

FLOOR PLAN

For the 2nd Edition of The Gambia - Senegal Economic, Trade and Investment Forum Exhibition Fair

19th - 20th December 2024 @ SDKJ International Conference Centre - Bijilo

A. OBJECTIVE:

To create an interactive, engaging, and organized space that facilitates exhibitors' ability to showcase their products and services, engage with potential clients, and network effectively while maximizing visibility and accessibility.

B. KEY OUTCOMES

1. **Accessibility:** Easy navigation for visitors with clear pathways and signage.
 2. **Visibility:** Equal exposure for all exhibitors regardless of booth location.
 3. **Engagement Zones:** Dedicated areas for product demonstrations, networking, and workshops.
 4. **Aesthetics:** A welcoming and visually appealing layout to enhance the event's professional ambiance.
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C. FLOOR PLAN COMPONENTS

1. Main Exhibition Space at Entrance (Zone A)

I. **Purpose:** Core area where sponsors will showcase their products and services.

II. **Details:**

- **Booth Layout:**
 - Modular booth sizes: just Tables and chairs with hangers
 - Standard booths: 3m x 3m.
 - Premium booths: 5m x 5m (located at corners and central aisles).
 - Booths arranged in rows with a 2m-wide pathway.
 - Central aisles designed as "Boulevard" with decorative banners by sponsors.
- **Technology:**
 - Each booth to be equipped with power outlets, and lighting.
 - Optional TV screens and display stands for premium exhibitors at their own cost.
- **Exhibitor Types:**
 - Local businesses from The Gambia and Senegal.
 - International partners interested in regional trade and investment.

2. Entry, Information/Help/Verification/Ushering Area (Zone B)

I. **Purpose:** To welcome attendees, verify invitation and facilitate smooth check-in as well as serving as a centralized location for visitor assistance and general inquiries.

II. **Details:**

- Registration counters with 2 Desk at Hall entry point.
- Digital screens displaying event flyer, schedule and exhibitor highlights.
- A lounge area with seating for waiting attendees.
- Staffed with bilingual representatives (English and French).
- Located near the entry and central pathways.
- Branded backdrop for photo opportunities.

3. Networking Zone (Zone C)

- I. **Purpose:** A dedicated space for informal and formal networking.
 - II. **Details:**
 - Comfortable seating arrangements with a high table.
 - 50m walk from main conference hall in the same conference center
 - Bottled or branded water to be served.
 - Branding opportunities for sponsors (only for pull-up banners).
 - Wi-Fi-enabled "business hub" for private conversations.
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4. Product Demonstration Zone (Zone D)

- I. **Purpose:** To showcase live demonstrations of products and services.
 - II. **Details:** At the expense of the Business
 - 3X3m, 5X5m Area for special decoration with own brand inside main corridor
 - TV/Promotional screens for their own display.
 - Takeaway promotional items and brand with money cash out outlet.
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C. CONCLUSION

This plan ensures a balanced, functional, and visually appealing setup for exhibitors and attendees, fostering a conducive environment for economic and trade opportunities during the 2nd Gambia-Senegal Economic, Trade and Investment Forum to be held from 19th - 20th December 2024.

