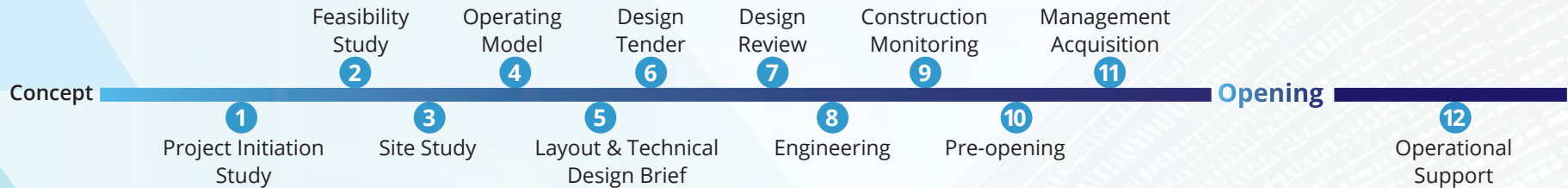


GainingEdge Advisory for Convention and Exhibition Centers

GainingEdge has experience at consulting in every phase and can advise in whole or in part at any step of a given facility's development process.



1 A high-level review of project viability, market demand analysis and 10-point destination assessment.

2 Comprehensive assessment of project viability, market and competitor analysis, and financial projections from operator perspective.

3 Review and recommendations on potential sites with comparisons in relation to optimum facility performance.

4 Evaluation and recommendations on ideal operation strategy and operating model.

5 Design brief with layout and technical recommendations, including room and function program development.

6 Assistance in preparing a tender for architectural design services. Support in evaluating responses and negotiating engagement.

7 Review and advice on conceptual and schematic designs to ensure optimum operational efficiency and adherence to MICE industry standards and demands.

8 Assistance in preparing a tender for engineering services. Assistance in assembling engineering teams.

9 Owner's representation in working with designers, engineers and general contractors.

10 Pre-opening advisory, operation company development, SOP recommendations, recruitment and staff training, sales lead generation and marketing assistance.

11 Assistance in preparing a tender for outsourced venue operation services. Support in evaluating responses and negotiating engagement.

12 Post-opening advisory, continuous support in venue operation, sales, marketing and international representation.

Please feel free to [contact](#) us or our Senior Consultant – Venue Development ([Mark Schloesser](#)) if you need more information or like to discuss how GainingEdge can support you through our customized advisory.