

Case Study



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Name

International Retailer Exhibition

Type

3 day conference & exhibition to showcase new and existing products to European retailers for a global leader in outdoor power products

Size

400

Aim

To find a location which could accommodate the display and testing of outdoor power products and to create an exciting event to attract major European retailers.

Location

Château on the outskirts of Paris



Detail

This event took place over three days and offered delegates the opportunity to experience a wide range of product presentations and demonstrations. The chateau and extensive grounds were utilised for indoor and outdoor exhibitions to allow hands-on testing. A fabulous lunch was provided to facilitate further networking. To enhance the delegate experience, transport and logistics were arranged for delegates arriving from a range of Western and Eastern European countries. Various breakout sessions and dinners were also organised for specific sales regions.

Scope

Venue sourcing and negotiation, budget planning, site planning, exhibition management, delegate registration and handling, transport scheduling, catering, accommodation, event information, audio visual, design & print, event branding, account reconciliation

Result

A very successful event which secured a high turnout of retailers. Good customer relationships were established and enhanced, resulting in immediate and future sales

