



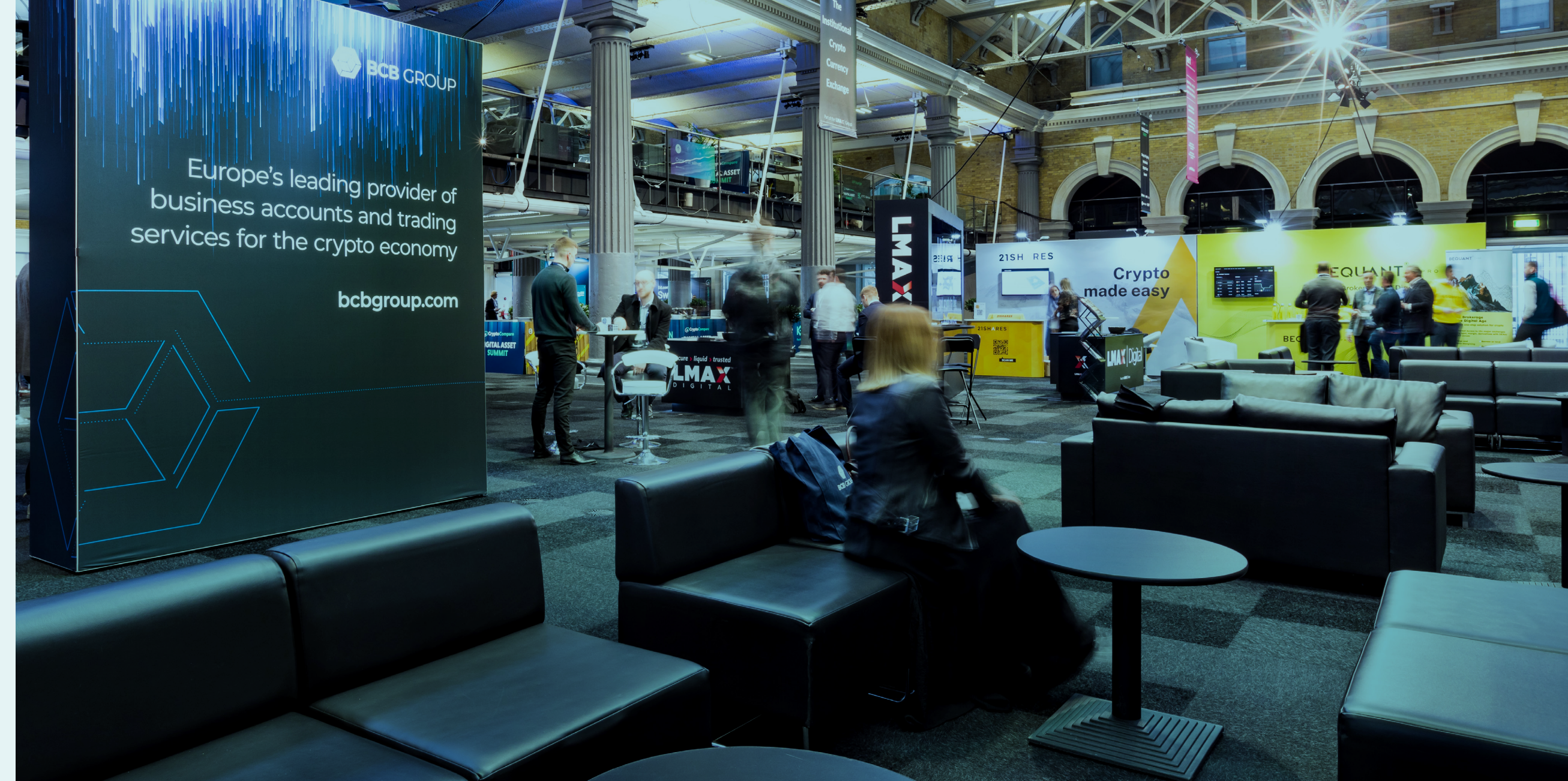
# Furniture Hire

Your guide to event furnishings





# Getting the right furniture for your stand can be the difference between a good and a great event.



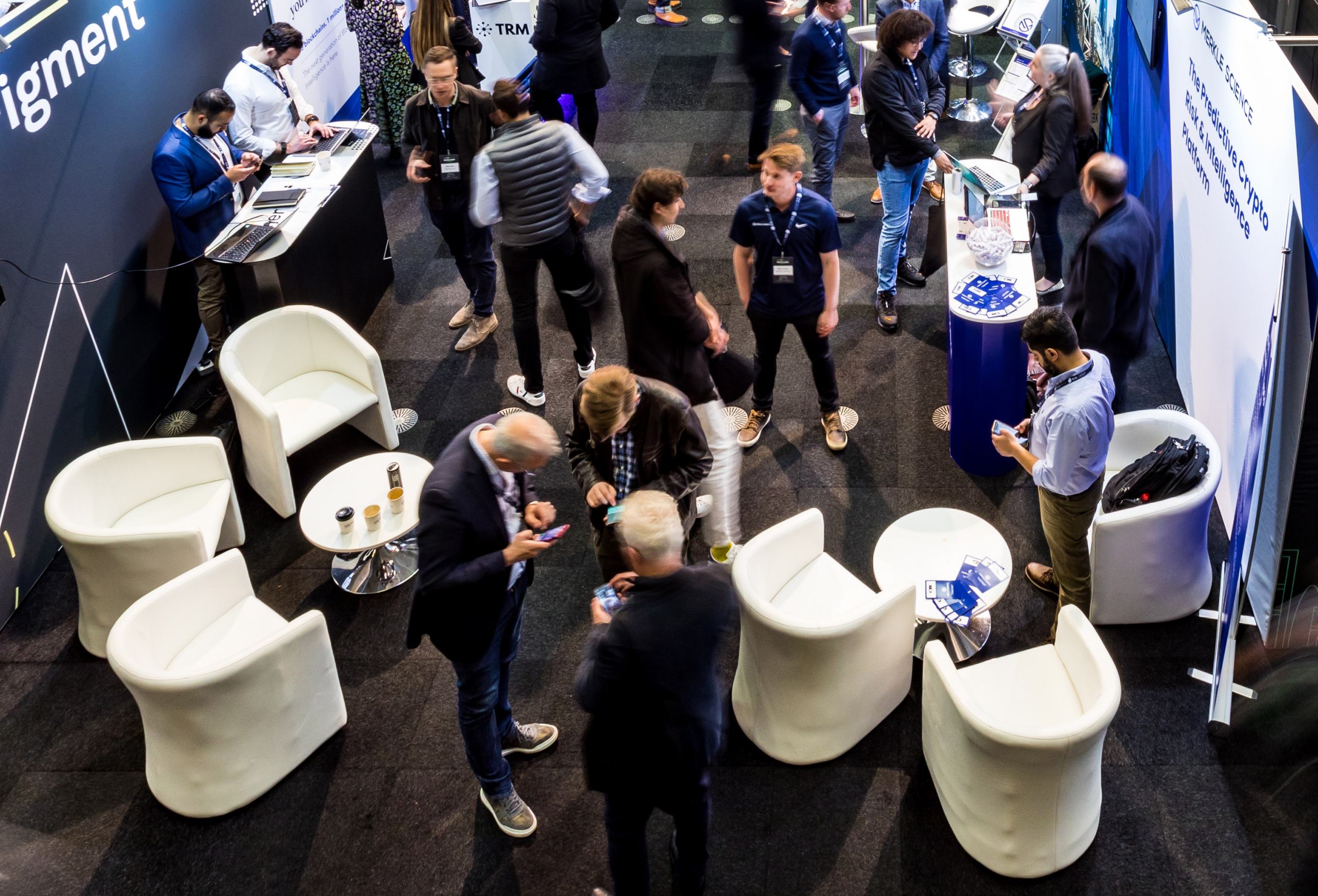
- **How much furniture is too much? How much is too little?**
- **What pieces do you need?**
- **What styles suit your brand?**

Suddenly you wish you'd hired an interior designer...

Fear not, you don't need to have graduated design school in order to put together a beautifully furnished stand. We have pulled together advice from our team of in-house designers and furnishing experts to help guide your inner architect.

**Are you sitting comfortably?  
Let's begin!**





# How much furniture should I order for my stand?

If you're not experienced at exhibiting, it can be hard to visualise how much space you'll have on your stand and what will fit in it.

It can be helpful to map out your space with string or masking tape to really get a feel for it. Find an empty space in your office or car park to give it a go.

## TOP TIP

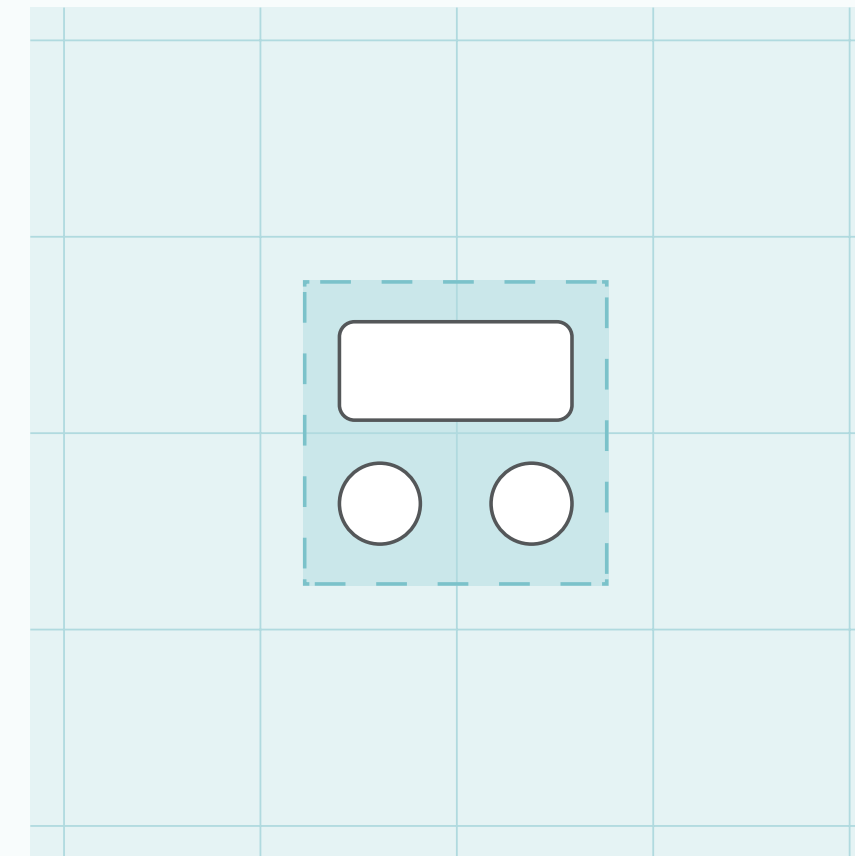
You should aim to fill around **50% of your available footprint** with "exhibit properties", such as tables, chairs, kiosks, banners or any other standing elements. Any more than this and your stand could start to feel overcrowded, especially if you expect to be welcoming attendees into your space.



# Filling your space

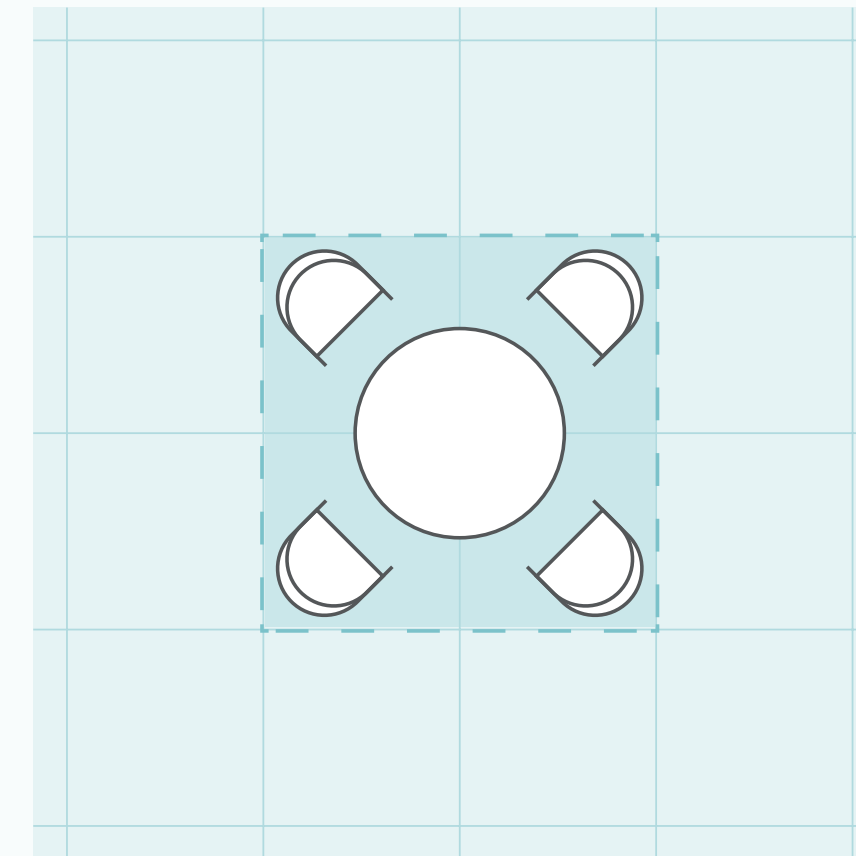
## TOP TIP

Use a free floor planning app to create a 2D plan of your stand and play around with the placing of furniture. The dimensions of all our items can be found in [our brochure](#).



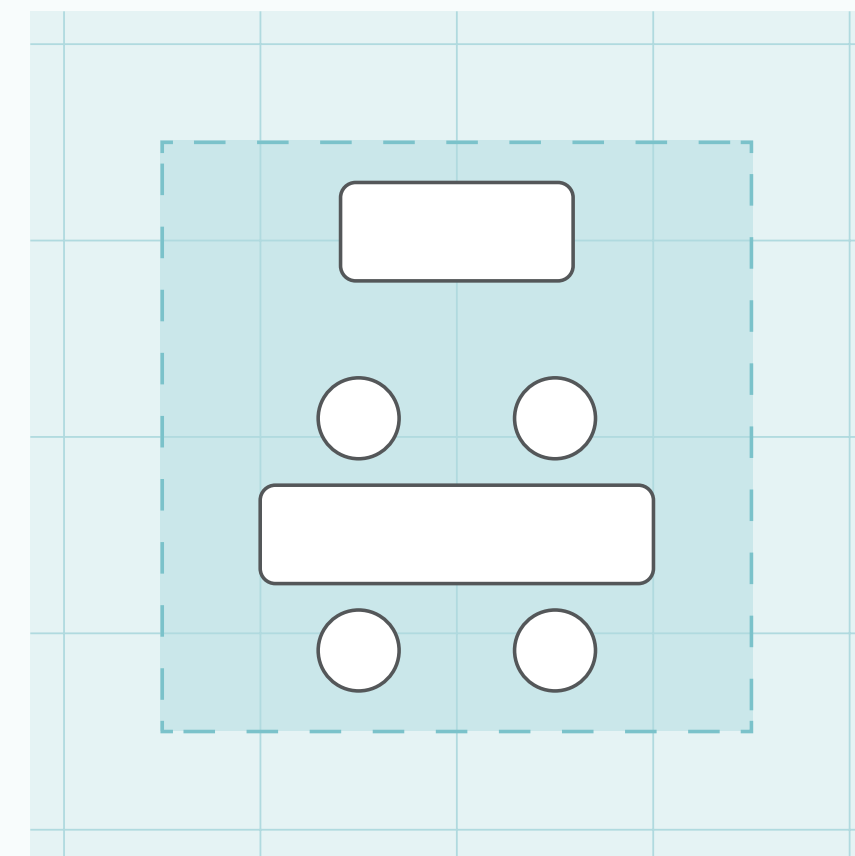
### 1.5x1.5 metre

- Podium table
- Two stools



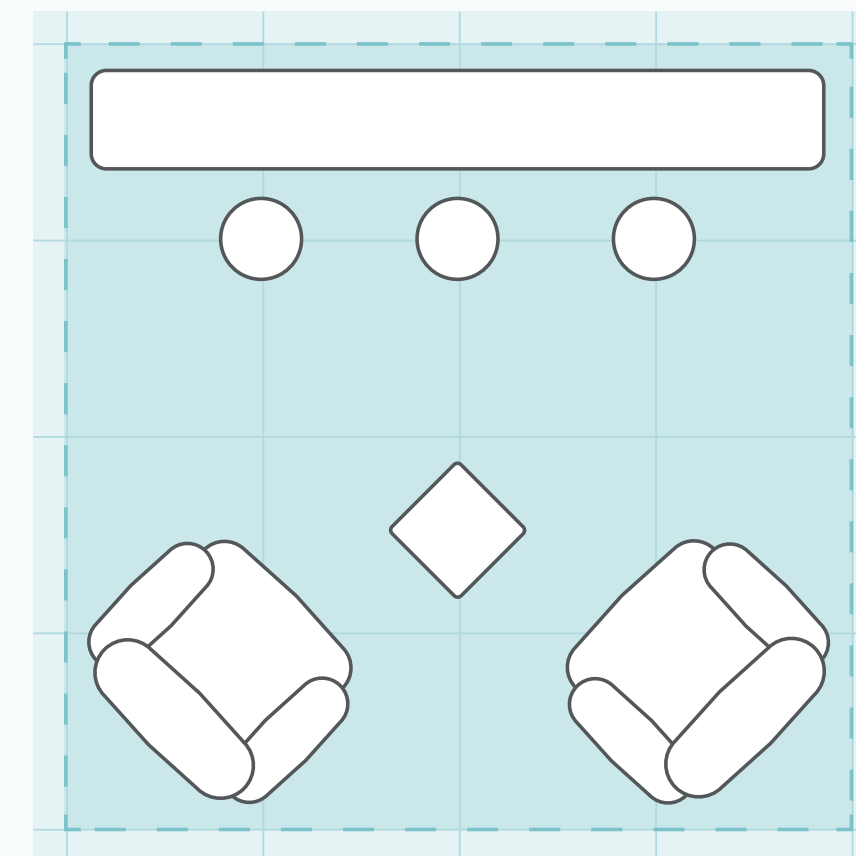
### 2x2 metre

- Circular table
- Four chairs



### 3x3 metre

- Reception counter
- High table
- Four stools



### 4x4 metre

- Bar
- Three stool
- Two armchairs
- Coffee table



# What furniture do I need?

What furniture you require really depends on the function of the stand and what your objectives are. Is it for [quick meetings](#)? [Product demos](#)? [Retail](#)?

Really think about your space and what you want people to do in it - after all, there's no point filling it with chairs if you don't want people sitting down!

## TOP TIP

Think about how many people will need to be seated on your stand at any one time and don't over-cater with chairs. Keep foot traffic in mind when placing furniture so as not to create cramped areas or bottlenecks. It's important to reserve enough room for staff and visitors to move comfortably around your stand.



## Quick conversations

Podium tables and stools are perfect if you want somewhere for people to park their bottoms for a quick conflag but don't want them sticking around too long.



## Scheduled meetings

If you require a formal meeting space, a standard table and chairs is recommended, alongside a reception counter. For longer or more relaxed meetings, choose comfortable lounge furniture.



## Networking

If you want to attract prospects to your stand, create an inviting feel with sofas, lounge chairs and coffee tables. Include a bar or a counter where you can serve drinks and snacks.



## Product demos

Put a sales podium or bar at the centre of your stand and keep the rest of the space clear to allow for maximum audience numbers. Use shelving to display products or marketing materials.



## Showcasing

Put your products in the spotlight with product display counters. Add a podium table and chairs for sales meetings.



## Retail

Use all available space with clever shelving and hanging rails, and don't clog the thoroughfare with seating. If you are selling clothing, don't forget to factor in a curtained-off dressing room area and mirrors.



## “Can I get that piece in a different colour?”

Off-the-peg solutions won't always meet your requirements when you're trying to pull off a specific look. That's why we offer a range of items that can be painted in bespoke colours.

Bespoke furnishings are available in **12 base colours**, or can be colour matched to your exact brand colours at an additional cost.

12

## “What is the timescale for bespoke furniture?”

Each item of bespoke furniture is hand painted in the colour of your choice. With that in mind, we need to give the team as much notice as possible.

Minimum turnaround time is 30 days  
- [speak to our team](#) to talk through your options.

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# Reflecting your brand

## TOP TIP

It's not just furniture that can be matched to your brand colours, we offer carpets in a huge range of colour choices too. In addition, you can order custom-printed vinyl flooring featuring your company logo, graphics or any image you want. See our [Floor Covering Guide](#) for more details.

# Placing your order

## TOP TIP

Having a last-minute stand redesign? You can also order your furniture on-site via our service desk. Our staff will be able to advise on the stock availability at the event. Remember though, it is always best to order early to ensure you get the furniture of your choice.

## “How can I order?”

You can place your order through our [online ordering system](#), or you can get in touch with the experts directly.

When your order has been processed, the invoice will automatically follow by email. You have three ways to pay; by card (either online or over the phone), by bank transfer or by cheque.

## “How long can I keep the items?”

The price includes hire for the duration of the show, up to one week. Our team will deliver your furniture to your stand during the build-up of the exhibition. We'll take it away again during breakdown of the exhibition, so you don't have to worry about a thing.

## “Where can I find a furniture brochure?”

Our furniture brochure can be found [here](#). Alternatively, if you use our online ordering system, you can view our entire range of furniture along with prices and dimensions (all prices are excluding VAT).

## “When do I need to order by?”

For standard furniture hire, you can order right up until the day before the event opens by calling our office. If you order online, it's 3 days before. Any bespoke items require 30-days' notice. You can place your order as soon as the event's online manual is live.

Remember to get your order for standard furniture in before your event goes into build! Orders placed after build commences are **charged at an additional 20%** – you can find your build dates on the manual.

# Taking delivery

## “Does the furniture come assembled?”

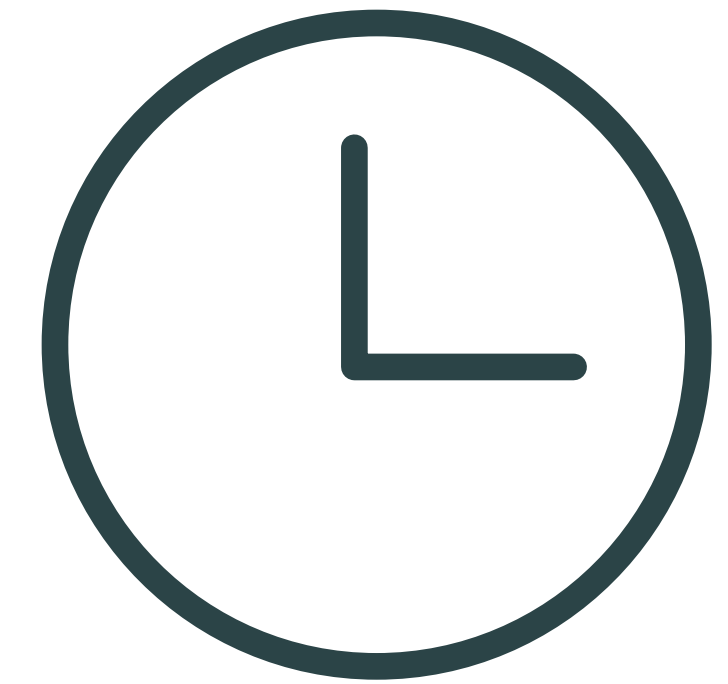
For your convenience, the furniture comes fully assembled - no flat pack mastery or tools necessary! The furniture will be left on your stand for you to position however you like. If you require any help with your furniture you can visit our service desk, usually located near the main entrance.



## “Where will my furniture be delivered to?”

Your furniture will be delivered to the stand number you provided when the order was taken.

When the show is over, it will be collected from the same place. It's as easy as that: arrive, exhibit, leave. We'll take care of the rest.



## “Can you specify what time my furniture will be delivered?”

Your furniture will be delivered during the build-up of your event. Unfortunately, we can't specify the exact time - but our on-site service desk team will endeavour to obtain an approximate ETA for you.





# Fired up about furnishing your stand?

Or call us on:

**+44 (0)2476 380 180**

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