




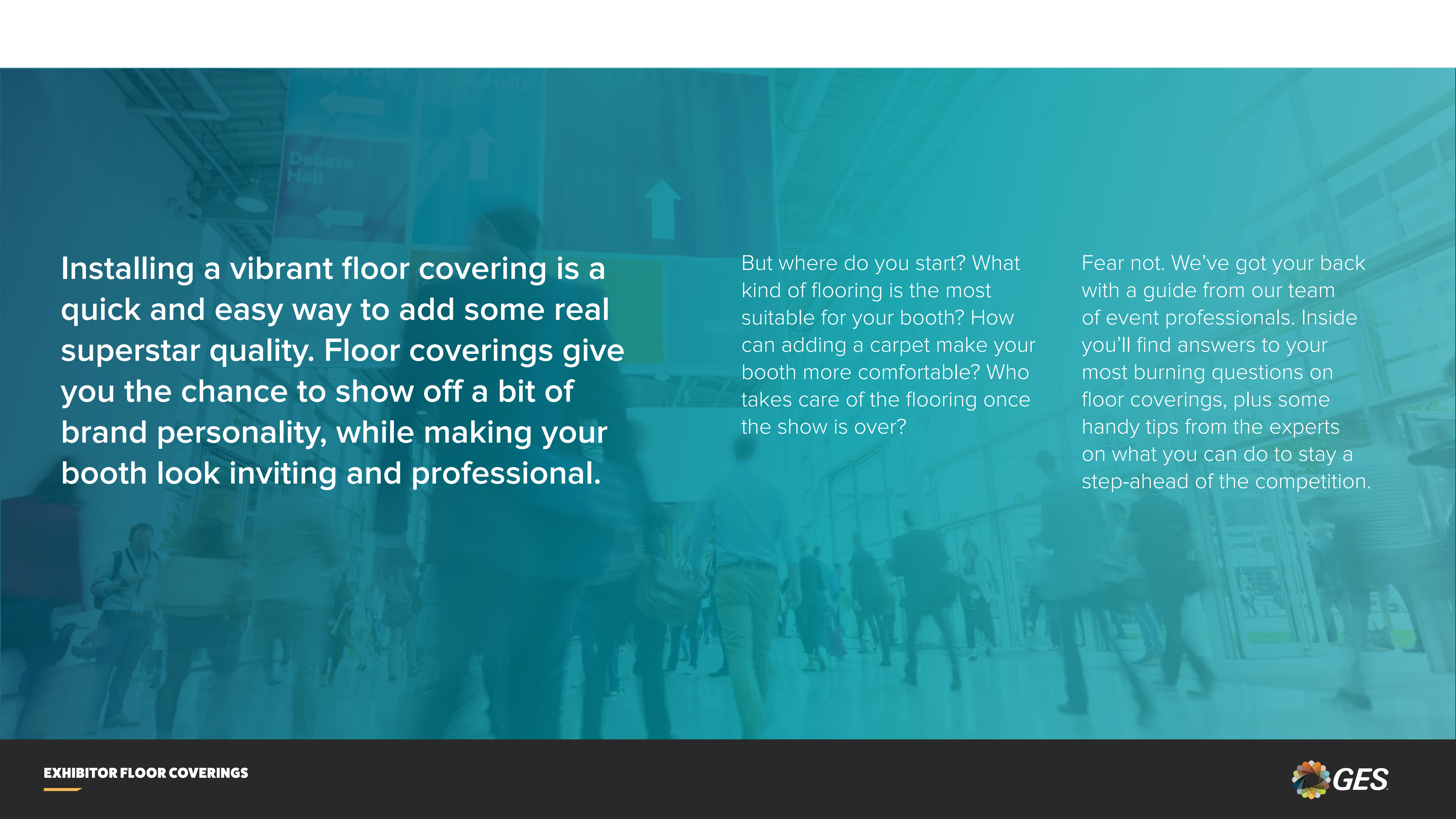
EXHIBITOR FLOOR COVERINGS

Your guide to treading the boards

 (800) 475-2098

 [ges.com](https://www.ges.com)





Installing a vibrant floor covering 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 booth look inviting and professional.

But where do you start? What kind of flooring is the most suitable for your booth? How can adding a carpet make your booth 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 BOOTH COME WITH FLOORING?

The answer depends on what sort of booth you have. If you've booked a booth with your event organizer, check your manual for guidelines.

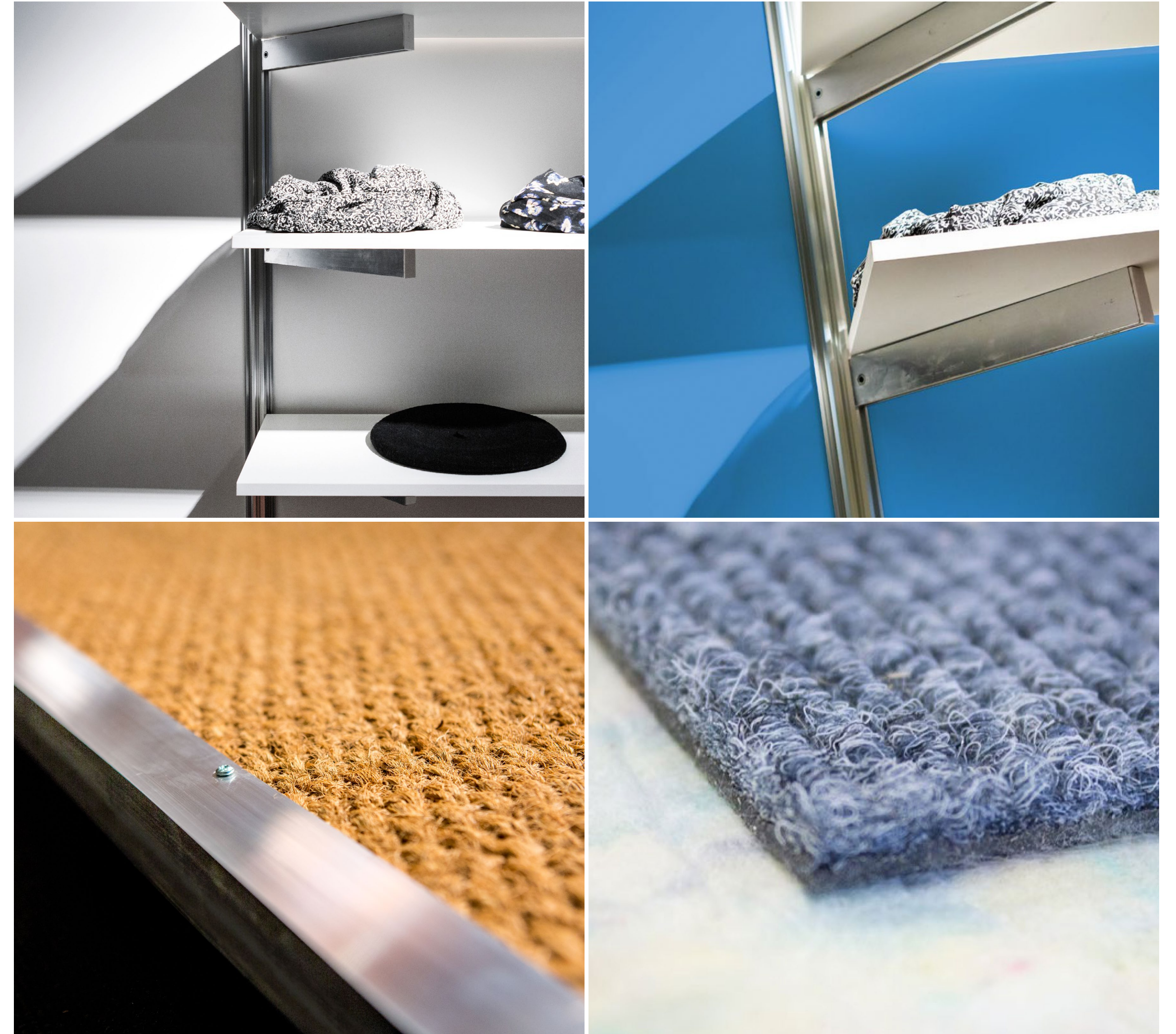
However, space only areas do not have flooring included. This is because you have an empty plot on the venue floor, which means you have to fill it with a booth - which will require flooring. You can find the specifics about what's included with your booth in your contract.

You may or may not have to stay with what you're given. Whether you just want to add a more appropriate color to compliment your branding, or change your style entirely for more comfort or utility, check with your show organizer, as some want to keep a consistent look on the floor.



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

Once you've chosen your new flooring type for your booth, let your event partner know. If you want to change the color before we install it, there is likely no fee.



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

What are they and why do I need them?

EXPERT TIP

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



FLOOR FLATS:

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

MDF boards (floor flats) are placed down in your booth area, covering and protecting the venue carpet. 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.



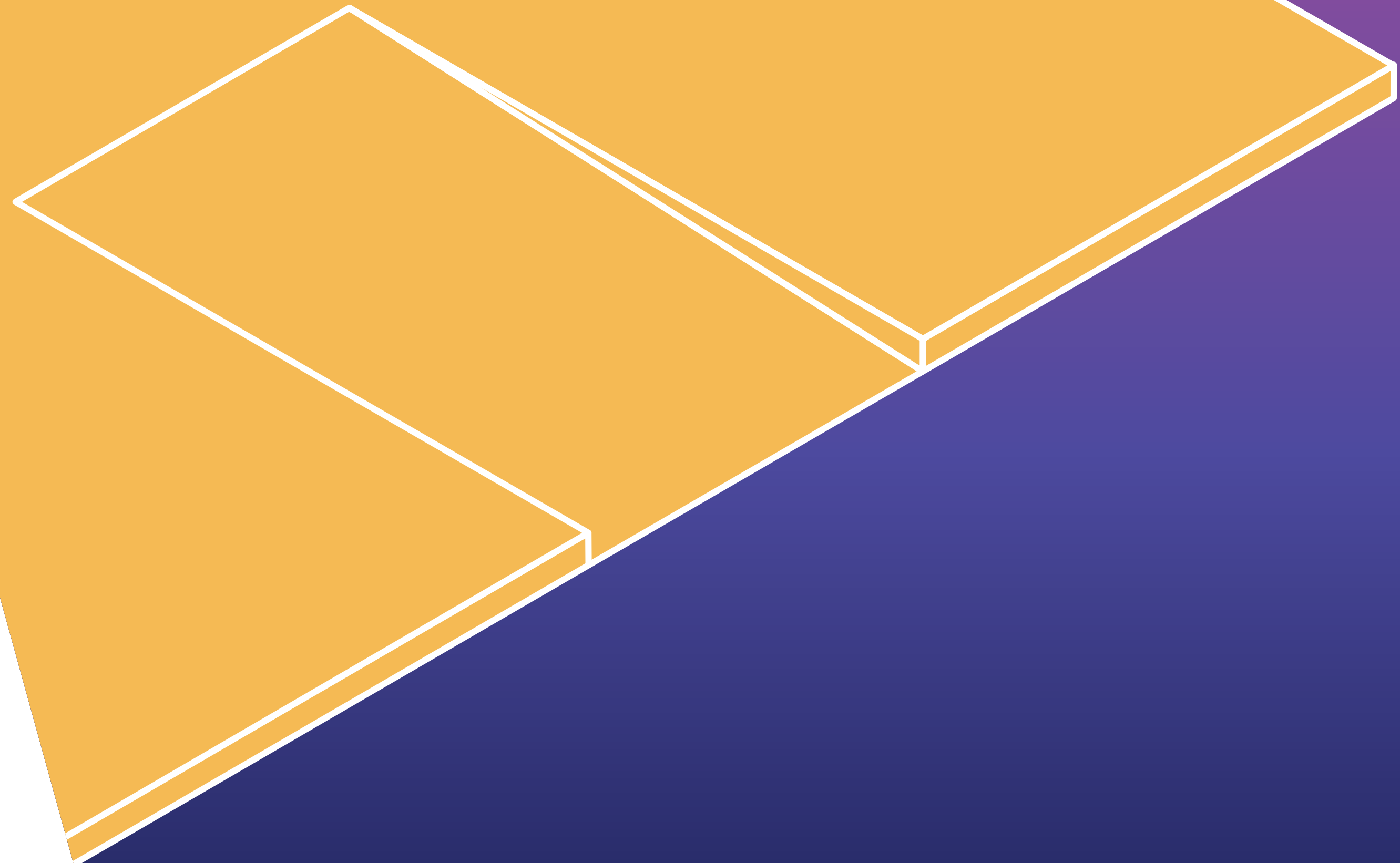
RAISED PLATFORM:

A raised platform is usually required if you're planning on running wires, cables or pipes under your booth. A raised platform keeps everything neatly and safely hidden under your booth by raising your booth 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 for your booth, it's a great idea to have an accessibility ramp added. The ramp reaches about a yard into your booth and is fully covered in the floor covering you have chosen.

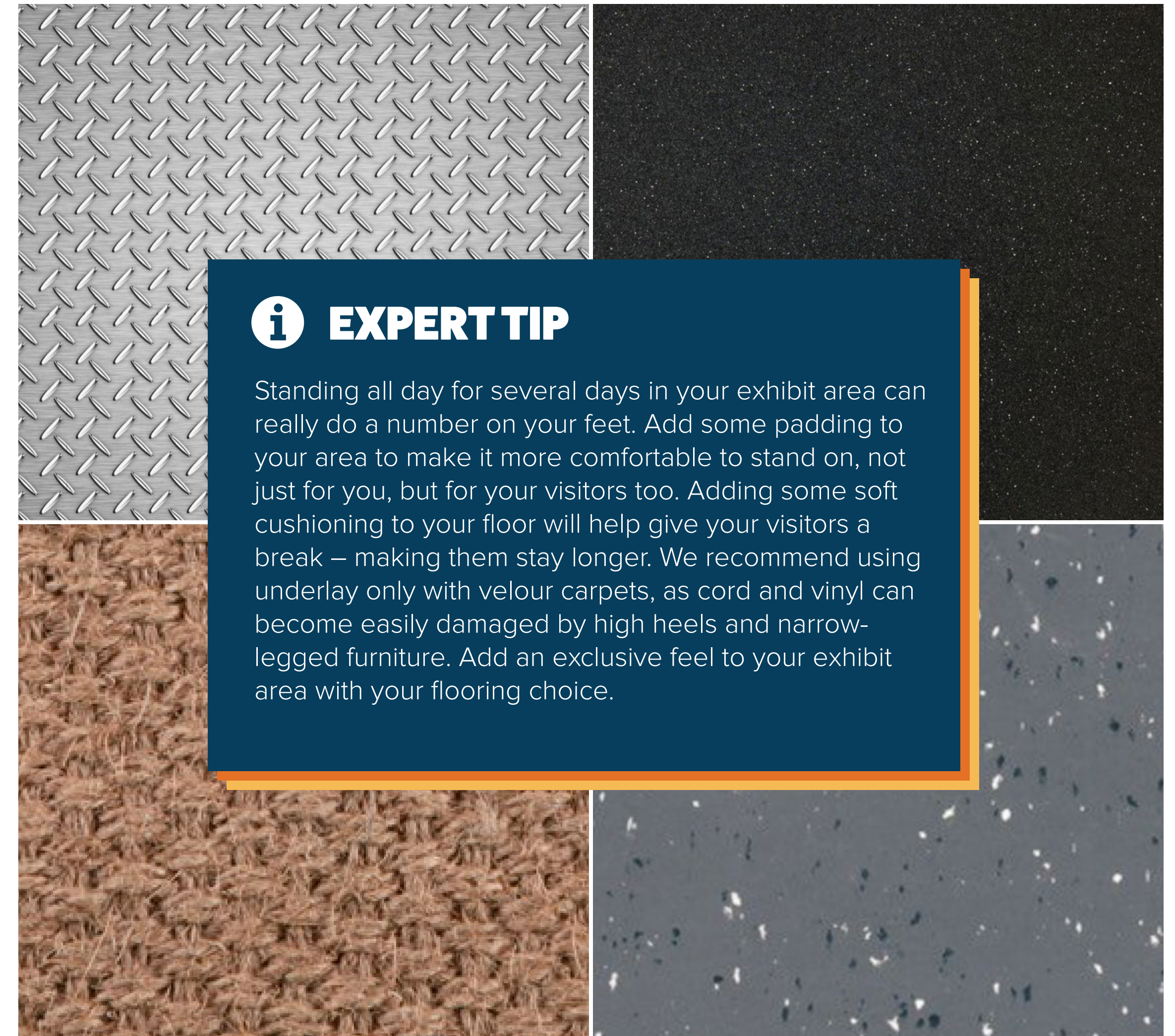


WHAT KIND OF FLOORING DO I NEED?

This entirely depends on what you want to achieve in your booth 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 as a custom option. 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.



i EXPERT TIP

Standing all day for several days in your exhibit area can really do a number on your feet. Add some padding 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. 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 exhibit area with your flooring choice.

I WANT SOMETHING UNIQUE, WHAT DO YOU SUGGEST?

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

You can customize 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.



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

Floorings can get a little dirty when being set up. To avoid any scuffs or dirt, it's wise to put Visqueen 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

 (800) 475-2098  Talk to an expert

