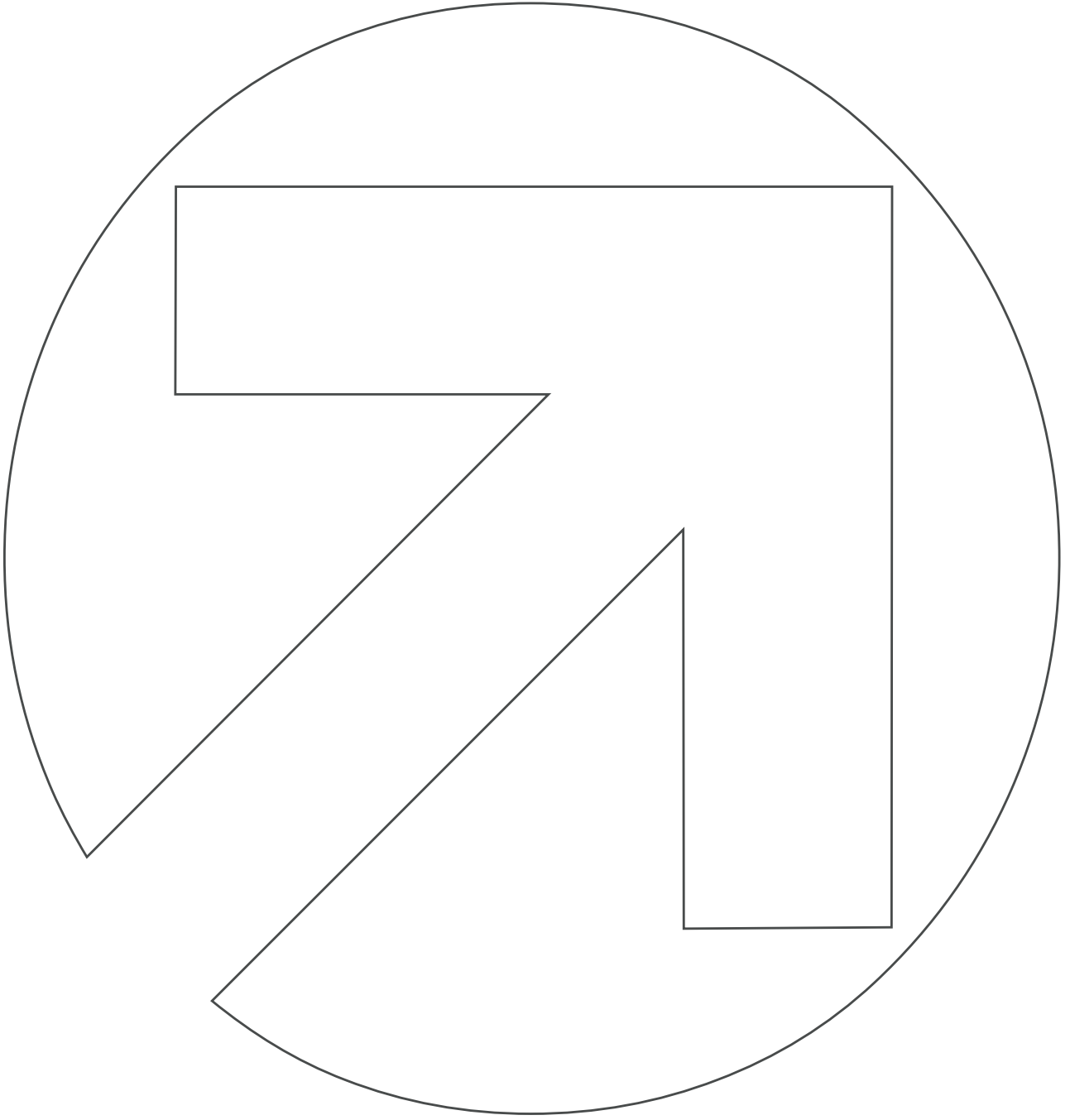


company profile



**PROSTAND**  
exhibition solutions







*It is the harmony of the diverse parts, their symmetry, their happy balance; in a word, it is all that introduces order, all that gives unity, that permits us to see clearly and to comprehend at once both the ensemble and the details.*  
(Henri Poincaré)

# COMPANY PROFILE



*“Personalized service makes you feel special” (Seth Godin)*

## **PROSTAND**

PROSTAND has been operating for nearly 25 years from the headquarters at Poggio Torriana, Rimini, in central Italy. In September 2018, the company acquired full shares of Colorcom Allestimenti Fieristici, a company with offices at Santorso di Vicenza and Milan that had consolidated and refined a considerable set of skills and knowhow over the years, and came to discover the end-to-end events management as their

core vocation, working from project analysis to implementation, whilst providing expert assistance all through the event. PROSTAND is thus able to offer tailored solutions, design modular systems, and provide a wide range of services in the field of trade shows, conferences, events and exhibitions, throughout Italy and at the main European expo centers.

# DATA AND FIGURES

In 2019  
**> 40 MLN** of euros  
**> EBITDA 4 MLN**

Market-leading  
company in Italy  
by turnover

**25**

years' experience

**4**

Headquarters in  
Rimini, Vicenza,  
Milan and Bologna

**161**

Staff

**40**

expert  
Project Managers

**35**

Active in 35  
countries of the  
world

**350.000**

A total area of 350,000  
sqm built over 1 year

**60.000**

A set-up capability  
of 60,000 sqm  
ready-made  
structures at once

**20.000**

sqm warehouse

**2.500+**

clients for  
customized structures

**65**

top brands served

**6.000+**

projects over 1 year

# WHAT WE DO

## EXHIBITIONS

PROSTAND specialized in creating structures that can be adapted to spaces of all shapes and sizes. From entire halls to trade show stands, to architectural installations, the key is to stand out, encourage interactivity and create memories of a positive experience. You deserve an extraordinary stage, and that's exactly what we can build for you.



## EVENTS

We help you capture your audience through the ideal combination of services and creative elements, regardless the size of the event space. Thanks to our international network of designers, producers, directors, editors, stage managers and technicians, even the unthinkable becomes possible.



## INTERIOR SETTINGS

We offer an extended range of products, all characterized by unique design, and a wide variety of materials for any kind of context. We know how to develop the perfect solution for you, from design to delivery, for permanent interior settings, front desk services, restaurants and coffee shop, showrooms, museum installations and much more.





# FULL SERVICE CONTROL

All the support you need  
from a single partner



## PROJECT MANAGEMENT

Initially, we at PROSTAND set the objectives to be achieved, identify possible bespoke parts that need to be designed and manufactured and manage the costing, timing and resources to be employed. Once these areas have been defined, we start planning and identifying the best ways to reach the project goals within the client's guidelines, and eventually draft up a detailed plan.



## CONSTRUCTION

Once the project plan has been approved, we work on implementing, monitoring and controlling all related activities, constantly monitor compatibility as the work progresses, and from time to time integrate any correction and fine tuning measures that may become necessary.



## POST-EVENT

At the end of the exhibition Prostand verifies every single booth through a careful customer satisfaction survey. Customer Satisfaction results immediately originate different actions focused on improving performance and therefore customer satisfaction.

# ORGANIZATION



## **ORGANIZATION**

To express at best our mission as end-to-end service providers, we at PROSTAND cooperate with an extensive network of strategic and operational partners. In this way we can remain independent in terms of the setup work, even if enjoying the support of highly qualified partners. Moreover PROSTAND is able to meet any kind

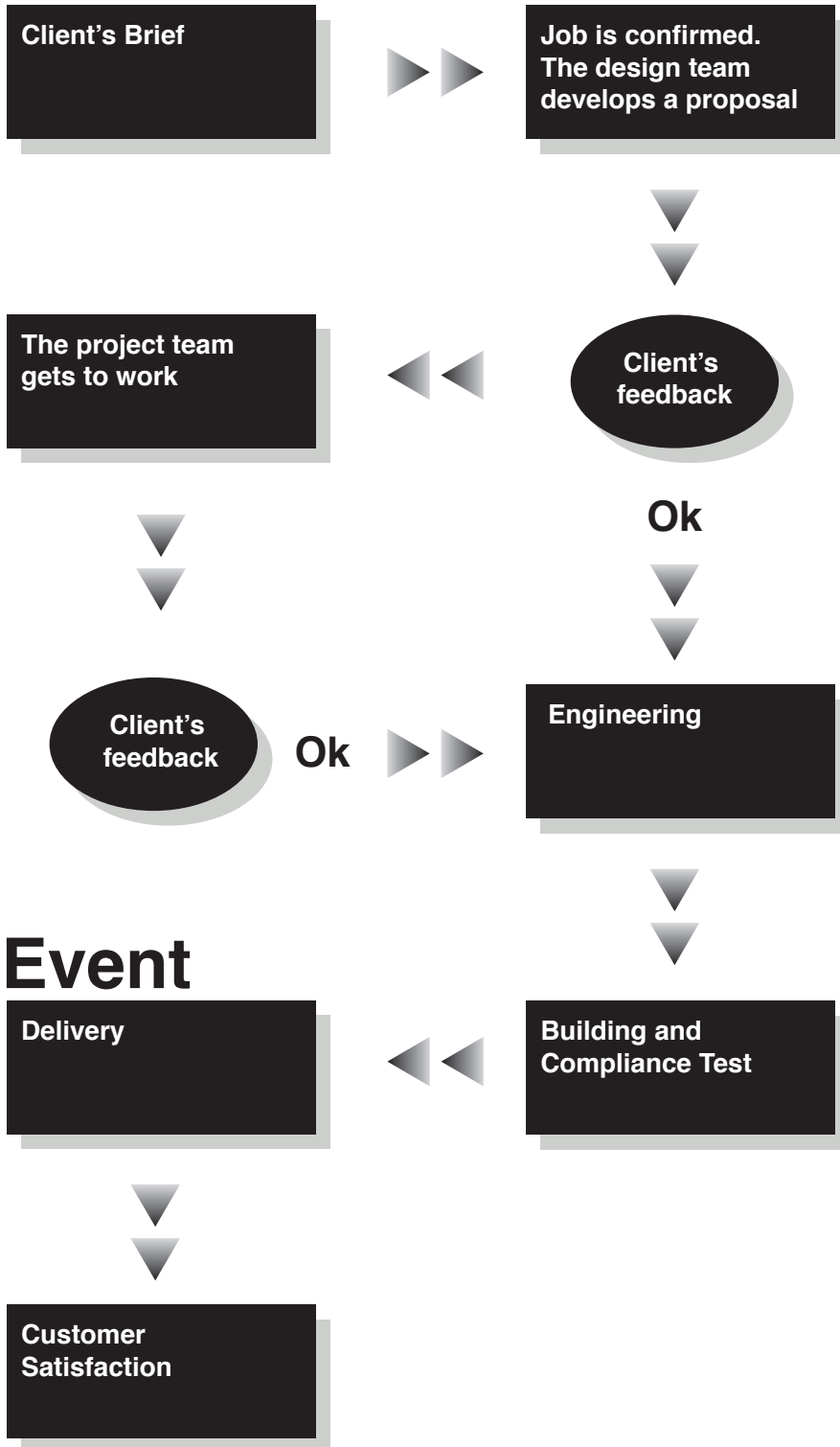
of possible need in the area of promoting and displaying products and brands in the context of trade shows, exhibitions and events – be they corporate, marketing or consumer events – as well as in the context of retail in the broadest sense, in showrooms and shops with bespoke retail displays and window styling.

## COMPETITIVE ASSETS

- 01 - A single handler, from the initial brief to the complete turnkey installation.
- 02 - Proven experience in the management of high-end events, conferences and trade shows.
- 03 - Organizational structure based on strategic business units (SBUs) and expert marketing management.
- 04 - Consultancy, design, job planning and monitoring system.
- 05 - Flexible and prompt approach also in the event of emergency.
- 06 - Cutting-edge technology, high-quality materials, widespread logistics.
- 07 - Undisputed leadership in the context of the Rimini and Vicenza expo centers.
- 08 - Management of suppliers and outsourced services.



## Start



## Event

### OUR CLIENT IS AT THE CENTER OF EVERYTHING WE DO

Our work at PROSTAND starts from hearing out our client's needs and bring their expectations to full realization through our proven work method. A team of professionals analyze the briefing and works out a proposal and a project tailored on their

specific needs. After the client's approval, we take care of all the activities related to the construction and compliance test of the structure, paying utmost attention to the materials, appearance and functionality of the finished stand.



## **CORE BUSINESS**

PROSTAND stands out in five main sectors in terms of construction, production capability and experience: Food & Beverage, Jewellery & Fashion, Wellness & Leisure, Sustainable Living & Technology, Tourism, Hospitality &

Lifestyle. PROSTAND leads these five sectors, and has also recently embarked on a significant expansion mission in the United Arab Emirates, China, the USA and Brazil.

**01 - Food & Beverage**

**02 - Jewellery & Fashion**

**03 - Wellness & Leisure**

**04 - Sustainable Living & Technology**

**05 - Tourism, Hospitality & Lifestyle**



# CORE BUSINESS

## 01 - FOOD & BEVERAGE



## 04 - SUSTAINABLE LIVING & TECHNOLOGY



## 02 - JEWELLERY & FASHION



## 05 - TOURISM HOSPITALITY & LIFESTYLE



## 03 - WELLNESS & LEISURE



# A GLOBAL NETWORK



## **A GLOBAL NETWORK**

Working with the PROSTAND crew means being part of a reality that is solidly present in the global market. Over the years, we at PROSTAND have cultivated a network that has gradually developed all over the world. Starting from Rimini and Vicenza, we reached Milan, Turin and then Dubai, São Paulo and Shanghai,

also supported by local partnerships in Guangzhou, Chengdu and Hong Kong. In the USA, we can count on a privileged partnership with the FB International expo organization based both in New York and Las Vegas, which is also part of Italian Exhibition Group.

## WE WORK WORLDWIDE





# WHERE WE ARE

**PROSTAND** have headquarters in **Poggio Torriana** (Rimini) and **Santorso** (Vicenza) hosting the different company departments of marketing, design, production, purchasing, logistics and admin. The **Vicenza** logistic hub complements the main warehouse and the **Milan** and **Bologna** marketing offices.

SIGEP 2019

FOOD & BEVERAGE







# BEER ATTRACTION 2019

FOOD & BEVERAGE



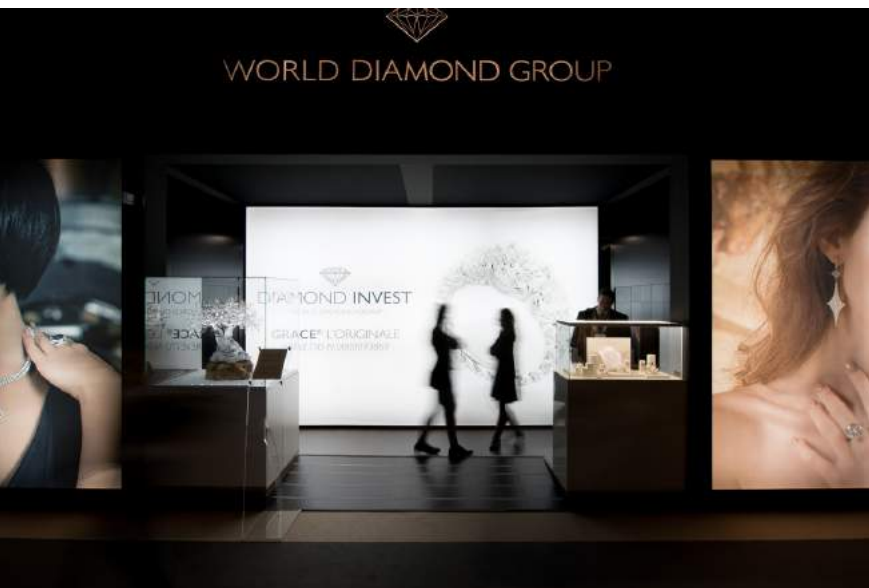
# MACFRUT 2018

FOOD & BEVERAGE



# VICENZAORO 2018

JEWELLERY & FASHION





# RIMINI WELLNESS 2018

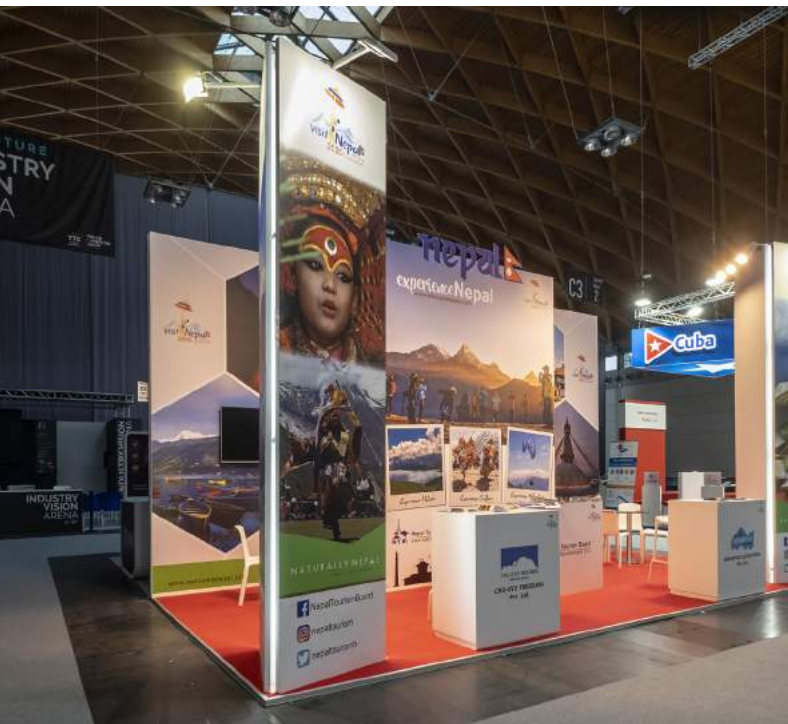
WELLNESS & LEISURE





TTG - SIA - SUN 2018

TOURISM HOSPITALITY & LIFESTYLE







ECOMONDO 2018  
SUSTAINABLE LIVING & TECHNOLOGY





# **PRO****STAND**

Exhibition solutions

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**Vicenza** - Via Delle Prese, 4  
Santorso (VI) Italy- T. + 39 0445 649111

**Bologna** - Via Maserati, 5 (BO) Italy  
T. + 39 051 9844660