

EUROFORUM



Handelsblatt Annual Energy Industry Conference 2017

(approx. 2200 m²)

EXHIBITION CONCEPT WITH ROOM FOR INDIVIDUALITY

The Handelsblatt Annual Conference on the Energy Industry is one of the most important conferences in the sector, attracting around 1,200 participants and at least 100 representatives from the press.

Our customer EUROFORUM is the exclusive partner for Handelsblatt events. EUROFORUM commissioned MeRaum to turn the accompanying exhibition into an experience. We were happy to take on this task: recurring stylistic elements and a consistent color concept formed the foundation of our consolidated exhibition concept.

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Our concept connects the reception, exhibition area, stage, catering stations and communication areas, aligning it to the special architecture of the conference venue. The floor design also plays a key role in the exhibition design. Via orange-colored paths, we optimally guide the visitor flows from one circular station to another, starting with the reception, then onto the catering stations, and finally up to the stage.

All along the paths, communication areas invite visitors to linger awhile.

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In this balanced composition, the 30 "presentation islands" of the exhibitors are harmoniously integrated. In addition to the formal uniform design of these sections, the flexibility of the exhibitors is also particularly important to us. This is ensured by the individual graphic design of the presentation walls and the option to present media content via monitors.





Temporary architecture for long-lasting brand success. Stand construction in Aachen for all of Europe.

Design – Planning – Realization

Our own success is closely linked to that of our customers. This is why we always focus on those factors that make our customers successful. The first and most important step in each project is to listen and to understand the goals. Good design as well as a high-quality and technically sound solution are a must.

What makes us different is that we see it as our duty to provide security for our customers. The security each customer needs, to know that his pressing tasks that are critical for success are in good hands.



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