

Expo Design 2010

5th – 6th June, Hotel Le Meridien, New Delhi

Conference Programme

Leveraging Exhibit Design as the most valuable Experiential Marketing component

Conference Convener: Sukhjinder Singh, CEO, Business Edge Conferences Pvt. Ltd.

CONFERENCE DAY 1

0900 Registration

THE EVOLUTION OF EXHIBITION DESIGN IN INDIA

1000 The exhibit design sector in India – the journey so far

Indra Mohan, President, IEIA

Binu N, MD, Litmus Meroform

Heinz Roeder, Chairman, Roder HTS Hocker GmbH, Germany

1100 Morning refreshments and networking break

1115 The significance of exhibit design in the marketing mix

Sujit Gopal, Managing Director, Trident Exhibitions

1200 Forecasting the growth trends for the exhibit design sector

Binu N, MD Litmus Meroform

1245 Best customer management strategies

Debashish Guha, Director – Sales, Insta Exhibitions

1330 Networking Lunch

BUILDING PROFITABILITY IN EXHIBITION DESIGN BUSINESS

1415 Dynamics of an ideal exhibit design

Sachin Handa, Director, Designtek

1500 How do design aesthetics contribute to the look of an exhibition?

Satyendra Mehra, UBM India (P) Ltd

1545 Afternoon refreshments and networking

1600 Absence of quality venues: Can superstructures be offered as an alternative?

Heinz Roeder, MD, Roder HTS Hocker GmbH, Germany

1645 Green Design: the cost impact vs environmental responsibility

Bruno Meissner, Managing Director, Meissner Expo GmbH, Germany

1730 Closing remarks from the Convener

CONFERENCE DAY TWO

0845 Registration

0915 Opening remarks from the Convener

STRATEGIES TO OPTIMISE GROWTH AND OVERCOME GROWTH INHIBITORS

1000 What factors could hamper the growth of the exhibit design sector

*Hatinder Oberoi, Fair Design Consultants
Roop Dayani, Sconce Exhibitions*

1100 Morning refreshments and networking

1130 Effect of Pricing Strategies of Exhibit Design on an Exhibition

Ashish Gupta, CEO, Winmark Exhibitions Pvt. Ltd.

1215 Pricing strategies in Exhibit Design

Bruno Meissner, Managing Director, MEISSNER EXPO GmbH

Closing remarks from the Convener

1300 Networking lunch