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Issue 60

Exhibiting

Exhibition analysis for the marketing professional

A man wearing a green and orange cap, a tan vest over an orange shirt, and light blue jeans is holding a shotgun. He is standing in a field of tall, dry grass under a clear blue sky. A large, black, treaded tire is visible in the foreground, partially obscuring the man's legs.

Are you game?

Aspirational brands hit
the CLA Game Fair

Cover story - page 20

Coping with the credit crunch - page 43

Upping the ante in Las Vegas

The stakes were high when temporary structure designers **Specialist Structures** were charged with showcasing one of the world's largest manufacturers of construction equipment **JCB** at **Conexpo 2008**, staged a stone's throw from the famous 'Strip' at the Las Vegas Convention Center.

The brief: a winning hand

US-based Conexpo – a triennial show for the global construction industry is one of the biggest shows on the planet. The 2008 event, which ran from 11-15 March was on a truly epic scale, covering almost 212,000 square metres and attracting 144,600 industry professionals over the five days. Show organisers were delighted, recording a 21 per cent increase in exhibition space sold, and feedback from exhibitors and visitors has been similarly positive. But these impressive statistics can disguise a potential challenge for exhibiting companies: how to successfully promote themselves at an event of this size and stand out amongst the 2000 other exhibitors all competing for a slice of the visitors' time.

Specialist Structures was commissioned by The Production Network, an experience marketing company, to collaborate on the design and construction of the JCB pavilion at Conexpo. Working as a team, Specialist Structures worked closely with TPN's international business director Sky Curl to meet the client's brief: the finished structure had to be visually exciting, giving JCB a clear competitive advantage, and yet practical, to meet the demands of a busy working environment in terms of usable

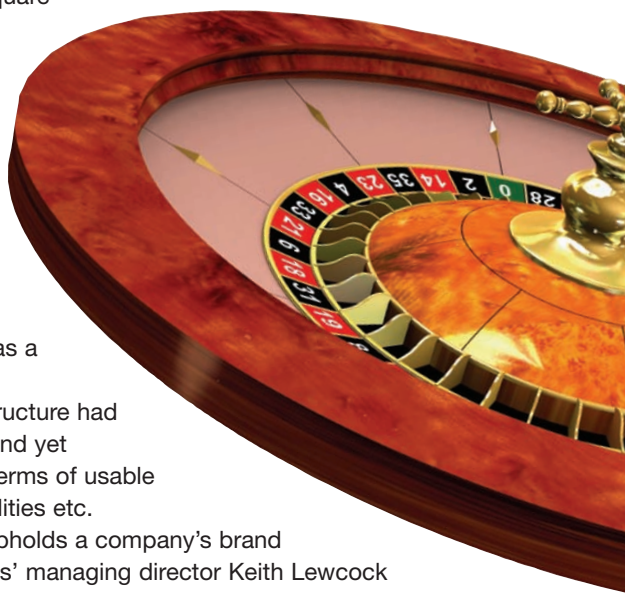
space, access points and visitor facilities etc.

Ensuring that an exhibition stand upholds a company's brand values is crucial. Specialist Structures' managing director Keith Lewcock comments: 'We take time to establish what a client actually needs to enhance their presence at an event, not simply offering what we've got. If that is a structure clad in mirrored glass and finished in their corporate colours, that is what we design.'



The design

Using Specialist Structures' unique SPACE building system® – a component-based building technique, which produces lightweight but incredibly strong structures – Specialist Structures and TPN designed a stunning multi-storey pavilion, eye-catching enough to form a Conexpo landmark in its own right. An immense nine metre wall of curved architectural glass formed the structure's façade, behind which a light and open plan atrium welcomed visitors to the extensive interior. The SPACE building system® is one of the strongest, most versatile and technically advanced temporary structure systems available and, a most recent development the 'Space Anchor', has focused on enhancing the load bearing capacity of their structures. The new component enables Specialist Structures to build larger clear-span structures.



case study



Game on

Making use of this new technology and the large load bearing capacity of the SPACE building system®, the JCB Conexpo pavilion was spread over three floors, and occupied around 1000 square metres of exhibition space. Internally, space was divided between a restaurant, presentation room, numerous offices, a VIP area and a shop – all benefiting from natural light and a relaxed, business-like ambience thanks to the glass wall to the front of the structure.

Balancing business with hospitality is key to successful exhibiting, particularly at an event on the scale of Conexpo. To the front of the main pavilion, a specifically built arena was the setting for JCB's incredible 'dancing digger' displays, staged at regular intervals during the exhibition day and a very effective method of attracting visitors to the stand. Surrounding the arena, visitors could inspect 33 JCB vehicles from the product range, while enjoying the entertainment.



Environment and bank-balance friendly

Mindful of the fact that exhibition stands represent a significant investment, Specialist Structures' also design their structures to be completely re-usable. They can easily be dismantled and rebuilt elsewhere in a completely different configuration, making them a cost effective alternative to 'one off' exhibition builds, which end up in the skip after each event. In addition, the

SPACE building system® is fast and straightforward to construct, cutting down on expensive build schedules. The added benefit of integral foundations negates the need for staking, making the system suitable for both indoor and outdoor use.



A royal flush

Commenting on the success of the JCB pavilion, Lewcock is encouraged by the feedback he has received: "Both TPN and JCB were delighted with the pavilion. For Specialist Structures, it was great to see our SPACE building system® being used so effectively to meet the client's practical requirements, attract visitors to the stand and maintain JCB's status as a market leader in this sector."

