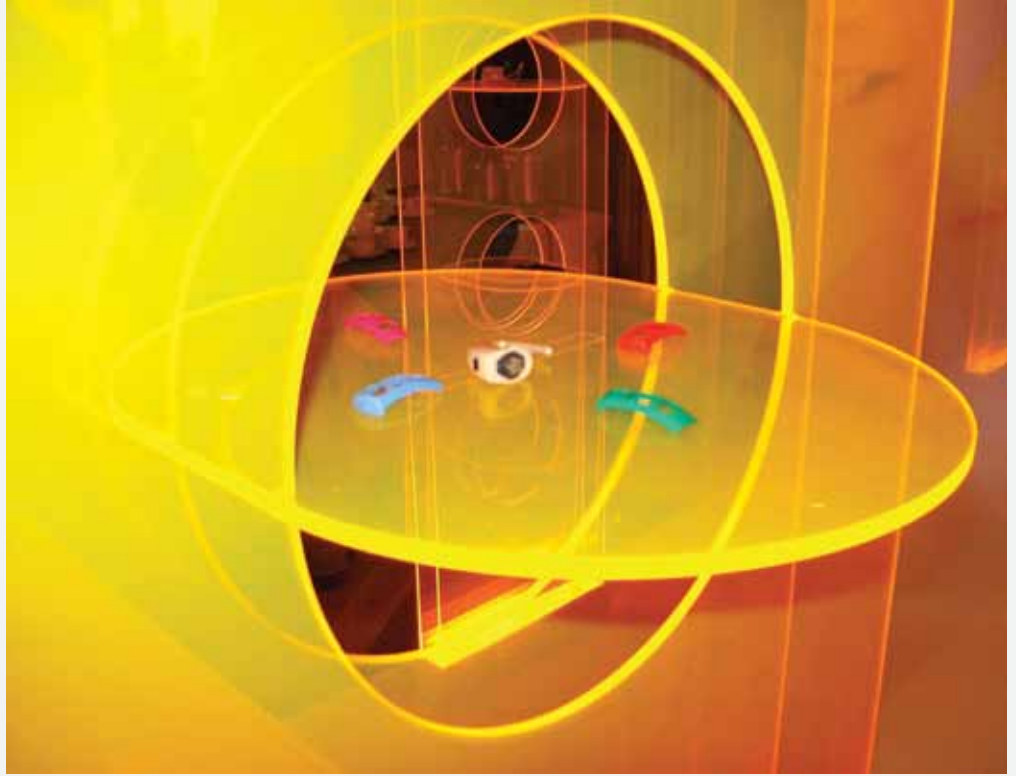


in2events



Cochlear™

Campaign / Company Exhibition Stand Design

Location / Cambridge, UK


Timescale / 2 weeks

→ BRIEF

The world leading Cochlear Implant Company approached us to develop and build a new exhibition stand for an industry event being held in Cambridge, UK. As normal we were happy and excited to look in to this brief and as usual asked what the time scales were for this project, "two weeks" was the answer, "perfect" we said. We were

informed of the space we had to work with and away we went. The brief was to make the stand; reflect the brand as market leaders, stand out from the crowd and to do 'something different'. We were also required to include a way to show off their products and a new promotional DVD.

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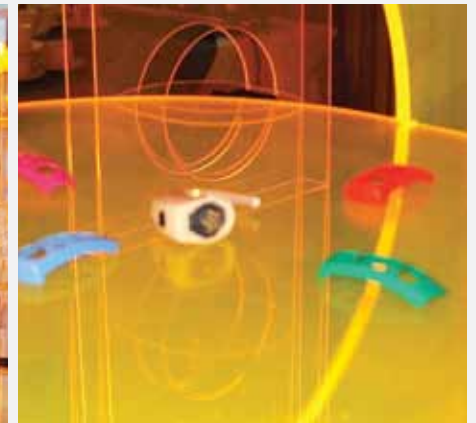
SOLUTION

So then, what to do? After initial brainstorming session and some interesting suggestions we came up with the idea of keeping the design simple and letting the materials we chose, along with the brand stand out from the crowd we needed to think about the clients requirements of having products on show and also we had to display the new corporate DVD.

We chose to use some pro-vision easy-view that allows for projection to be received from the rear and reproducing a high quality image on the front of the screen, wow, what a product! With the corporate DVD solution solved we still needed to be able to display the client's products in a safe but visible environment.

We produced a bespoke dome plinth which could only be accessed via appropriate lock and key, held by the client. This design still allowed the products to be displayed close-up but reduced the risk of any going 'walkies'.

The other exciting material we used was repositol, an acrylic that allows for all the light to flood in and then create a natural 'glow' to all the cut edges. With all design, build, installation and design being produced and managed by i2e this stand was a definite success.



RESULT

A truly bespoke stand that can be used as a modular unit or complete exhibition stand. A great looking stand that shows off the client as world leaders at any exhibition.

“The stand looks amazing, top work and thanks.”

Marketing Director
Cochlear



In 2 Events have teamed up with OxTreeGen to plant trees in the UK to mitigate the effect of all our activities, and to create In 2 The Woods – our very own woodland.

We are funding 50% of the cost of making your event carbon neutral, and ask for you to do the same.

in2thewoods
making the environment our business

CORPORATE EVENTS MANAGEMENT

All exhibition and event services offered are unique, like every one of our dedicated team members, ensuring that you have a personal and bespoke approach to your event requirement. Organising an event or conference can be a time consuming and stressful process. So why not let In 2 Events take the pressure for you?

Whether you're planning an award show, product launch, team building event or exhibition, In 2 Events can provide everything you need to run a successful event – from conception and design to staffing, logistics, equipment hire and installation.

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