



**Exhibit  
Designers  
& Producers  
Association**

**EDPA Foundation**

Care  
Leadership  
Knowledge

**FOR IMMEDIATE RELEASE**

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**EuroShop 2008: Amazing Showing for EDPA**

(May 2008) Anyone who has ever attended EuroShop would agree that this is truly an awesome event which is huge in its size and impact on the industry with 1.1 million net square feet of exhibits and seen by 104,000 visitors from 90 countries. This tri-annual event is the tradeshow that many exhibit builders and systems manufacturers use as their primary launching site for their latest new products.

EDPA exhibited at the recent EuroShop 2008, February 23-27 in Düsseldorf. The goal was to produce an exhibiting experience for its members that would be larger and more effective than our first attempt at exhibiting in 2005; this was a lofty goal because EDPA's 2005 effort was considered to be very successful. Little did the EDPA team know this event would put them to the ultimate test of creative problem solving, and crisis management!

Under the leadership of Mark Johnson of Star Exhibits & Environments and Chair of the EDPA International Chapter, EDPA reserved exhibit space measuring 90 square meters nearly three times the size of the 2005 exhibit.



Brainstorming at Bestmann Headquarters from left to right: Pete Dicks, Horst Tondasch, Andre Trobisch, Pete Klopottek-Schormann, Peter Bestmann, and Kay Bestmann.

The planning committee for this project was led by Robbie Blumenfeld of Abex Display Systems and Horst Tondasch of Coral Enterprises with many sponsors and contributors including Larry Kulchawik, 3D Exhibits; Peter and Kay Bestmann, Bestmann Messebau International; Ben Ipema, QuikWall; Mark

Johnson and Sagoe Hoyle, Star Exhibits & Environments; Leo Boczar, Fabric Images; Rob Beens, JMT International; Rob Cohen, Display Supply & Lighting; John Chadwick, Airways Freight Corporation; Robert Campbell, UNIPLAN International; Dan Cantor, Hamilton Exhibits and Pete Dicks, EDPA. The exhibit was beautifully designed by Star Exhibits & Environments.

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Members of our International Chapter Planning Committee began working out the details for this event more than 12 months in advance. As the show date rapidly approached, committee members were working overtime to keep EDPA on schedule.

At the time of shipping, EDPA had reached its goal of 12 co-exhibiting member companies to share the “stand” as it is called in Europe. Graphics had been produced, literature printed and all were satisfied and excited as preparations to travel to Düsseldorf for the big event were underway. Before long, the committee realized that their challenges were just beginning!

Upon arrival in Dusseldorf, just four days before the show was to open, EDPA’s onsite team leader, Horst Tondasch received an urgent message from their on-site exhibit builder, Kay Bestmann, General Manager of Bestmann Messebau International that the freight “might” be delayed due to adverse weather conditions in the North Sea and possibly might not arrive until Friday, the day before the show would open.

Within two hours of landing in Germany, Horst and Pete were on their way to Bestmann’s headquarters in Remagen, Germany, about 45 minutes away from show site. When they arrived, they were greeted by Peter Bestmann, and his son Kay. Before long, Bestmann’s key staff members had joined Horst and Pete presenting them with a design that they had created in the event the EDPA exhibit did not arrive as planned. After a few hours Pete and Horst had agreed upon a contingency plan just in case.

Two days before the show opening EDPA learned that the exhibit would definitely be late, and that it could arrive the evening before show opening or not until that morning. A decision was made to implement the contingency plan.



The folks from Bestmann jumped into action to try and save EDPA from the ultimate embarrassment: What if EPDA, the largest trade association of Exhibit Designers and Producers came to the exhibit industry’s most important international show and did not have their exhibit ready when the show opened?

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By Friday morning, 24 hours before the show opened, the Bestmann crew was setting up the “new” substitute exhibit. As the hardwall was being erected, Bestmann artists were creating all new graphics which were installed Friday afternoon and by that evening EDPA’s 12 co-exhibitors were able to move into their new exhibit.

Saturday morning, before the show opened, exhibitors from all over the hall were coming over to view the near-miracle exhibit design, build and install that took less than three days from start to finish! When the show was about to open EDPA received the anticlimactic news that their exhibit shipment had finally cleared customs and arrived at the show.



Throughout the first day EDPA was celebrating the success that Bestmann’s dedicated team made possible. The exhibit looked as crisp, new and professional as the exhibit EDPA had originally designed. When the show opened the 12 co-exhibitors were ready for business while EDPA staffers, Alexandra Grider and Pete Dicks greeted the visitors and managed the daily activities of the stand.

That evening, EDPA hosted its traditional Pub Crawl. Over 125 participants filled the brew house, and everyone had a great time celebrating our huge success. Everyone, except the Bestmann team, Horst EDPA’s team leader, Leo from Fabric Images and Johanna Spletzer and Chris Hadden from QuikWall, that is! They were back at the exhibit hall working another miraculous feat.



When the show closed the first day, EDPA’s excellent team went to work dismantling EDPA’s new exhibit! With two labor crews working together, one dismantling and one installing they managed to replace EDPA’s substitute exhibit with the newly arrived exhibit that had arrived from the US. The group worked straight through until 3:00 a.m.

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By the time the show was ready to open at 11 a.m. on Sunday morning, EDPA was the talk of the show. First, EDPA produced a top quality exhibit in less than three days, and now they had taken it down overnight and replaced it with the original booth. People were amazed. The big question they all jokingly asked was: What are you going to do tomorrow to top this?



“All of us have our own horror stories; those times when “Murphy’s Law” takes over and we find ourselves knee deep in unexpected problems that must be solved before the show opens. We all share our commitment to that old saying: “the show must go on.” We never expected that EDPA would one day be on the receiving end of a potential disaster, but now that we have been through one, all I can say is that EDPA members showed their true strength and professionalism during those very important days,” says Pete Dicks, Executive Director, EDPA. “Everyone who worked to help make the EDPA exhibit a huge success at EuroShop deserves an immense vote of thanks. We remain especially grateful to our dedicated and determined committee members including Horst Tondasch, Robbie Blumenfeld, Larry Kulchawik, Mark Johnson, Leo Boczar, Ben Ipema, and Robert Campbell.”

Most of all EDPA is indebted to all of its heroes at Bestmann Messebau International for their ingenuity, determination, professionalism and good humor. In addition to working around the clock to design, create and install EDPA’s substitute exhibit, they also had to seek special permissions and cooperation from a variety of officials and vendors for special deliveries, after hours access to the hall, customs and who knows what else. Bestmann handled it all for EDPA and never missed a step.

This year’s EuroShop provided EDPA an opportunity to show the entire industry how great our EDPA members really are. It also showed how very valuable it is to have the right partners when you are exhibiting overseas. Way to go EDPA!

*The Exhibit Designers and Producers Association (EDPA) is an internationally recognized national trade association with more than 380 corporate members from 18 countries that are engaged in the design, manufacture, transport,*

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*installation and service of displays and exhibits primarily for the trade show industry.*

*EDPA's purpose is to champion the prosperity of member businesses engaged in the design, production, and service of exhibits, events and experiential environments. The success and integrity of our industry will be advanced through education, networking and advocacy.*

*EDPA organizes one annual convention, tradeshow and golf tournament in a resort location for industry members and their suppliers. EDPA holds quarterly Board meetings and publishes a yearly annual report and monthly electronic newsletter. EDPA also sponsors several annual industry awards and a student exhibit design competition. Website: [www.edpa.com](http://www.edpa.com).*

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