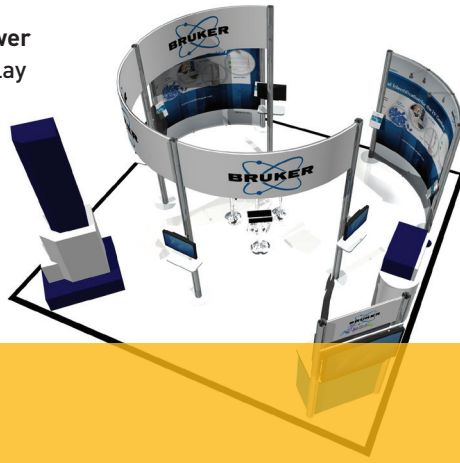
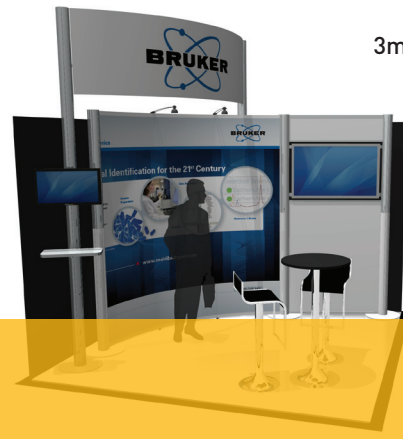


Modular design was the answer
6m x 6m Island Display



3m x 3m Display



CASE STUDY Bruker

The task

Bruker had an international conference to attend in Sydney and needed to be smarter with what they did and make their marketing budget go further. They required flexibility with their display so that it could be used as a standard 3x3m space or added to for larger spaces at future tradeshows. It also needed to be easy to transport, set-up & dismantle as it would be sent to various locations locally and overseas.

Exhibit Group solution

Exhibit Group produced a customised solution made up of DesignLine displays, panels and brochure holder, with a DesignLine Kit 13 that incorporated a 42" LCD for their interactive touch screen. With the modular design, Bruker are able to have the display set up in a 3x3m stand or add to it for a larger 6x6m stand – depending on their needs.

Client comments

Marketing Assistant for Asia Pacific, Deborah Haslett comments: "We wanted to do something different from our competitors that stood us apart - and with Exhibit Group, we achieved that."

"After seeing the new range of business kits on Exhibit Group's website, I could visualise what we could do with Bruker. Their service was very professional, they really looked after me and helped eliminate a lot of stress."

Outcomes

After a successful event in Sydney using their new Exhibit Group display, Bruker is now looking at rolling out the same system throughout the US and Asia.

In previous years the company had spent a considerable amount of money on 'Design and Build' solutions at international conferences that were often only used once. With this new system, they are able to easily transport it to different events. And with its modular design are able to use it for a variety of stand sizes.

"We've had very positive feedback about our new display. People have come up to us and said how good we look, and the floor plan is nice and open which is very inviting to people."

"I'm really pleased we chose Exhibit Group, throughout the process they were fantastic to deal with."

“ We wanted to do something different from our competitors that stood us apart - and with Exhibit Group, we achieved that.”

Deborah Haslett
Bruker

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