Abstract

Over the years, trade shows have progressively gained importance as a preferred way to exhibit commercial goods. Trade fairs have become popular because of its flexible organization that can satisfy the needs of many businesses. Given that a merchant is usually given an empty, homogenous booth, which needs a design that give their booth and products identity and recognizability. Therefore, booth design is indeed crucial for the successes or failure of the sales. However, for something that is used for a limited period of time it can cost much money, one of the problems that cause the high expenses, is the miscommunication between the event organizers and the different teams that work on the expositions.

This research aims to solve the problem of miscommunication, increase efficiency for exhibition design management. In order to accomplish the goals, a computer software has been developed to be used for presentation and booth's design management. This software is a web-based database system, which can increase efficiency in coordination and collaborative decision making process between website administrators, project directors and designers.

The key factor of exhibition management is a project director. Booth's design depends on designers who coordinate their team via internet connection with website administrator's supporting tools. This system was designed to help these three working groups. Each group will have its own database, and useful features to upload and download concerning files to enhance effective collaboration. Furthermore, this system can help organize exhibitors' information, and create exhibition plans and three-dimensional virtual environment simultaneously. This software was developed from three separate programs: Drupal, Adobe Flash and Unity3D. Drupal is used for website's management, Flash exhibition's plans in two-dimensional, Unity3D three-dimensional modeling.