and the show floor, creating a more exclusive feel to your stand area.



FLOOR FLATS:

Generally your flooring is applied directly to the venue floor, because it's just concrete. If, however, you're trying to change your flooring at a venue that already has carpet (like at a hotel), you'll need lay your flooring on top of it.

MDF boards (floor flats) are placed down in your stand area, covering and protecting the venue carpet and your chosen flooring is laid on top of that. Typically, aluminium nosing is fitted to the edge of your flooring - not only to keep it looking neat and tidy, but so your visitors notice it and avoid tripping.



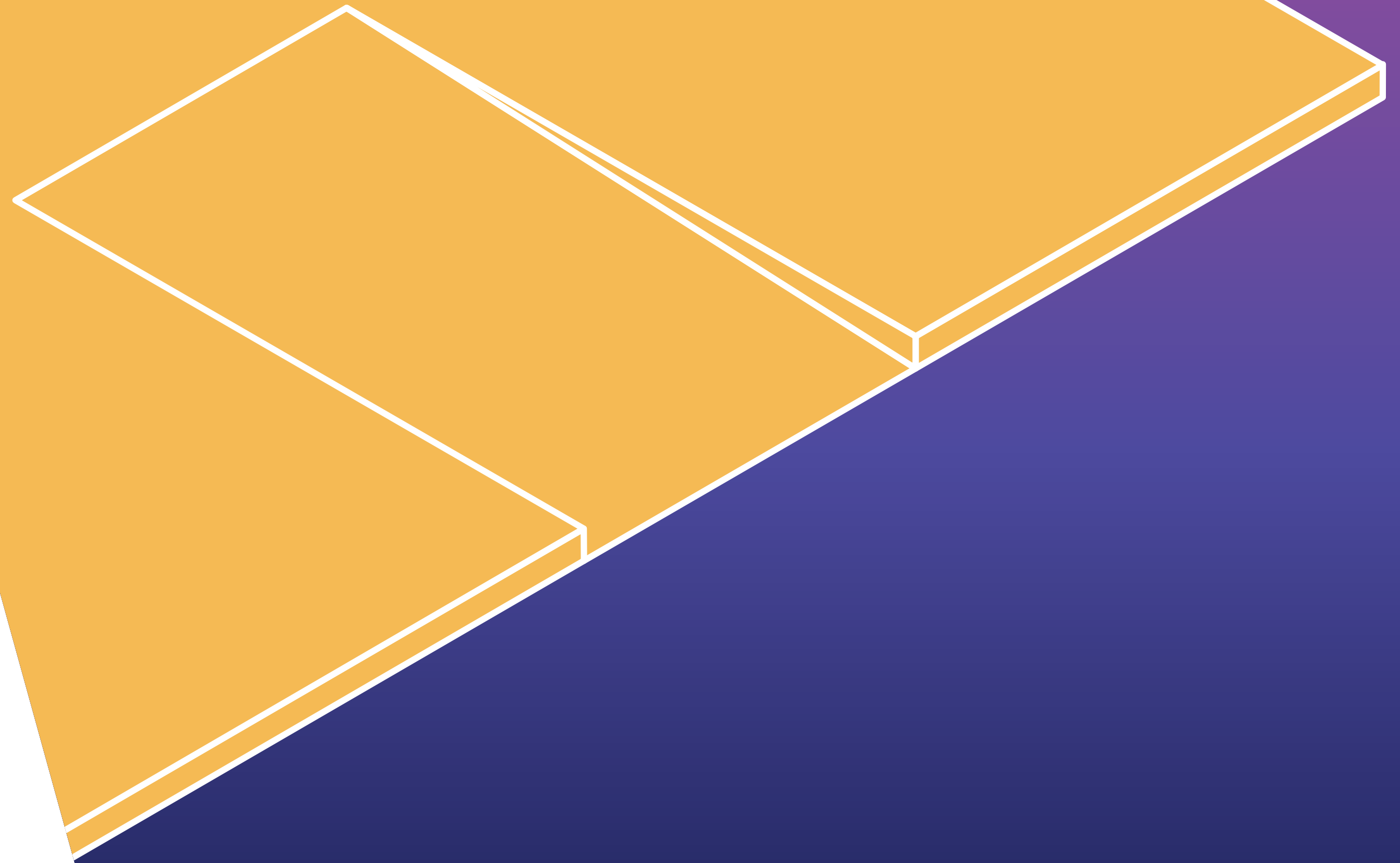
RAISED PLATFORM:

A raised platform is usually required if you're planning on running wires, cables or pipes under your stand (like if you have a sink installed, for example). A raised platform keeps everything neatly and safely hidden under your stand by raising your stand onto blocks.

Your carpet will be laid on top of the platform, with black panels attached to the sides to keep everything looking tidy. Adding aluminium nosing can complete a sophisticated look.

CAN I HAVE AN ACCESSIBLE RAMP INSTALLED ON MY PLATFORM?

If you're going to have a raised platform on your stand, it's a great idea to have an accessibility ramp added. The ramp reaches about a metre into your stand and is fully covered in whichever floor covering you have chosen.

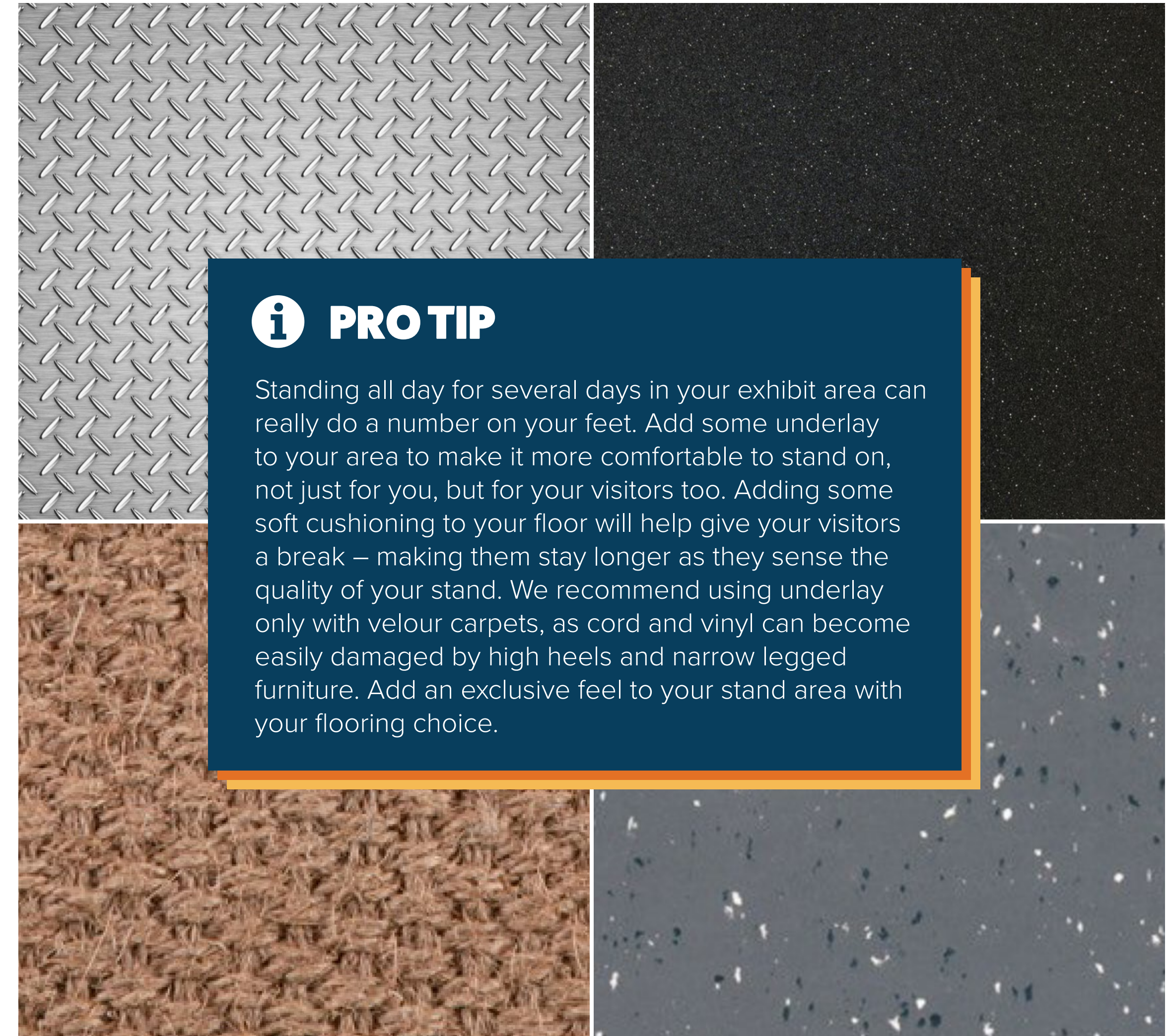


WHAT KIND OF FLOORING DO I NEED?

This entirely depends on what you want to achieve on your stand and what your main concerns are. For example, some of our customers come to us wanting anti-slip flooring, or flooring that has special graphics, whereas others simply want a cost-effective option that looks great.

If your equipment will be heavy, or you need a floor that's easy to clean and dry, [safety flooring](#) is a great choice. Safety flooring is very hard-wearing and is non-slip, plus it looks great because the vinyl surface is flecked with glass.

Check out our [brochure](#) for information on different types of flooring.



PRO TIP

Standing all day for several days in your exhibit area can really do a number on your feet. Add some underlay to your area to make it more comfortable to stand on, not just for you, but for your visitors too. Adding some soft cushioning to your floor will help give your visitors a break – making them stay longer as they sense the quality of your stand. We recommend using underlay only with velour carpets, as cord and vinyl can become easily damaged by high heels and narrow legged furniture. Add an exclusive feel to your stand area with your flooring choice.

I WANT SOMETHING UNIQUE, WHAT DO YOU SUGGEST?

A unique flooring can really set your stand apart from the competition. Just picture walking into an exhibition where every stand has the same flooring, and then you stumble upon one stand with eccentric, brightly-coloured flooring that looks like you are standing on a beach.

You can customise your flooring with a number of different options. Try a printed carpet if you're trying to set a scene, or you could opt for a special effect flooring like AstroTurf for some texture. We can also help you with a custom cut carpet design if you're looking for something completely unique.



CAN I TAKE MY FLOORING TO USE ON ANOTHER EVENT?

Yes, in most instances. Once you've ordered flooring from a roll, it's cut to fit your individual space – so you own it. You'll need to arrange the removal yourself and let your event partner know. Usually, at the end of an event, our team takes all the carpets up and recycles them.

Removal and recycling is included in the cost of our cord and velour ranges, but there is a small charge for the removal of all other floor covering products.

The only flooring you can't take with you after a show is floor flats, as these are rented and reused on other shows (after a good clean, of course).

HOW CAN I KEEP MY FLOORING CLEAN DURING BUILD-UP?

Sometimes, whilst stands are being set up and when people are milling around before an event, floorings can get a little dirty. To avoid any scuffs or dirt, it's wise to put a protective poly down. All you need to do is take it off just before your event starts, and voila - sparkly new and clean flooring.



READY TO GET STARTED?

Roll out the red carpet for your visitors by getting in touch with us today on **+44 (0)333 577 9446.**

