

Exhibitions Manual



October 2004 Exhibitions Manual version.1

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This manual gives instructions and tips for the procedure for operation and control in a public show.

The manual is provided as PDF documents: ML04-04EN for the English version and ML04-04JN for the Japanese version in A4 format via the Daikin PCDB system. Also, you can download the Corporate Symbols digital data (p. 28) as Illustrator 8.0.

Contents

General Schedule	p. 4
I. Exhibition	
II. Option Seminar and Party	
1. Registration for Exhibition	p. 6
1-1. Registration for Exhibition	
1-2. Option Reservation of Venue for Sales Seminars and Parties	
2. Concept Development and Budget Preparation	p. 7
2-1. Concept Development	
2-2. Option Sales Seminar	p. 8
2-3. Activities to Invite Attendees	p. 9
2-4. Budget Preparation	p. 10
3. Preparation of Exhibition Models	p. 11
3-1. Making a List of Exhibition Models	
3-2. Ordering Exhibition Models	
3-3. Ordering Other Exhibition Materials	
4. Design of Booth	p. 12
4-1. Selection of External Specialist Firm	
4-2. With Competition	
4-3. Without Competition	p. 13
4-4. Final Booth Design and Display	p. 14
5. Production of Promotional Materials	p. 18
5-1. Brochure	
5-2. Giveaway	
5-3. Explanation Panel	
5-4. Presentation	
6. Operation and Control for Exhibition Period	p. 19
6-1. Planning of Staff Arrangement	
6-2. Contracting of Temporary Staff	p. 20
6-3. Arrangement for In-house Staff	p. 21
6-4. Making Report	p. 22
Appendix: Extract from CI Manual	p. 24

General Schedule

I. Exhibition

	12-9 months before	8-6 months before	5-4 months before	3 months before	2 months before	1 month before
Preparation of Exhibition Models	Gather information on exhibitions. Register for event. Reserve accommodation. p. 6	Develop concept plan. Prepare budget. p. 7	Make list of exhibition models. Order exhibition models and other materials. p. 11	Produce alternative models and other materials. Reserve use of exhibition models currently in stock.		Dispatch exhibition models by air.
Design of Booth			With competition Brief to external specialist firms. p. 12 Without competition Brief to external specialist firm. p. 13 Check availability of audio/visual materials.	Decide firm to be hired. Decide basic design concept and program. Produce required audio/visual contents and materials.	Create final booth design and program. p. 14	Produce display materials and signs, etc.
Production of Promotional Materials					Create product explanation panels. p. 18 Prepare catalogue for new products if required. p. 18 Check availability of product catalogues and place order. Reserve time for additional printing. Check stock of giveaways. Place order. p. 18 Arrange for logo-mark printing.	Create contents and materials for presentations. p. 18 Arrange for printing. Dispatch catalogues by air. Dispatch giveaways by air.
Operation and Control for Exhibition Period					Plan staff arrangement. Contract temporary staff. p. 19 Plan staff arrangement. Arrange for in-house staff. p. 21	Produce scenarios for demonstrations and presentations. Draw up press releases for during event. p. 21

II. Option Seminar and Party

	12-9 months before	8-6 months before	5-4 months before	3 months before	2 months before	1 month before
Operation and Control	Reserve event space and accommodation. p. 6	Develop concept plan. Prepare budget. p. 7	Brief to external specialist firms. Decide firm to be hired. Decide basic program. Reserve external lecturers, etc.		Create scenario.	
Inviting Attendees		Develop inviting attendees plan for event. p. 7	Produce written invitations.	Arrange for printing.	Send out invitations. Organize customer calls by business reps. Draw up a list of contacts for follow-up calls.	
				Announce event on Website.		

3 weeks before	2 weeks before	1 week before	3-2 days before	1 day before	First day	Last day	1 week after	2 weeks after	1 month after
Dispatch exhibition models by air.		Check arrival of exhibition models.	Load exhibition models into exhibition venue.	Rehearse program. Confirm all exhibition models are functioning correctly.		Load out exhibition models. Return exhibition models to home base.			
		Ensure all materials and signs are completed.	Install booth and display.			Dismantle booth. Load out all materials.			
		Ensure all promotional materials are completed.							
Dispatch catalogues by air.		Check arrival of items.							
Dispatch giveaways by air.		Check arrival of items.							
	Conduct preliminary training.				Record/document how the event is. p. 22	Report how effective the event was.			
Complete exhibition operation manual for in-house staff.	Arrange for in-house staff.	Conduct preliminary training.							
Create questionnaire.	Arrange for printing.	Ensure questionnaire is completed.							
	Arrange for printing.	Ensure press releases are completed.							

3 weeks before	2 weeks before	1 week before	3-2 days before	1 day before	First day	Last day	1 week after	2 weeks after	1 month after
			Finalize all remaining preparations.	Rehearse program. Confirm all exhibition models are functioning correctly.					
		Update list of potential attendees.						Conduct follow-up calls.	
			Complete final version of list of attendees.						

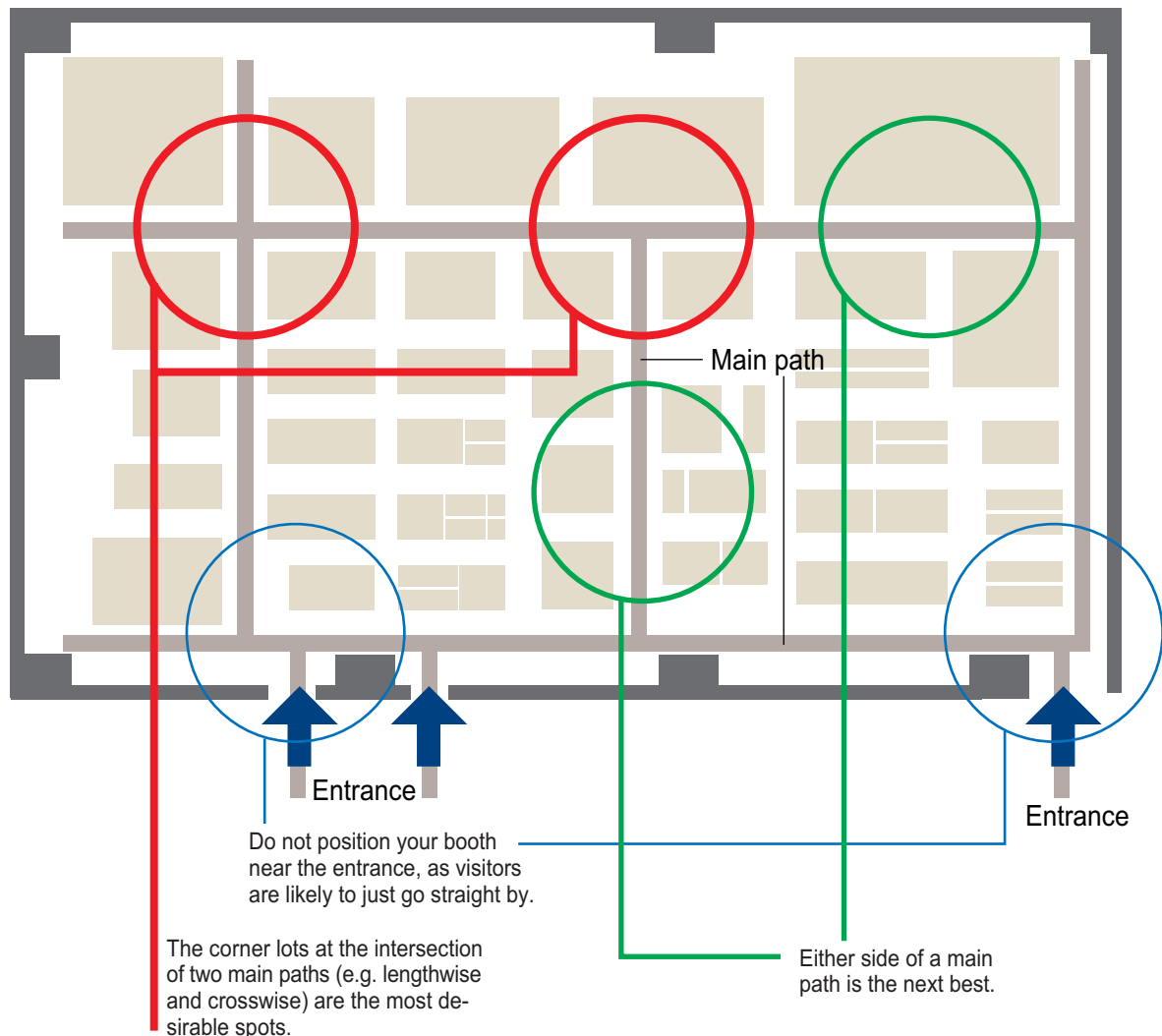
1. Registration for Exhibition

1-1. Registration for Exhibition

12-9
months before

The most desirable position for the booth

The most desirable position for your company booth is marked with ○○. You should contact the exhibition organizer in order to reserve a desirable exhibition lot. The earlier you make an application, the easier it will be to get exactly what you want.



1-2. **Option** Reservation of Venue for Sales Seminars and Parties

12-9
months before

Reserve a venue for your company's own seminar and party that will be held on the day before or the day of the exhibition.

Contact the exhibition organizer to check whether a room for an original seminar is available at the exhibition venue. If a room is not available, you will have to find an appropriate place located as close to the exhibition venue as possible. If necessary, you may have to find and arrange lodgings for customers at the same time.

2. Concept Development and Budget Preparation

2-1. Concept Development

8-6
months before

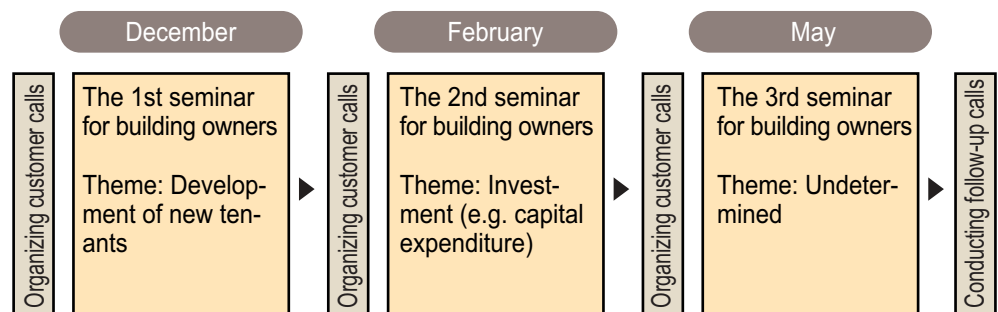
Position as one of on-going sales activities

A public show provides a significant point of contact with various customers. Your company should use it for customers, via the dealers, who you could seldom visit or talk with, to directly present new products and advanced technologies. For direct customers, a public show should be included in the annual plan for sales activities as it has a significant marketing impact. Note that participating in an exhibition is not a one-time activity. It should be classified as on-going sales activities in line with the flow of your annual plan. By doing so, you can make the best use of the financial outlay for a public show.

Case 1

Target-oriented seminar for building owners

The Domestic A/C Sales Div. of DIL give a few seminars targeting building owners in FY2004. The second seminar was held at the venue of HVAC&R 2004 in order to invite them to see and learn more about the system.

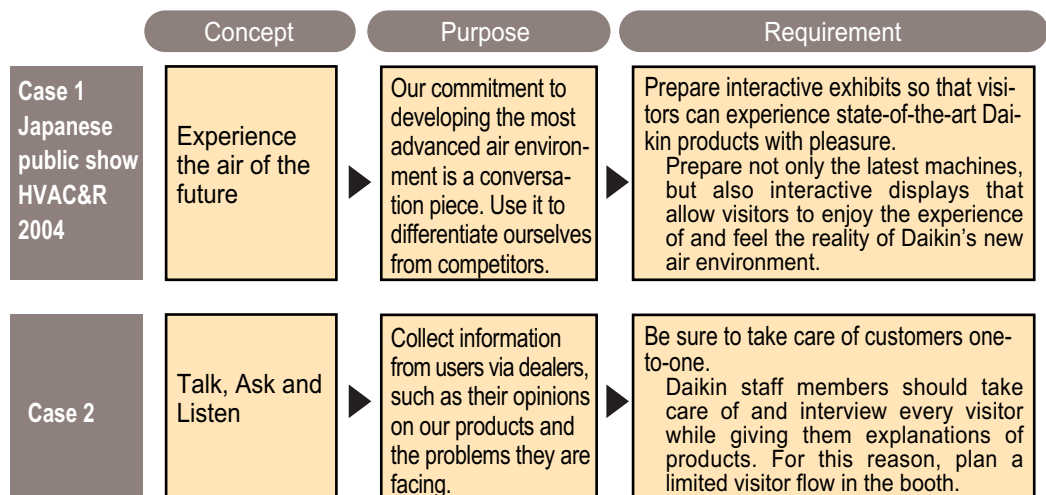


Develop a concept to leverage brand equity

It goes without saying that products and technologies should be promoted. You have to use a public show as a strategic opportunity to directly meet and talk with various customers. Set out a concept to leverage DAIKIN brand equity and recover your weak points.

Case 2

Example of exhibition concept



2-2. Option Sales Seminar

8-6
months before

Implementing original seminars and parties during a public show is effective for encouraging customers to visit a show. Provide further information to certain customers and interact with customers and deepen exchange to win customers over to our side.

Depending on their distance to the venue, the customers should be invited to come to the exhibition. Some of them are organized in one-day trips and others in overnight tours that include sightseeing in Tokyo so that every customer will be satisfied. There should also be a luncheon party for day-trip customers and a dinner party for customers on the overnight tour.

Case 3

Original seminars/parties during HVAC&R 2004 in Japan

During HVAC&R 2004, 4,500 important customers were invited to 60 seminars hosted by 11 distributors. The invited customers first received a technical presentation in a room neighboring the exhibition venue and then were led to the Daikin booth.

This event effectively helped customers not only deepen their understanding of Daikin products but also realize that they are VIPs of Daikin.

Total 60 seminars	Mainly organized by	What seminars were held?
51 seminars	Distributor A to I	New product presentations and proposals for solutions targeting customers via dealers. Joint organization by dealers and a distributor.
2 seminars		New product presentations targeting prospective dealers that distributors have developed through their channels
1 seminar		New product presentations targeting architect firms
2 seminars	Distributor J and K	Seminars targeting building owners
2 seminars		Seminars targeting house builders
2 seminars	L Dept., DIL	Seminars targeting restaurants

Daikin Niigata

Support package: Although Niigata guests returned home on the same day, Daikin Niigata made the long trip more comfortable by providing tickets for the Shinkansen bullet train and also a quality luncheon and dinner.

Guests	Architects, air-conditioning installers and dealers
1st day	High speed train: Niigata to Tokyo Charter bus: Tokyo to HVAC&R New products proposal Luncheon party HVAC&R 2004 visit Dinner party High speed train: Tokyo to Niigata

Daikin Hokkaido

Support package: Due to the long distance to Tokyo, Daikin Hokkaido arranged and covered all expenses for transportation, overnight accommodation, quality dining and local sightseeing.

Guests	Architects, air-conditioning installers and dealers
1st day	Flight: Sapporo to Tokyo Charter bus: Tokyo to HVAC&R New products proposal (1 hour) HVAC&R 2004 visit Accommodation: Hotel in Tokyo
2nd day	Sightseeing: Around Tokyo Flight: Tokyo to Sapporo

Daikin Kanto

Support package: As guests from the Kanto were spread across a wide area, Daikin Kanto chartered buses from several different locations and provided either hotel or on-board luncheon catering.

Guests	Dealers
1st day	Charter bus: To HVAC&R Luncheon New products proposal HVAC&R 2004 visit Dinner party



The sales seminar

Plan of inviting attendees

Distributors		Total		1st day		2nd day		3rd day		4th day	
		Number of	Participants	Number of	Participants	Number of	Participants	Number of	Participants	Number of	Participants
Distributor A	New products presentation	33	3092	13	1212	10	970	4	300	6	610
Distributor B	New products presentation	1	216	1	216						
Distributor C	New products presentation	5	540			3	300	2	240		
Distributor D	New products presentation	1	40			1	40				
Distributor E	New products presentation	1	70					1	70		
Distributor F	New products presentation	1	20					1	20		
Distributor G	New products presentation	1	40							1	40
Distributor H	New products presentation	2	45			2	45				
Distributor I	New products presentation	1	15					1	15		
Distributor J	Seminars targeting building owners, factory managers, house builders	6	150	1	25	1	25	2	50	2	50
Distributor K	Seminars targeting building owners, factory managers, house builders	6	150	1	25	1	25	2	50	2	50
L Dept., DIL	Seminars targeting restaurants	2	160			1	80	1	80		
Total		60	4538	16	1478	19	1485	14	825	11	750

2-3. Activities to Invite Attendees

2
months before

Sending invitations and visiting customers

Publicity for the exhibition is essential to invite attendees. Take actions to send direct mails and put out the information on your Internet Website. Business representatives should visit customers and potential customers to invite them. Start sending direct mails and the visits to customers two months before the exhibition or earlier.

Preparation for invited customers

The plan for invited customers should include preparations for the accommodation and transportation of the customers. Salespersons will visit customers early on, before sending invitations, to ensure their participation.

It is essential to give invited customers genuine hospitality. You have to be well prepared by making the guest list, ensuring transportation to and from the venue, arranging coordination with the receiving staff and so on, which has to be communicated in detail among the staff during the preliminary training.

2-4. Budget Preparation

8-6
months before

Prepare the budget for the exhibition.

Main budget factors

Process	Budget Item	Payee	Description
1. Registration for Exhibition	Exhibition-related	Exhibition organizer	Booth charge Advertising charge*1 Invitation cards, admission IDs*2
	Separate site	Exhibition organizer	Charge to rent a place*3
		Hotel or similar	Charge to rent a place*3
2. Concept Development and Budget Preparation	Production	Printer	Circulars, invitation cards
	Printing	Printer	Circulars, invitation cards
	Travel, accommodation, meals		Expense of travel, accommodation and meals for guests*3
3. Preparation of Exhibition Models	Exhibition models	DAIKIN*6	Exhibition models cost or cost to fabricate alternative models
		DAIKIN*6	Charge to fabricate other exhibition materials*4
	Transportation	Transport company	Transportation of exhibition models
4. Design of Booth	Planning	Exhibition design firm / contractor	Planning of basic design of booth and program
	Design	Exhibition design firm / contractor	Final design of booth and displays Design of graphics*5
	Decoration	Exhibition design firm / contractor	Working expenses Articles rental charge Electricity expense Load-in and -out expenses
	Theme corners	Exhibition design firm / contractor	Charge for scenario, arrangement, direction Stage design charge Stage installation charge Audio/video content production charge PC software production charge Audio/video and lighting effect design charge
5. Production of Promotional Materials	Production	Exhibition design firm / contractor	Product explanation panels
		Design firm	Brochures, leaflets
		Exhibition design firm / contractor	Presentation
		Design firm	Presentation
	Printing	Printer	Brochures, leaflets
	Giveaways	DAIKIN*6	Purchase of giveaways
	Transportation	Transport company	Transportation of promotional materials
6. Operation and Control for Exhibition Period	Furnishings	Exhibition design firm / contractor	Expense of furnishings
	Staff costs	Exhibition design firm / contractor	Program control charge Narrator charge Female attendant charge Interpreter charge Operator charge Expense of travel, accommodation and meals for external staff*3 Uniform cost
			Expense of travel, accommodation and meals for in-house staff*3
	Printing	Printer	Questionnaire

Remarks

*1. Guide book, etc.

*2. If needed

*3. For seminar and party, if given

*4. If not in stock and necessary to fabricate

*5. Signs and others

*6. DIL, DENV, DIT, DIS etc.

3. Preparation of Exhibition Models

3-1. Making a List of Exhibition Models

5-4
months before

Make a list of models that you want to exhibit and promote. As well as including the models for which you want to boost sales in your market, you should include certain models that would impress the advanced technological capability of Daikin upon customers, even if you are not selling them in your market, because it could effectively help your promotion activities.

	LIST OF PRODUCTS	Nous n'avons pas encore les dimensions et poids de ces unités, les données sur les unités sont donc celles des unités.	ALTERNATIVE		UNIT PROVIDED BY	NAME PLATE by DENV / DIL
Split : Résidentiel	RXS35CVMB (alpha mid outdoor)	RXS35BV		OK	DAF	
	FTXS35CVMB	FTXS35BV		OK	DAF	
	RXG35CVMB (flagship outdoor)	RXS35BV	RXS35CVMB	OK	DAF	RXG35CVMB
	FTXG35CVMB (flagship pilot model 1 in grey)	FTXS35BV	FTXG35CVMB.Z	OK	DENV	
	FTXG35CVMB (flagship pilot model 1 in white)		FTXG25C.Z	OK	DENV	
	FTXG35CVMB (flagship 1 cutaway model)		UX1CUT.Z	OK	DENV	
	FTYN20CV		FTYS20BVMB	OK	DAF	FTYN20CVMB
	RYN20CV		RYS20BVMB	OK	DAF	RYN20CVMB
	FTXS28CV			OK	DAF	
	FVXS28BV			OK	DAF	
	2MXS40BVMB			OK	DAF	
	4MXS80BVMB			OK	DAF	
	FFQ28BV1B			OK	DAF	
	BYFQ60BW1 (PANEL 600X600)			OK	DAF	
	FDQC28B			OK		
	RZQ128B7V1B	RZP125D	RZQ125BV1B.Z			
	RZQ71B7V1B	RZP71D	RZQ71BV1B.Z			
	FDQ118BV1B					

List of exhibition models for
French HVAC show Interclima 2004

3-2. Ordering Exhibition Models

5-4
months before

In the case of a model that has not been mass-produced, you need to exhibit an alternative instead of an actual one. Contact DAIKIN* in an early period.

* DIL, DENV, DIT, DIS, etc.

After starting mass-production

Current models

Before not starting mass-production

A current model with the same appearance
A pilot-production model
A casing sample, etc.



Examples of exhibited models

3-3. Ordering Other Exhibition Materials

5-4
months before

You may need to order other exhibition materials including cut-away models and simulated models to explain their constructions and mechanisms. Contact DAIKIN* in an early period. You will have to purchase or rent them. If they are not in stock, it takes at least two months to make these materials.

* DIL, DENV, DIT, DIS, etc.

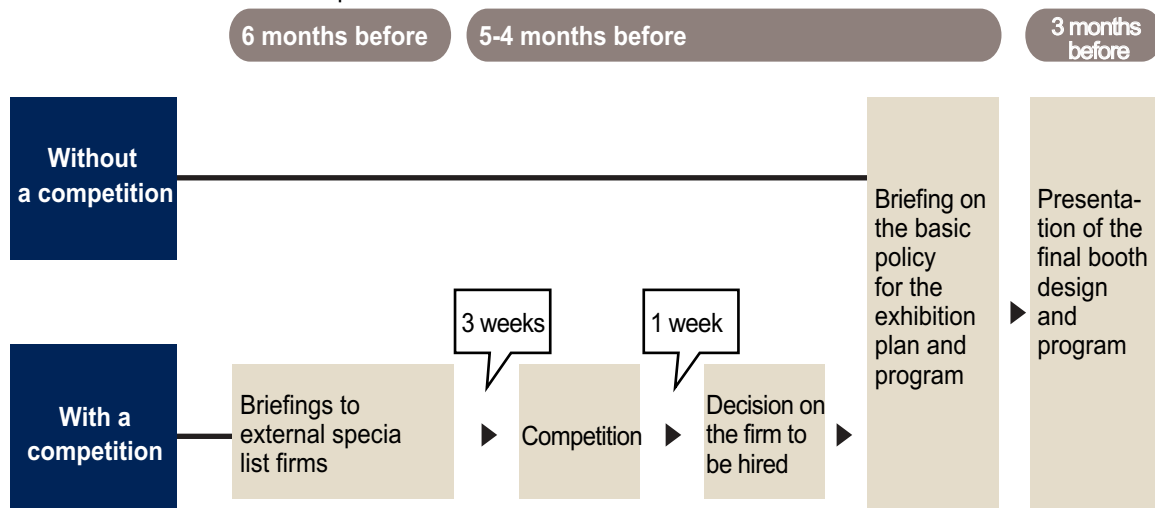


4. Design of Booth

4-1. Selection of External Specialist Firm

Who should your company hire to design and construct the booth? Your company may engage an independent specialist firm that your company is familiar with. Or you may hold a design competition and select a firm from among the participants after comparing their proposals. The time schedule for each case is as follows.

Time schedule with/without a competition



4-2. With Competition

8-6
months before
5-4
months before

When do you brief external specialist firms?

The final booth design should be started three months before the exhibition. For this reason, your company should complete the selection of the external specialist firms at least four months before.

Your company should obtain three or more proposals from the competition and select the firm from which you will order the booth design after comparing the proposals. Give a briefing of the competition six months before and ask to receive the proposals three or so weeks after the briefing.

What do you give at a briefing?

- 1) Concept, purpose and requirements
- 2) Exhibition manual provided by the exhibition organizer
- 3) Dimensions of your company booth
- 4) List of the exhibition models

See 2-1 on p. 7

See 3-1 on p. 11

What should you receive in a proposal?

- 1) Basic booth design plan
- 2) Basic program and effects: A plan describing how and when presentations and attractions are to be carried out, and also lighting, audio/visual effects.
- 3) Budget estimate

When do you decide the firm?

You should consider the proposals and get approval at an internal meeting. Select the firm from which your company will order the design plan within one week after the proposals.

Provide the firm with feedback on the proposed booth design and program, as well as your budget. The feedback will be useful for the firm in creating the final design and program.

4-3. Without Competition

5-4
months before

When do you brief external specialist firms?

If your company decides to contract the design and work on the booth to an external specialist firm that your company is familiar with, give a briefing on the basic policy for the booth design and program four months before.

What do you give at a briefing?

- 1) Concept, purpose and requirements See 2-1 on p. 7
- 2) Exhibition manual provided by the exhibition organizer
- 3) Dimensions of your company booth
- 4) List of the exhibition models See 3-1 on p. 11

What should you receive in a proposal?

- 1) Final booth design plan
- 2) Final program and effects: A plan describing how and when presentations and attractions are to be carried out, and also lighting, audio/visual effects.
- 3) Budget estimate

What should you give as feedback?

Provide the firm with feedback on the proposed booth design and program, as well as your budget. The feedback will be useful for the firm in creating the final design.

4-4. Final Booth Design and Display

3
months before

How is the final design different from the basic one?

In this phase, the booth design, program and effects have to be set out in detail, after closely studying the first proposal by the external specialist firm.

The corporate symbol and the product name logos are necessary when creating the booth design and signboards. Provide their digital data or reproductions of the symbols and logos and confirm the CI definitions with the firm.

..... See p. 24 to 28

What does the firm design?

- 1) Final booth image and lighting, audio/visual effects
- 2) Program including presentations and attractions
- 3) Zoning and flow for visitors
- 4) Display plan for exhibition models
- 5) Usage of business talk area and stock areas

Case 4 See Japanese public show HVAC&R 2004 on p. 15

Case 5 See Italian public show Mostra Convegnio 2004 on p. 16

Case 6 See French public show Interclima 2004 on p. 17

Clarification of the job of the external specialist firm

You should clearly define the job scope of the external specialist firm, especially in respect to audio/visual contents and presentation materials: What does the external firm have to prepare and what are in-house staff responsible for themselves (e.g. presentation materials produced using PowerPoint)?

Case 4

Japanese public show HVAC&R 2004

DIL booth concept: Experience the future of air

Daikin chose "Air" as its theme. Visitors to the Daikin booth were able to experience first-hand how the company's proprietary technologies allow them to control the qualities of the air around them. This experiential approach gave attendees a clear insight into Daikin's unique vision of the future of air.

Innovations at HVAC&R 2004

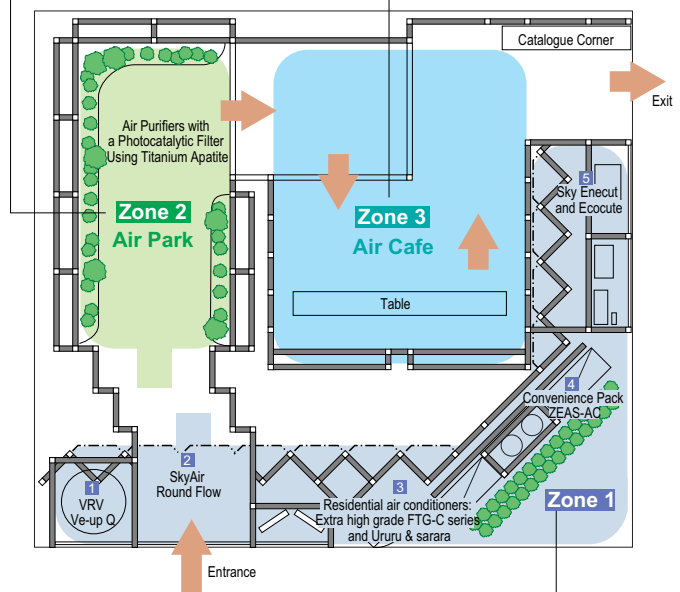
Most booths ordinarily include a large number of presentation panels. However, this time Daikin deliberately did not set up panels in order to promote direct communication with visitors.

Zone 2 ■ Air Park

Air Park was designed to simulate the experience of being in the deep forest or mountain highlands. To supply the fresh, crisp air usually found in these locations, Daikin set up 48 air purifiers, equipped with a photocatalytic filter that uses an advanced new material called titanium apatite. The units were presented against background visuals of lush natural scenery and worked noiselessly throughout the exhibition to ensure Air Park had the purest air at the event.

**Zone 3 ■ Air Cafe**

Air Cafe was based on the futuristic concept that it is possible to enjoy "tasting" different flavours of air just as you might sample a range of favourite beverages in a cafe. There were six varieties of designer air on offer, divided into Relaxing Air, Recovery Air, Refreshing Air and Research Air. Daikin's ability to control the quality and make up of air in this way proves that it is definitely the air master.

**Zone 1**

Walls are generally used to separate a booth from the passages leading to it. However, at HVAC&R Daikin opened up the display area so passersby could easily see it from the passages.



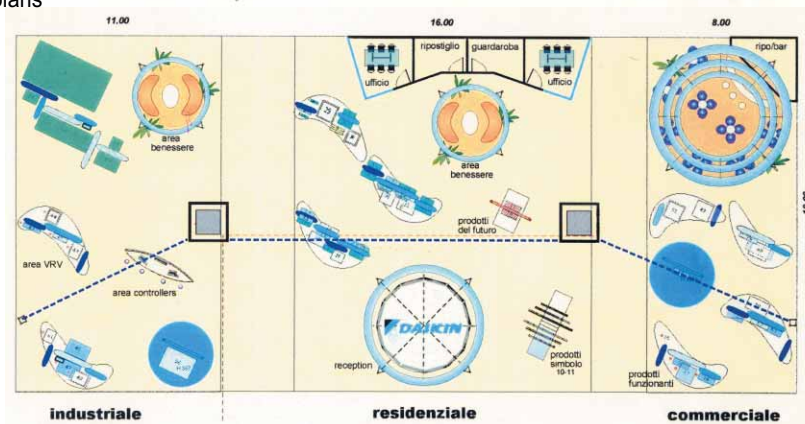
Case 5

Italian public show Mostra Convegno 2004

Booth images, display plans for exhibition models, and a sketch of the business talk area



Zoning plans



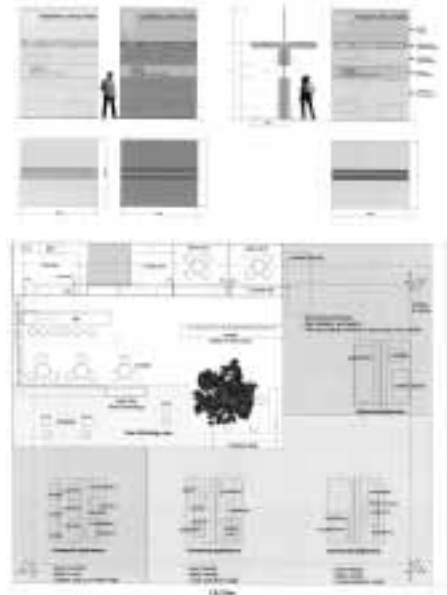
Case 6

French public show Interclima 2004

Final booth design plans



Completed booth work



5. Production of Promotional Materials

5-1. Brochure



If you use DAIKIN's* current brochures, place an order with DAIKIN* two months before the exhibition or earlier to give time for additional printings. If you prepare the leaflet of a new product by yourself, prepare the product images and specifications three months before the exhibition or earlier.

* DIL, DENV, Daikin China, DIS, etc.

5-2. Giveaway



If you use DIL's current giveaways, place an order early on. Because it will take one month or more to print the name on them.

5-3. Explanation Panel



Preparations

In most cases, the external specialist firm, in designing and installing the exhibition booth, produces the product-explanation panels. Prepare the draft, product image data (photographs), brand logo and company logo.

Resolution of Product Digital Image

The resolution of the full-size image to be used for the panel has to be not less than 72 dpi. If the image is of A3 size at its full size when applied to the panel, the resolution of its A5-size digital data has to be not less than 350 dpi.

(dpi = ppi = pixel/inch)

5-4. Presentation

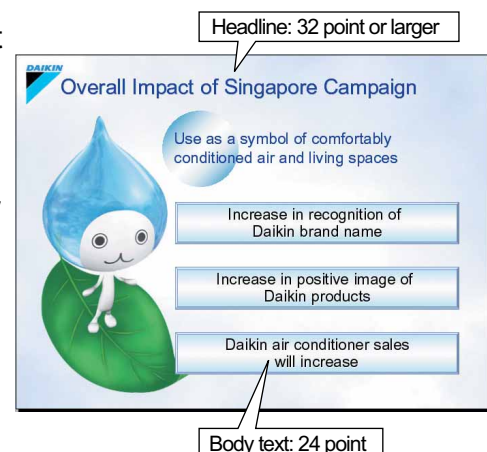


Preparations

If a presentation repeatedly uses animations and video in it, you may outsource its production to the external specialist firm which designs and installs the booth or has been making promotional materials for your products. Prepare the draft, product image data, brand logo and company logo.

Legible Expression

When making the presentation slides by yourself using PowerPoint, keep in mind that the character size of the headline is 32 point or larger and that of the body text is 24 point, so that the slide contents are legible to the audience.



6. Operation and Control for Exhibition Period

6-1. Planning of Staff Arrangement

2
months before

Planning of staff arrangement

The tasks of the exhibition control supervisor, during the exhibition, are shown in the table below, based on which the jobs of the in-house staff and the temporary staff, as well as the number of each staff, shall be determined.

Tasks of exhibition control supervisor during exhibition

Control of the floor director	Control of the floor director and assistants Coordination with attendants
Control of the booth	Control of locking and unlocking Control of the power supply Control of the strage area including the resting space, handout materials, etc. Protection of the exhibition models, night and day, in accordance with the security plan
Control of the narrator and temporary female attendants	Preparation and control of the program time schedule Monitoring and control of the attendants on service for visitors Arrangement of the resting and changing space
Control of the reception operation	Control of visitors' name cards Support of foreign visitors
Control of the handout materials	Targets and quantity of distribution How to restock
Control of visitors	Control of drinks and light refreshments to serve for customers Finding an appropriate attendant who can answer visitors on the spot Complaint / trouble procedure Congestion relief procedure Implementation of questionnaire survey Control of the seminar room if an original seminar is given separately
Control of the presentation and events	Preparation and control of the requisites for the presentation Adjustment of the presentation program when there is an insufficient number of visitors
Control of information and communication	Arrangement of the staff bulletin board Contact and communication when the system is down Implementation of daily morning and closing assembly

Staffing list

Date(), month()			
	Assignment to employee		Assignment to temporary staff
Control of the whole operation	Person in charge		Producer
	Staff (numbers)		Floor director
Display area I	Person in charge		
	Attendant (numbers)		Female attendant (numbers)
Display area II	Person in charge		
	Attendant (numbers)		Female attendant (numbers)
Display area III	Person in charge		
	Attendant (numbers)		Female attendant (numbers)
Business talk area	Attendant (numbers)		Female attendant (numbers)
Reception	Reception staff (numbers)		Female attendant (numbers)
Emcee / Program facilitation			Narrator
Event			Entertainer
Presentation	Presentation staff (numbers)		Female attendant (numbers)

6-2. Contracting of Temporary Staff

2
months before

Arrangement for temporary staff

Contact an external specialist firm to arrange temporary staff for the exhibition. Determine the required number of temporary staff jointly with the firm. At this time, provide the requirements for the female attendants and a narrator to the company, based on which it will give an audition to select suitable persons.

Make sure that the external specialist firm will complete the selection of the temporary staff at least one month before the exhibition.

After discussing with the firm, determine the costume of the temporary staff in this phase since the outfit may have to be custom-made.

Emcee script and demonstration script

In ordinary practice at a public show, the external specialist firm prepares the emcee script and the script that the female attendants use to give a demonstration and oral explanation of the exhibition models. Prepare the description and technical data for their models and provide them to the firm in this phase so that it can make up effective scripts.

Complete the scripts at latest two weeks in advance.

2
weeks before

Preliminary training

Give the emcee and demonstration scripts to the temporary staff two weeks before the exhibition, together with reference materials such as catalogues and technical data of the products, if any.

6-3. Arrangement for In-house Staff

4
weeks before

Preparation of publicity data

Press reporters will come to the exhibition. You also have to determine who will take care of the press and prepare the publicity data to properly answer the press questions. The publicity data can be used as a textbook in the preliminary training.

3
weeks before

Preparation of implementation manual for in-house staff

Make up the manual that defines what role the attendant of each area should play during the exhibition. The manual has to be completed before arrangement for the in-house staff so that you and the persons in charge of each area can construct staff formations based on the assignment defined by the manual.

Contents of exhibition operation manual for in-house staff

1. About the Exhibition	Name, Organizer, Theme, Period, Operating hours, Venue, Expected number of visitors, Access to the venue, Time and period allowed for staff to enter the venue before and after the exhibition
2. About the booth	Location in the venue, Number of partitions, Information about neighbors in the venue, Visitor flow plan for the booth
3. About the concept	Concept, Purpose, Requirements of behavior toward customers / visitors
4. About the exhibition models	Key models, Key technology
5. About the operation and control team	External specialist firm, Temporary staff, Members of in-house staff and their functions
6. Design of booth	Characteristics of the design, Summary of program, Zoning of each area
7. Predominant features of each area	Exhibition models and their features of each area Function of person in charge of each area Function of attendant of each area
8. Reception and business talk area	Function of attendant - how to handle invited guests Function of attendant - how to handle visitors
9. Usage and instructions regarding strage area	
10. Schedule	Booth set-up, Rehearsal, and Exhibition model carry-in through to the end of the exhibition
11. Preparation for emergency	Location of fire extinguishers and a first-aid box; Availability of the first-aid station prepared by the exhibition organizer

2
weeks before

Arrangement for in-house staff

Consider these tasks before selecting suitable persons in charge of each area and attendants. The tasks of the persons in charge of each area are as follows.

Tasks of persons in charge of each area

Keeping the exhibits (e.g. exhibition models, explanation panels, signs and POP displays) in good order.
Control of the rotation of attendants.
Placing brochures and giveaways in bags for distribution, and checking the stock of them.
Briefing to staff about today's and tomorrow's customers and VIPs, according to plan for inviting attendees.
Control of fire extinguishers and a first-aid box.
Making drinks and refreshments available for customer service.
Support for foreign visitors.

1
week before

Preliminary training

The preliminary training of the in-house staff shall be carried out one week before the exhibition, using the Exhibition Implementation Manual for in-house staff as a textbook. In the training, use real materials, such as the venue map showing the booth, the exhibition secretariat, the first-aid station, and the place of your original seminars and parties, as well as giveaways, questionnaires and brochures.

6-4. Making Report

1
week before

Visit other booths and collect information about their exhibits during the exhibition. The collected data will be informative and furnish you with useful information in your planning of the next exhibition.

The data to be collected at each booth are the theme, size and location, products exhibited, appeal points, characteristics of its design and effects. The report shall be made based on these data.

Tips for taking exhibition photographs

You can use photographs of the booth in reports and publicity (e.g. in company newsletters). However, exhibition photographs are not easy to take because of the difficulty of controlling lighting effects. Some basic tips for taking pictures are given below. Following these tips will allow in-house staff to take good-quality digital photographs that can be used in printed media. Do not take photographs of other companies' booths.

1. Image size

1-1. Setting the image size

Selecting the Image size menu on your digital camera will allow you to choose from a number of different ratios. It is best to choose 1,280 pixels, which will be the middle size in the range available.

1-2. Explanation

Many people select the smallest size, 640 x 480 pixels, during initial setting. However, the smallest size does not contain enough data to produce high-quality images when printed. On the other hand, taking pictures at the largest size will give you good picture quality when printed. However, it also significantly reduces the number of images the camera can store, and it is not possible to take many shots. For these reasons, the middle size is the most suitable.



640 x 480 pixels does not contain enough data to produce high-quality images when printed.



Above 1,280 pixels contains enough data.

2. Exhibitions

Exhibitors often use lighting effects to enhance their product displays, which means many of the areas you will photograph may be quite dark. Avoid these dark sections and, as much as possible, photograph only bright areas. Photographs of visitors to an exhibition are also most effective for demonstrating the energy of the event.



Avoid dark sections.



Photograph only bright areas. Photographs of visitors are also most effective.

3. Conferences and seminars

When photographing a person speaking from the stage, move as close to the subject as possible. This is because in a large hall if you are more than 5 meters from the person you are photographing, cameras with built-in flashes will not be able to sufficiently illuminate the subject. You will probably need to take 5 to 10 shots to obtain 1 useable image. As the number of pictures taken increases, so does the probability of avoiding problems such as blinking by the subject.

Taking photographs in the second half of a presentation often produces good results. When a person first begins speaking, they are usually somewhat tense and this tends to show on their face. So always prepare for this by confirming the speaker's time slot in advance in the schedule available from the event organizer.



Move as close to the subject as possible.



In a large hall, cameras with built-in flashes will not be able to sufficiently illuminate the subject.

1. Corporate Symbol Application Rules

Reserved area rule for standard type

Maintain a reserved area at least as wide as that shown by the dotted line, around the corporate symbol.

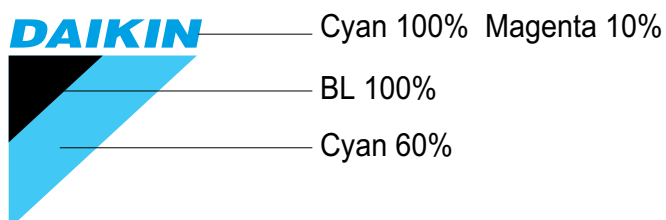


Reserved area rule for horizontal type

Maintain a reserved area at least as wide as that shown by the dotted line, around the corporate symbol.



Color process



2. Coloring Rule (Positive and Negative Application)

Positive application

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Type A

Type B

Type C

Negative application



Examples of unsuitable background colors



3. Coloring Rule (Using Only One with No Process Screen)

Application examples of the standard type

One-color (Gold)



One-color (Silver)

One-color
(Corporate Color Blue)

One-color (Black)



One-color (White)



Application examples of the horizontal type

One-color (Gold)



One-color (Silver)



One-color (Corporate Color Blue)



One-color (White)

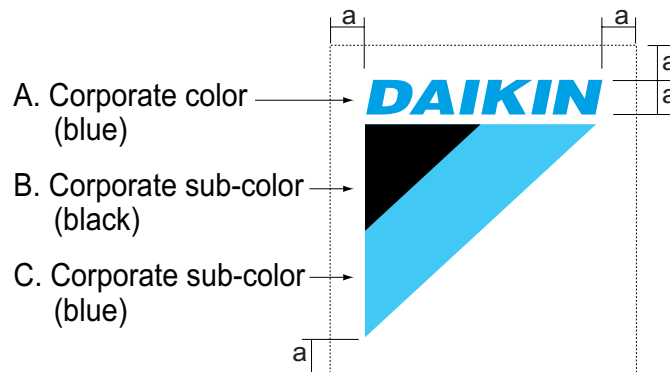


One-color (Black)



4. Signboards

Type A: The corporate symbol used alone



Type B: Combining the corporate symbol and brand name



Type C: Combining the corporate symbol and brand name

This design is allowed only for signboards.



A. Corporate color (blue)

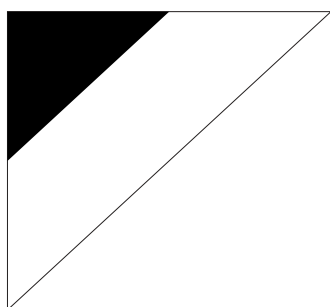
The words **AIR CONDITIONER** must appear in white.

5. Corporate Symbol (Reproduction Sheet)

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