

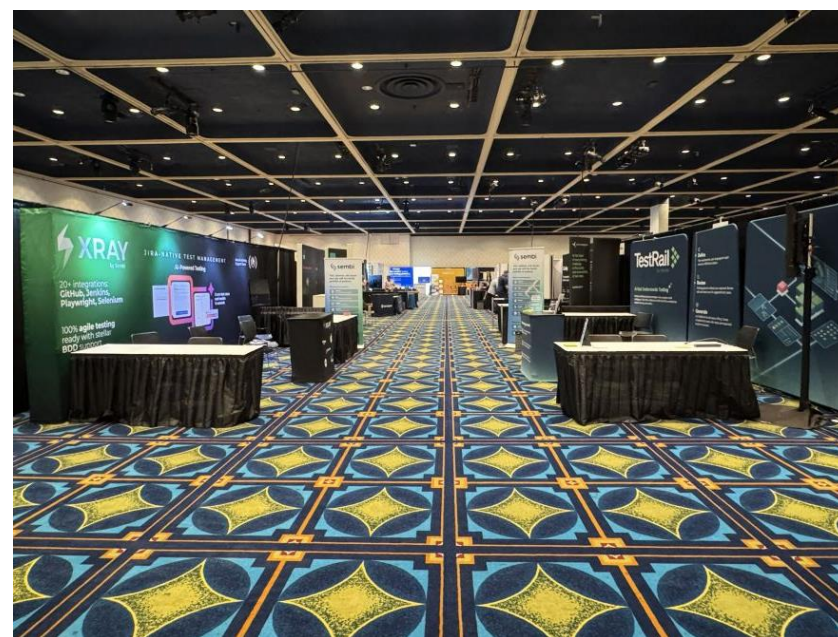


# OFFICIAL EXHIBITOR SERVICES PROVIDER



**Disney**  
**Meetings & Events**

# SUMMARY



## More Than a Show Floor – A Branded Guest Experience

- ✦ Events comes in a variety of formats and sizes. We have the people, resources, and logistics capabilities to handle the world's largest exhibitions and we also offer simplified, user-friendly cost-effective services for any engagement.
- ✦ We understand successful events generate interest, create sales opportunities, and leave exhibitors and attendees with a sense that they invested their time wisely. We know the execution of your exhibition requires a partner with the capabilities, resources and depth of experience to ensure peace of mind and superior results.
- ✦ With GES as your partner, you will benefit from almost 90 years of experience working with some of the largest and most demanding customers and venues in the world. Our "one point of contact" approach ensures that answers to your and your exhibitors' questions are only a single phone call away.

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# Show Organizer Services

## Specializing in Memorable Experiences of All Sizes

- ✦ Today's attendees want to feel welcomed, inspired, comfortable, and connected—from the moment they arrive to the moment they leave. We help organizers transform hotel-based shows into immersive, branded experiences that feel intentional, elevated, and memorable.
- ✦ Our goal is simply to help you execute the best event possible. We blend proactive thinking, creative vision, and strategic insights to design an extraordinary experience.
- ✦ We're with you every step of the way. Tap into our full suite of offerings, including:
  - Pre-event, on-site and post event services
  - Creative & design
  - Experiential strategy
  - Graphics production
  - Furnishings, carpet and décor
  - Sign and banner installation
  - Shipping, material handling, and production
  - Sponsorship consulting
  - Cleaning
  - Electrical – Exhibits, Show Organizer requirements, General Session, Meeting Rooms

# SHOW PLANNING



## Designing the Experience – End to End

- ✦ We help show organizers design the entire attendee experience—not just the show floor. From the moment guests arrive at registration to the instant they step onto the show floor, our team partners with you to create a cohesive, branded journey that feels intentional, welcoming, and elevated at every touchpoint.
- ✦ Experience & Environment Design - Attendee journey planning, space flow, and branded environment concepts
- ✦ Graphic Production & Sponsorship Signage- Large-scale graphics, wayfinding, entrance treatments, sponsor integrations, and signage systems
- ✦ Registration, Lounge & Exhibit Design - Custom registration builds, networking lounges, learning theaters, and interactive show features

# FLOOR PLANNING



## Strategic Partner

- ✦ Our Show Floor Planning Services are designed to bring clarity, efficiency, and intention to every square foot of your event.
- ✦ From concept to execution, we partner closely with show organizers to develop strategically designed floorplans that balance exhibitor success, attendee flow, and operational efficiency.
- ✦ Using a combination of data, industry best practices, and hands-on experience, we create layouts that maximize sellable space while enhancing the overall show experience.
- ✦ Thoughtful aisle widths, optimized booth placement, and clearly defined zones help drive traffic, support sponsorship opportunities, and create a cohesive environment that's easy to navigate and engaging to explore.
- ✦ The result is a well-organized, visually intuitive show floor that supports revenue goals, improves exhibitor satisfaction, and delivers a better experience for everyone on site.

# EVENT BRANDING



## Environmental Graphics

- ✦ Graphics bring an event to life—transforming space into branded environments that guide, inform, and inspire attendees.
- ✦ With in-house production capabilities, we design, print, and install graphics at every scale, delivering cohesive visual environments across the show floor.
- ✦ From wayfinding and signage to large-scale branding and immersive visuals, our team ensures every graphic element works together seamlessly.
- ✦ The result is a unified, visually engaging experience that enhances navigation, reinforces brand presence, and elevates the overall impact of the event

# REGISTRATION AREAS



## First Impression. First Touchpoint

- ✦ Registration is the most emotionally charged moment of arrival. Clear, well-designed registration reduces friction, builds confidence, and signals a professionally produced event from the very first interaction.
- ✦ Well-designed registration units with clear, large-scale graphics help reduce confusion, improve line management, and establish confidence and ease from the outset.



### EXPERT TIP

Enable faster flow and easy navigation with well-designed registration.



# ENTRANCES



## Storytelling Moments

- ✦ Entrance units create a visual threshold—transforming “entering a ballroom” into “arriving at the event.” They establish scale, excitement, and clarity while orienting attendees to the show environment.
- ✦ Research consistently shows that first impressions strongly influence perceived event quality, ease of navigation, and emotional engagement.
- ✦ Clear wayfinding combined with welcoming visuals reduces stress, improves traffic flow, and sets a positive tone for the showfloor, ultimately leading to higher attendee satisfaction and stronger engagement inside the exhibit hall



### EXPERT TIP

Create a clear sense of where your experience begins with a large branded entrance structure.

# IMPACT UNITS



## Iconic, Interactive, Shareable

- ✦ Impact units—large-scale letters, branded structures, and interactive installations—serve as powerful engagement anchors on the trade show floor.
- ✦ They act as both visual landmarks and emotional anchors. They invite interaction, encourage photos, and create moments attendees remember—and share.



### EXPERT TIP

*Increase dwell time and create natural gathering points on the show floor.*

# ACTIVATIONS



## Moments That Create Emotion

- ✦ Research consistently shows that attendees are more likely to engage with experiences that are immersive, emotional, and participatory rather than purely informational.
- ✦ These highly visible elements encourage exploration, social sharing, and dwell time, helping transform the show floor from a functional space into a memorable experience that drives deeper engagement and stronger brand recall.



## Learning Lives on the Show Floor

- ✦ Theater experiences play a vital role in delivering education, inspiration, and shared moments of engagement on the trade show floor.
- ✦ Research consistently shows that attendees place high value on learning, thought leadership, and peer insights when attending exhibitions.
- ✦ Theater spaces create accessible, drop-in opportunities for attendees to gather, learn, and engage without the commitment of formal sessions.
- ✦ By combining content with a live, communal experience, theaters activate the show floor, increase dwell time, and reinforce the event's role as a destination for insight, innovation, and connection.

# LOUNGES



## Where Conversations Happen

- ✦ Lounges create essential moments of comfort, connection, and restoration within a busy trade show environment.
- ✦ Research consistently shows that attendees value spaces where they can pause, recharge, and engage in more meaningful conversations away from the noise of the show floor.
- ✦ Strategically placed lounges support attendee well-being, encourage longer dwell time, and foster informal networking.
- ✦ By offering a balance to high-energy exhibit spaces, lounges contribute to a more human-centered experience that improves satisfaction, engagement, and overall perception of event value.

# SPECIALITY FURNITURE



## Furniture that Sets the Tone

- ✦ Thoughtfully selected furniture plays a powerful role in shaping how an event feels.
- ✦ Our specialty furniture offerings allow organizers to elevate their show environment through intentional choices in color, style, and scale, while remaining flexible across a range of budgets.
- ✦ From modern and minimal to warm and inviting, we offer curated furniture collections that support registration, lounges, theaters, activations, and exhibit spaces.
- ✦ Coordinated finishes, color palettes, and silhouettes help reinforce brand identity and create visual cohesion throughout the event.
- ✦ Whether the goal is a polished, upscale experience or a clean, cost-conscious design, our team works with you to recommend furniture solutions that align with your vision, space, and budget—ensuring every area feels purposeful, comfortable, and on-brand.

# SPECIALITY FURNITURE



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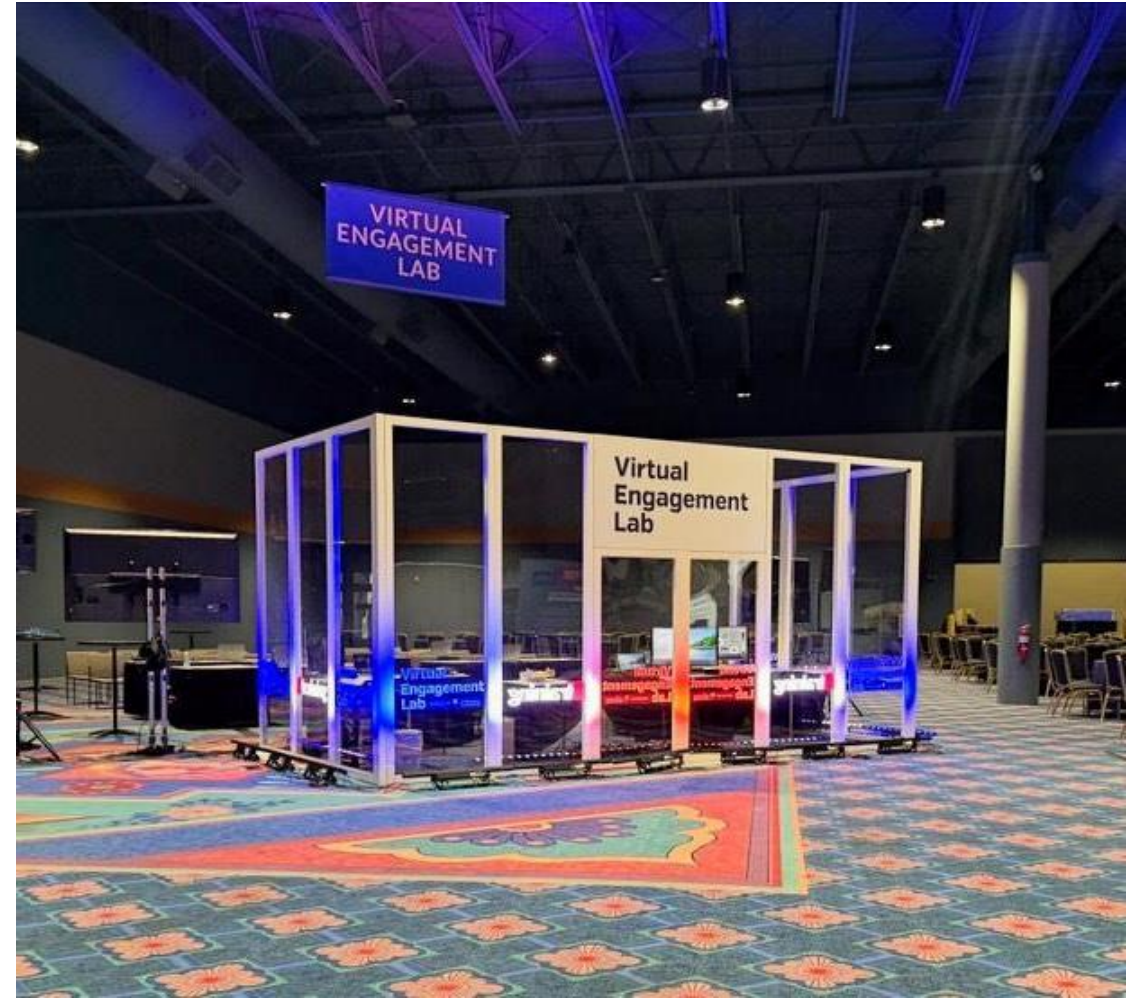
# BRANDED ENGAGEMENT



## Sponsorships that Interact

- ✦ Sponsorship elements are designed to integrate seamlessly into the overall event experience while delivering clear visibility and measurable value.
- ✦ Using modern, cube-based display structures, sponsor branding is presented in a clean, elevated format that fits naturally within registration areas, entrances, lounges, and high-traffic zones. Each cube features printed sponsor messaging paired with QR codes that allow attendees to quickly access digital content, promotions, or lead-capture experiences.
- ✦ These interactive sponsorship touchpoints create meaningful exposure without overwhelming the environment—connecting sponsors to attendees in a way that feels intentional, approachable, and easy to engage with.

# INSPIRATION



# EXHIBITOR SUCCESS



## Dedicated Team of Specialists

- ✦ A large part of the success of your show is the satisfaction of your exhibitors.
- ✦ We support exhibitors through every stage of the exhibition experience, building strong, trusting relationships.
- ✦ Whether through our award-winning National Success Center or through our client account teams, we ensure client satisfaction and superior customer service at every point in our partnerships—and we take feedback very seriously.
- ✦ Engaging with our clients on our performance is at the cornerstone of how we make sure we're always improving.



## Exhibiting Simplified

- ✦ The GES Plus Series is designed to provide added value to exhibitors by packaging labor and materials, consolidating rate structures, and simplifying invoices to take the guesswork out of exhibiting.
- ✦ Easy Ordering: Our packages combine products, labor and materials to simplify the ordering process.
- ✦ Simplified Invoicing: We make invoices easier to understand by combining products and services into one line-item with detailed descriptions.
- ✦ Cost Certainty: We offer a consistent rate structure, transparent pricing, and eliminate services fees whenever possible.
- ✦ Exhibitor Education: We communicate to exhibitors about discount opportunities, suggest affordable exhibit options, and how to obtain the largest savings.

# TURNKEY PACKAGES



## Exhibitor Booths

- ✦ Our [turnkey booth packages](#) take the complexity out of exhibiting. From design and logistics to installation and dismantle, we manage every detail so your exhibitors can focus on what matters most—connecting with prospects and driving results.
- ✦ Packages are available in a variety of sizes and can be customized to your scope of needs; branding, furniture, and flooring as requested.
- ✦ This all-inclusive solution provides a cost-effective way for smaller booths to make their brand shine on the show floor.



### EXPERT TIP

*Market Turnkey Booths as a Success Tool!*

*When exhibitors feel supported—not restricted—turnkey programs become a competitive advantage for your event.*



**EVENT PARTNER**

## Create Extraordinary Experiences

- ✦ [Cheryl Witt, CEM](#) is Director of Business Development at GES with 25+ years of experience delivering exhibitions, conferences, and corporate events in top-tier hospitality and convention environments. A Certified in Exhibition Management (CEM) professional based in Orlando, Cheryl brings deep expertise in logistics, production, and client partnership to support complex, high-profile meetings and events.
- ✦ [Carl Bradley](#) is Senior Manager of Business Development at GES with 20+ years of experience supporting meetings, events, and exhibitions, including extensive tenure with Walt Disney World Event Production Services. He currently manages GES's preferred partnership with all Walt Disney World-owned and operated facilities, working closely with Disney convention services, operations teams, and labor partners to deliver seamless, high-quality event executions.
- ✦ [Rachel Estey](#) is a Senior Business Development Associate at GES, supporting meetings, exhibitions, and special events with a strong foundation in hospitality and event management. Based in Orlando, she brings hands-on experience partnering with clients to coordinate logistics-focused solutions and is a graduate of the UCF Rosen College of Hospitality Management, known for developing top talent in the events industry.
- ✦ Email [Cheryl](#), [Carl](#) or [Rachel](#) to start planning.



# DISCLAIMERS

- ✦ This document is provided for discussion and planning purposes only and does not constitute an agreement, offer, or commitment by GES. Neither party shall be bound unless and until a mutually acceptable written agreement relating to this event is executed by both parties. Until such time, either party may discontinue discussions at any time and for any reason, without liability.
- ✦ Availability of space at any specified location, date, or time cannot be guaranteed and is subject to confirmation and written agreement.
- ✦ Any photographs, renderings, or images included in this document depict sample setups or prior installations and may not represent the standard or typical configuration of the event venue. All such materials are the property of GES and may not be reproduced or used without prior written consent.
- ✦ It is understood that any business documents, proposals, concepts, suggestions, or other information provided by you to GES in connection with this proposal shall be deemed non-confidential and non-proprietary, and may be used or disclosed by GES without restriction, liability, or compensation, unless otherwise agreed to in writing.