

Press release

EXSPO

Major providers in the library and information services area have taken the initiative to establish a “Library and Information Services Providers Exhibitor and Sponsor Interests” Group called EXSPO. The objectives of EXSPO are

- to inventory needs and requirements of its members (exhibitors/sponsors) and
- to formulate (minimum) Guidelines/Conditions to exhibit and to sponsor, which event organizers have to honour.

The inventory, which has been started already, will have as a result indicators – p.t.o. – how exhibitors and sponsors rate the value of an event and will lead to the formulation of a set of parameters, which are important for the success of an event. The EXSPO Guidelines will be provided to event organizers.

Companies and institutions, which are regularly exhibiting and sponsoring library and information events, are invited to join the EXSPO by contacting its secretariat.

Contact

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General

Library and Information Services Providers, who are exhibiting at library and information conferences have often the impression, that they are just invited to bring money in, but that they have no influence what ever regarding their needs and requirements. Providers have to realize, that without exhibitors and sponsors most library and information events would not be financially viable. However, do providers (as sponsors and exhibitors) get value for money? Parameters and indicators could be:

- number of hours of non-conflict time during the opening hours of the exhibition;
- quality of the visitors;
- number of visitors; for instance: the number of delegates from exhibitors and as speaker/moderator encompass normally between 15 and 30% of the number of visitors, depending of the size of the event, but they are included in the total number of visitors reported to you!
- number of exhibitors;
- number of opening hours;

- opening times;
- duration of the exhibition;
- quality of space and accommodation;
- distance from presentations;
- number of co-current presentations;
- product reviews;
- affinity with the conference topics;
- coffee breaks/receptions in the exhibitors' area;
- local catering for lunch;
- access to meetings and social gatherings;
- parking facilities;
- Internet cafe;
- quality of data communications, notably direct access;
- promotion and marketing of the event;
- advanced information and statistics;
- participants lists;
- badges;
- business atmosphere;
- seating areas;
- press conference;
- sponsoring opportunities and benefits;
- visibility, etc.