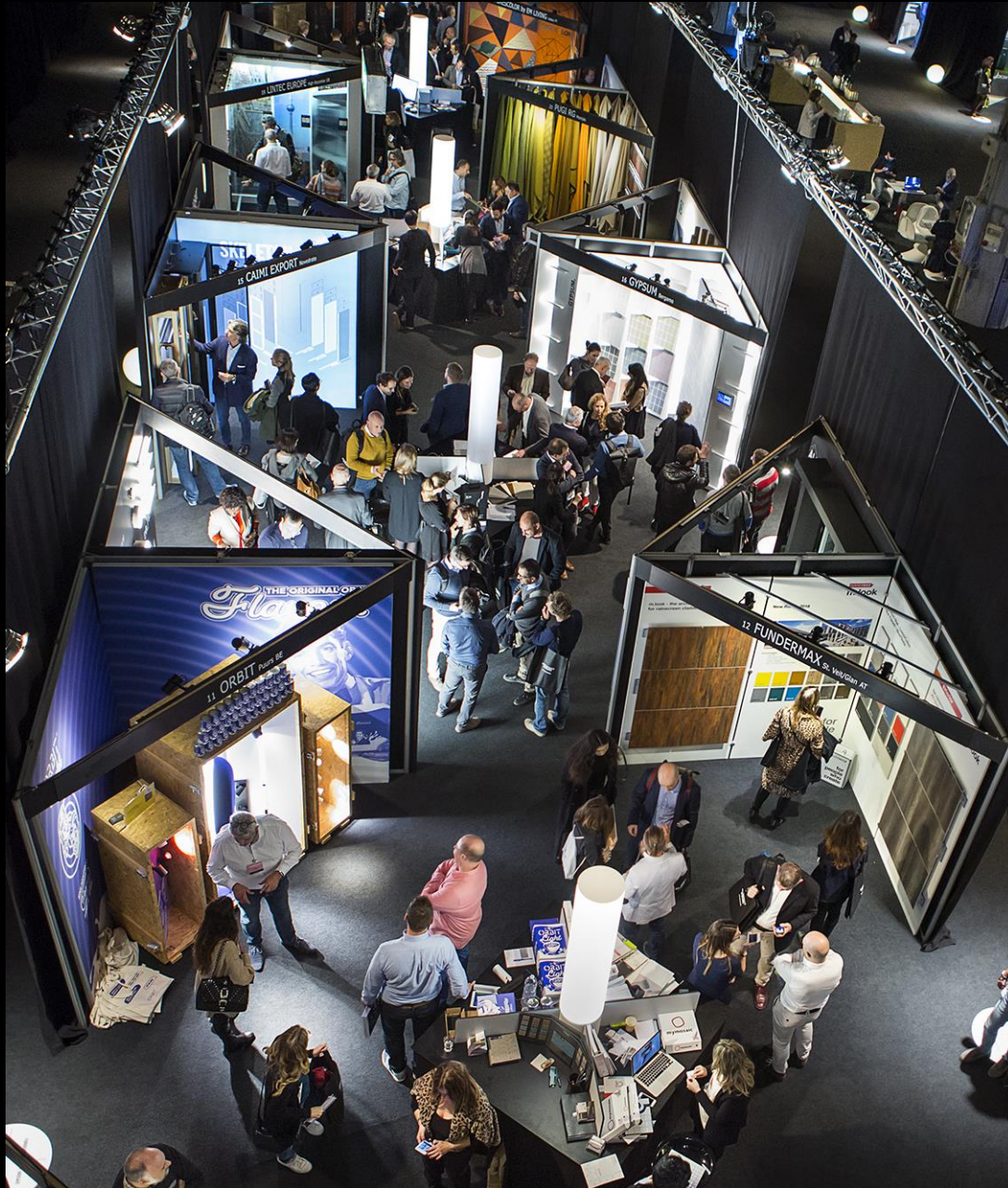


ARCHITECT@WORK

SPECIFICALLY TAILORED FOR ARCHITECTS, INTERIOR DESIGNERS
AND OTHER SPECIFIERS WITH A FOCUS ON INNOVATION





INNOVATIVE EXHIBITION LAYOUT

In order to ensure optimal contact between exhibitors and visitors, visitors are automatically led along a route that winds its way through small, uniform modules.

In each quadrant, which comprises four modules, a multimedia console takes centre stage (for PC/laptop). The innovations showcased by the exhibitors are presented in the exhibition area (triangle) and on the walls.

The entrance at the sides take visitors into the lounge areas. These have a more intimate ambiance and are the ideal place to provide visitors with more in-depth information about the innovations.

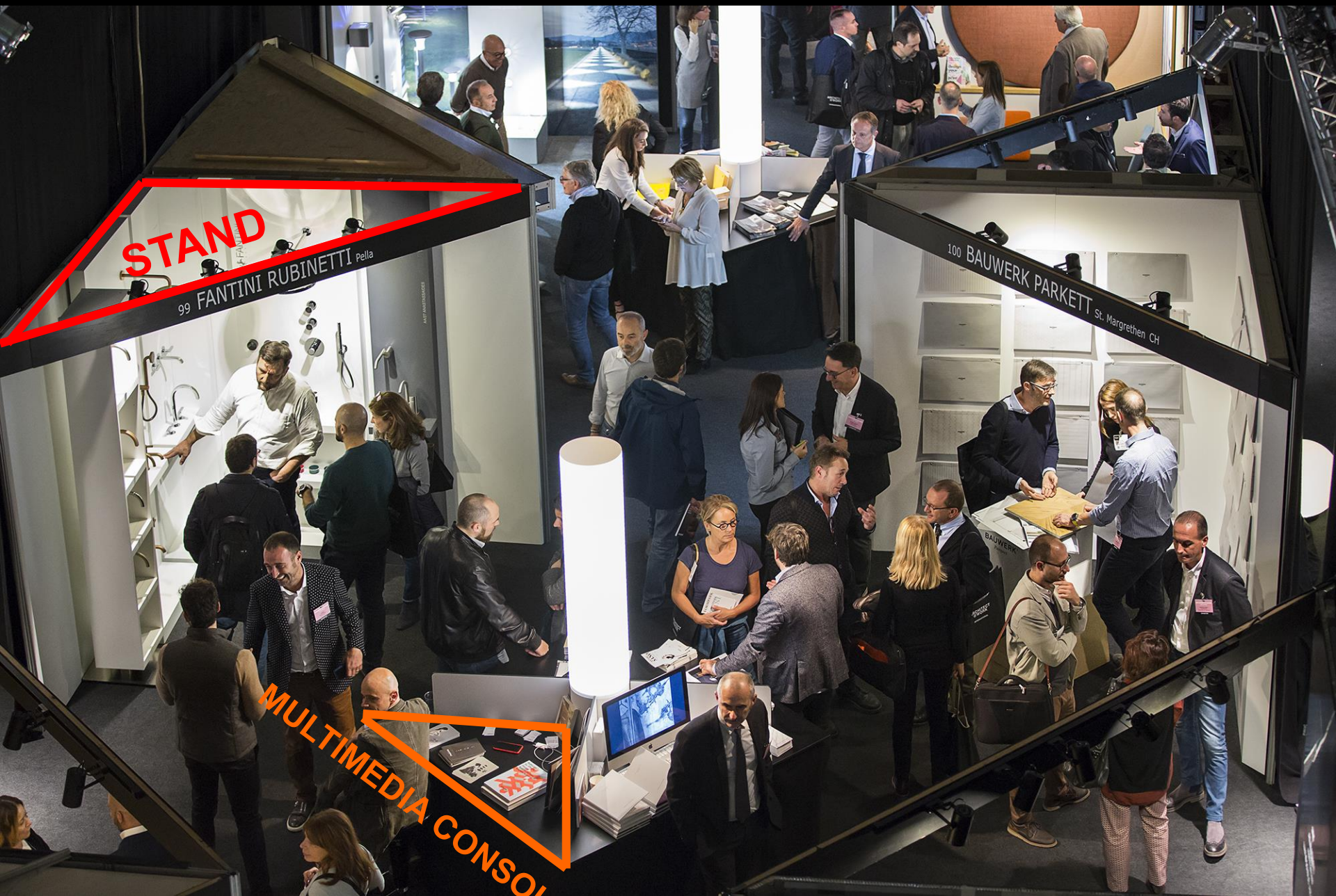
Designer furniture and free catering are provided for the comfort of both visitors as well as exhibitors.

STAND

99 FANTINI RUBINETTI Pella

MULTIMEDIA CONSOLE

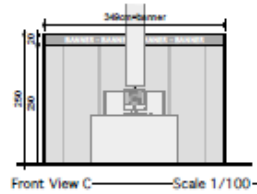
100 BAUWERK PARKETT St. Margrethen CH



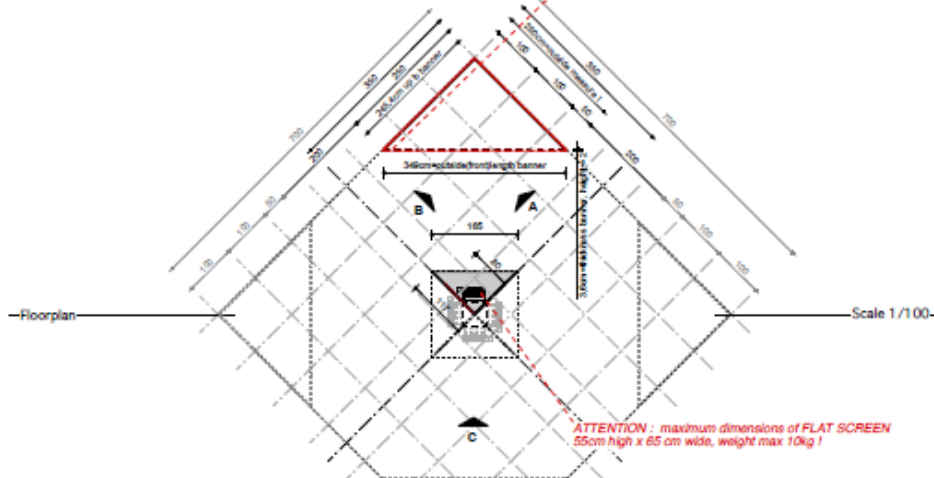




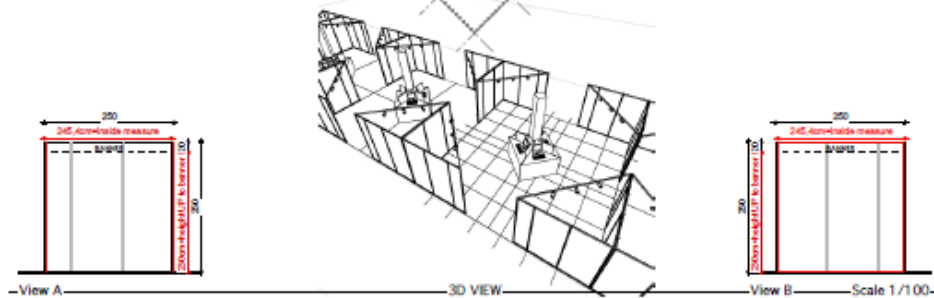
Traditional aisles are transformed into lounge areas: places to enjoy a drink, to chat and to provide further explanation about innovative products, applications or services.



ATTENTION : BANNER = 20 CM HEIGHT X 3.6 CM THICKNESS.
Do not remove nor damage the banner. The walls do need a cut-out to integrate banner !!!



ATTENTION : maximum dimensions of FLAT SCREEN
55cm high x 65 cm wide, weight max 10kg !



ALL-IN STAND CONCEPT

Your application fee includes:

- uniform stand concept (shell scheme, carpet, signage)
- lighting
- Electrical outlet
- multimedia console
- furniture in the lounge zones
- cleaning
- two parking passes
- insurance
- full-colour advertisement in the official catalogue
- free catering for both visitors and exhibitors

KEY SUCCESS FACTORS

INNOVATIONS

Exhibitors focus on innovative products, materials, applications and services that are presented for acceptance to a panel of architects and interior designers. This judging panel assesses the degree of innovation of each product presented, the guarantee that a visit to ARCHITECT@WORK will be inspiring

TECHNICAL EXPERTISE

Technical specialists are present on every stand to draw the interest of architects and other consultants to your product





KEY SUCCESS FACTORS

INFORMATION

The mission of ARCHITECT@WORK is to provide much more than a simple meeting place for visitors from the architectural sector. At ARCHITECT@WORK considerable focus is laid on the exchange of knowledge and innovative ideas. Short seminars provide an opportunity to present important topics or for fellow architects to share their experiences with visitors.



EXCLUSIVELY FOR A&D PROFESSIONALS

Architects, interior designers and other specifiers will be invited using a customised and exclusive registration system. During ARCHITECT@WORK exhibitors and visitors get free finger food and drinks throughout the exhibition.

EXHIBITOR'S PROFILE

Participation is exclusively for manufacturers or exclusive distributors of these product categories:

- Carcass/building envelope
Roof construction, loadbearing structures, roof covering, drainage and rainwater systems, insulation, air and water tightness, façade and exterior cladding, exterior joinery
- Building systems
Heating, air conditioning, renewable energy, plumbing, sanitary ware, electricity and controls, fixed lighting
- Interior finishing
Interior layout, interior joinery, partition walls and ceilings, door fittings, floor coverings, wall coverings and decorative panels, paints and adhesives
- Software and Media





VISITORS' PROFILE

ARCHITECT@WORK gives you the opportunity to make targeted contact with:

- Architects
- Interior designers
- Engineers
- Project developers
- Facility managers
- Government agencies
- Lecturers
- Students in their final year



MARKETING CAMPAIGN

Our marketing campaign includes:

- Ads in specialised press
- Newsletters
- Online banners
- Direct mailings
- Invitations for exhibitors
- Cooperations with architects' societies
- And many more!