



STANDHAUS

STAND DESIGN & CONSTRUCTION

Differences between USA vs.
Europe and Asia Exhibitions

How It works in the USA

The stand elements are fabricated, coded and packed into crates with proper labeling



The crates are sealed and forwarded to the freight forwarding company





The freight forwarder transports the crates to the event's warehouse or directly to the event site depending on the time frame



Before any material is allowed access to the event site, a charge called “Drayage” is evaluated to cover handling and storage based on the weight of the material



“Drayage” covers the following:

1. The transfer of material from the loading dock (where material is received at event site) to the stand
2. The removal of empty crates before the show, storing them during the show and returning them to the stand after the show for breakdown
3. The transfer of your repacked goods back to the loading dock after the show ends



Drayage is charged for each cwt of material. All shipments are rounded up to the next 100 lbs, eg. (366 lbs becomes 400 lbs or 4 cwt).

Most shows have a mandatory minimum charge of 200 lbs. per shipment and a higher rate for uncrated materials.

At numerous events, storage charges & material handling charges are on a per-man-hour basis and are applicable additionally to cwt charges.

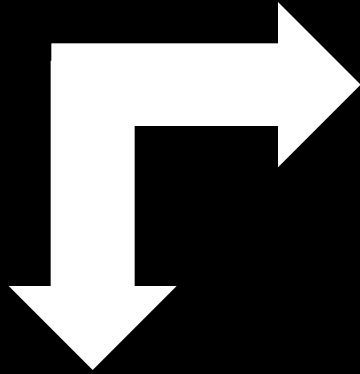
The drayage charge is based on a contract between show management and the drayage company (usually a Labor Union)

Charges per 100 pounds vary across the USA, based on local conditions including prevailing union wages, move-in / move-out times and exhibit facility access

In overtime hours, drayage charges may even double in addition to overtime charges. (Overtime is all hours on weekdays prior to 8:00 AM and after 4:30 PM & all Saturdays, Sundays and holidays.)



Once the materials
arrive onsite:



The material is unpacked
and assembled according
to the setup drawings

All the labor has to be
performed by the local
labor union and the cost is
per-man-hour



The differences within the USA and Europe or Asia:

USA	EUROPE / ASIA
<p>All measurements are in:</p> <p>Feet / inches</p> <p>Pounds (lbs.)</p> <p>Electrical supply is 110v</p>	<p>All measurements are in:</p> <p>Meters / centimeters</p> <p>Kilos</p> <p>Electrical supply is 220v</p>



EUROPE / ASIA

The exhibition company fabricates the stand at its workshop



The exhibition company transports the material to the venue



The exhibition company installs and dismantles the project on site



USA

The exhibition company fabricates and packs the stand material



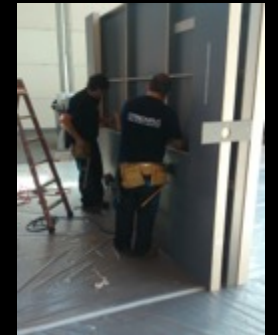
The freight forwarding company collects and transports the material to site



Drayage is charged before the material enters the venue



The union installation & dismantling company sets up the stand at site



USA

There is NO construction allowed onsite. Only the assembly of pre-fabricated elements which are stored and used multiple times



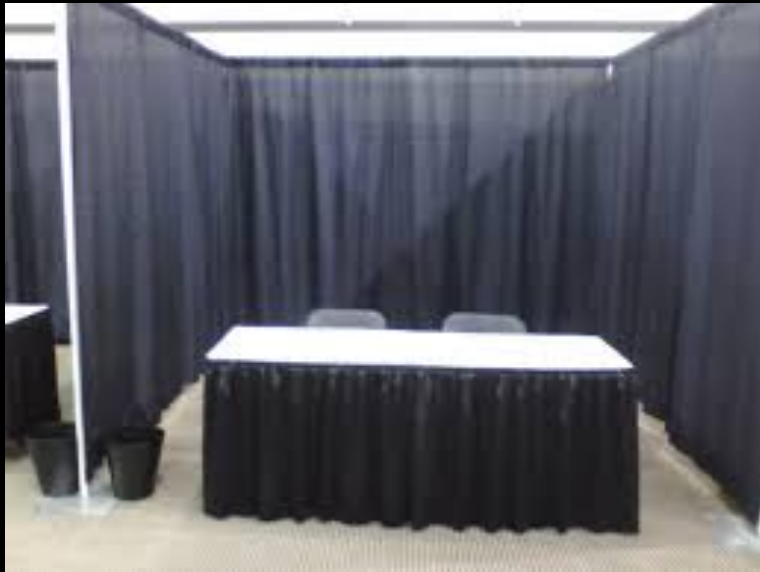
EUROPE/ASIA

Substantial construction & painting happens onsite



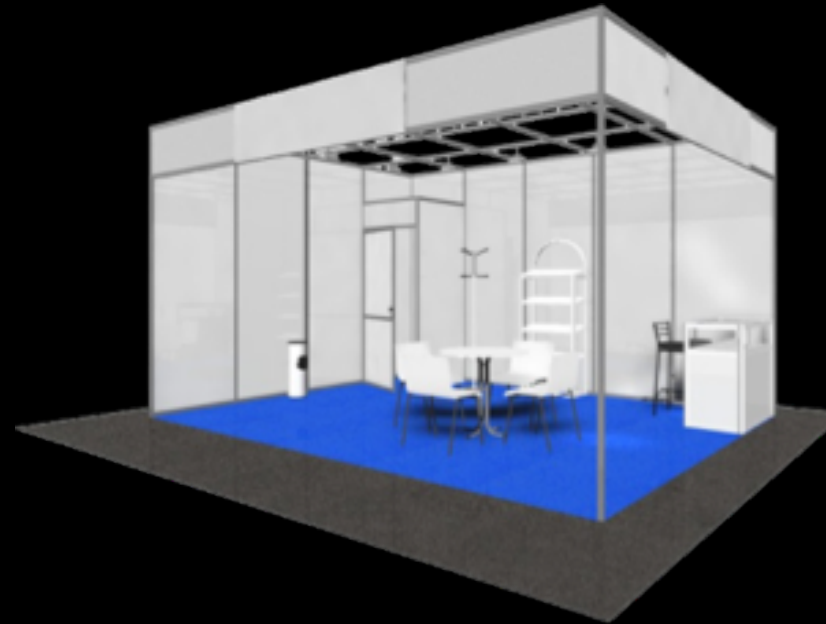
USA

Pole or pipe and drape is commonly used for building shell scheme stands



EUROPE/ASIA

Standard system is used for building shell scheme stands



USA

Laminate finish is standard for walls and furniture,
No painting is allowed onsite



EUROPE/ASIA

Paint finish (allowed onsite) is
more commonly used as is
laminate finish



USA

Stand lighting is usually not required as halls are adequately lit



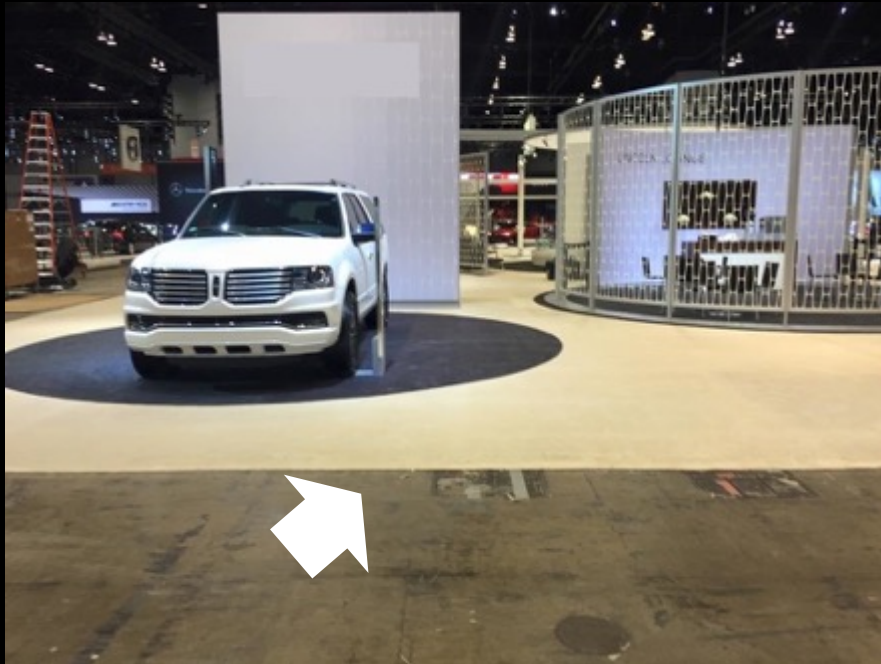
EUROPE/ASIA

Stand lighting provision is usually mandatory



USA

Carpet is plush with padding
covering flat cables
Usually platforms are not used



EUROPE/ASIA

A platform is usually used
which cover cables



Term & regulations differences

- In Europe and Asia, an exhibition is usually held at a center across multiple pavilions. In the USA, an exhibition center usually comprises one single hall which may be divided into multiple sections if necessary
- Linear or in-line booths are one-side open booths which are generally arranged in a series along a straight line. The standard configuration is 10' x 10' and the width may increase in multiples of 10', for example, 10'x20', 10'x30', etc.
- Partition heights within 5' from the aisle have to be 4' or less, so as not to obstruct sight lines of neighboring booths. Corner booths are two side open booths
- Perimeter booths have back walls which are placed along the perimeter wall of the exhibit hall
- Island booths are four side open booths with a minimum dimension of 20' x 20'. The maximum height allowed is usually 16' 6". The entire cubic content of the space may be used up to a height of 16' 6".
- Please note that the dimensional specifications and height restrictions may vary from venue to venue
- It is highly recommended that the regulations of each particular event be carefully reviewed prior to designing the space
- USA exhibits should be designed in such a way that it is easy to assemble the components. Only union laborers are allowed to perform the installation & dismantling and most of them may not be skilled or be sufficiently knowledgeable
- Installation time in the USA is very limited to usually a day or two
- In the USA at many sites, show services can only be paid for by credit card. No cash is accepted

Cost Differences

Exhibiting costs in the USA are, on average, up to 5 times more than in Europe



Drayage demands that exhibit elements be as light-weight as possible and optimally packed to the nearest 100 lbs

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