

*event***SPACE.**

Case Studies

# Things To Think About

## PHARMA

- Drinks/coffee/refreshments
- Stand out design that makes sense
- Storage
- Informational, educational, entertaining (all wrapped into one parcel)
- Engaging visuals, having visuals that pop & are great to look at
- Private or semi-private meeting spaces
- Lead capture and journey for attendees
- Clear branding
- Health & safety compliant

## OTHER AREAS

- Drinks/coffee/refreshments
- Free give-aways/ gifting
- Entertainment
- Stand out design that makes sense
- Informational, educational, entertaining (all wrapped into one parcel)
- Engaging visuals, having visuals that pop & are great to look at
- Private or semi-private meeting spaces
- Lead capture and journey for attendees
- Clear branding
- Health & safety compliant

## ‘What’s the best booth you put together?’

That’s a difficult one to answer as they all have their merits, and ultimately, it’s quite subjective. We’ve built a wide range of stands over the years, many of them very tech-heavy, incorporating interactive touch walls, VR and AR experiences, monitored visitor journeys, and projection domes for fully immersive environments, particularly for our pharma clients.

One of the most memorable projects was for one of our oil and gas clients, where we essentially built a fully functioning bar complete with beer pumps, pinball, air hockey, and live music. It was a totally different creative challenge compared to the larger, clean, tech-focused pharmaceutical booths, but it had an amazing atmosphere and was a real talking point at the event (RockFlow attached).

That said, one of my personal favourites is the World Aids Munich booth we built and then repurposed for HIV Glasgow. It was much simpler and warmer than our usual tech-heavy stands, an inviting, human space that encouraged conversation and connection. It proved that sometimes less really is more, and that simplicity and warmth can make as much impact as technology.



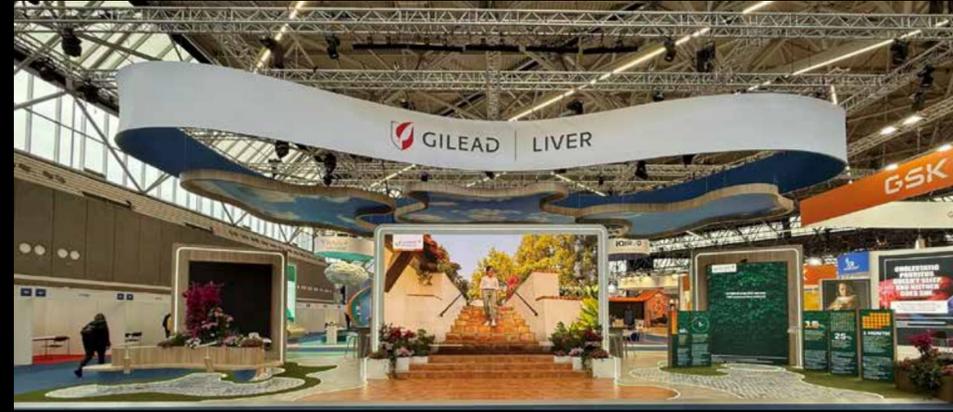
World Aids Munich Booth

## ‘What’s the best booth you’ve ever seen?’

Again this is quite subjective, but one that really stands out for me is the booth we built for Gilead at EASL in Amsterdam. It combined clean design, clever use of digital content, and strong brand storytelling. Everything worked together harmoniously to deliver a memorable experience (photo attached

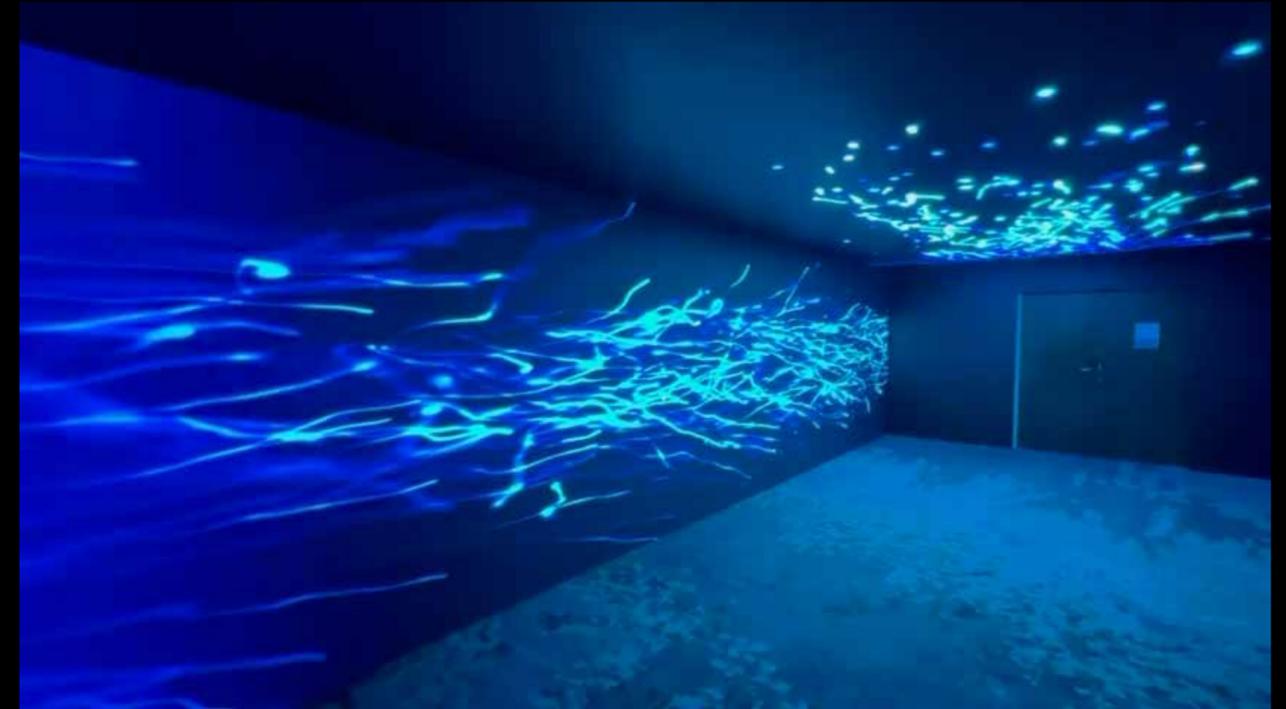
Outside of our own work, I’ve always admired what AstraZeneca does with their global show programme. Their use of large-scale LED content is consistently impressive, dynamic, engaging, and beautifully executed.

And of course, at the other end of the spectrum, there are the huge builds at events like Mobile World Congress, which take tech integration to another level. Those stands are incredible feats of engineering and creativity. Ultimately, the “best” depends on what you value — storytelling, innovation, impact, or intimacy.



## 'What booth do you wish you could do?'

- I'd love to create something that completely blurs the line between physical and digital, a truly hybrid environment where architecture, content, and interaction flow seamlessly together. Something that feels more like an experience or journey than a booth.
- It would be fantastic to design a stand that's modular and adaptive, where the physical structure and digital layers respond to visitor behaviour in real time, for example, lighting, visuals, and sound shifting based on audience engagement.
- I'd also love the opportunity to do something in a completely different sector, maybe an entertainment or sports brand where the creative freedom is huge, and you can play more with emotion, spectacle, and storytelling. A space that makes people stop, smile, and talk, that's always the goal.



Case Study

# Examples

# BIBA CONFERENCE 2025



## INITIAL BRIEF

Lexis Nexis Risk Solutions approached us ahead of the BIBA Conference 2025 with a clear vision: to create an open, welcoming stand that would invite visitors in and encourage them to stay for relaxed, meaningful conversations. They wanted the space to reflect their strong brand identity while feeling more like a comfortable lounge than a corporate booth. The stand needed to align precisely with their global brand guidelines, yet stand out visually within a busy show environment. It had to be impactful, on-brand, and completely functional for discussions, networking, and hospitality.



## DESIGN & PLANNING

Our design team worked closely with Lexis Nexis to interpret their brief and translate it into a 3D concept that blended form, function, and comfort. The layout focused on open sightlines and soft, lounge-style seating, creating a calm environment where conversations could happen naturally. Brand consistency was key – every element, from the colour palette to the signage and finishes, was carefully aligned with Lexis Nexis' global standards. The space was designed to be both visually striking and practically effective, balancing professional presence with a sense of ease and hospitality.



## RESULTS

The stand performed exceptionally at the show. Lexis Nexis experienced strong footfall and continuous visitor engagement. Internally, the feedback was just as enthusiastic – the team felt the space truly represented their brand and delivered the exact environment they had envisioned. Their choice to offer branded socks as a giveaway became an unexpected hit, adding a fun, memorable touch that drew attention and conversations. Nancy Landers, Director of Global Events, shared her praise for the project in a testimonial video, highlighting the quality of the design, the professionalism of the team, and the smooth delivery from start to finish.

# VAPER EXPO UK 2023



## INITIAL BRIEF

The initial brief was to design and build a stand at the Vaper Expo UK '23 for a 13m x 8m plot and its purpose was to increase brand awareness. The stand needed to include a hanging banner, a walk in storage area, and private meeting area. We were given creative freedom and requested that we "add the WOW factor". Other requirements were a coffee machine, fridge, and LCD screens to display marketing material.



## DESIGN & PLANNING

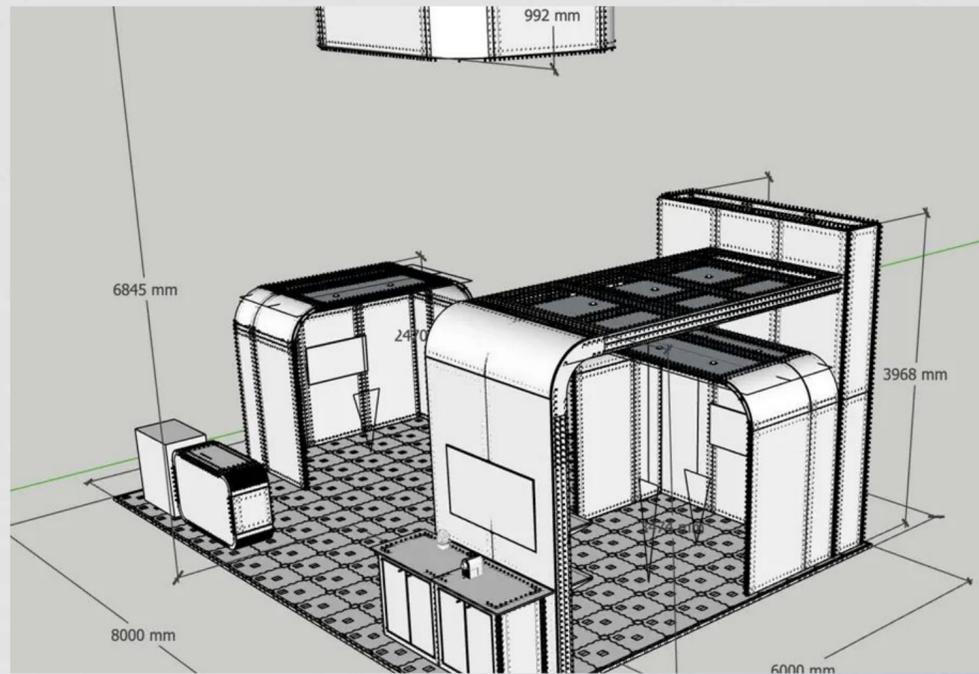
Our design team took the initial brief and really added the WOW factor. Keeping inline with brand guidelines, they created a bright and vibrant stand. Engaging and informational graphics displayed the clients' products in a way that could not be missed. A custom printed vinyl floor was added, and backlit logos and light boxes were used to illuminate important branding and messaging.



## RESULTS

This project took 1 day to build and the client was over the moon with their finished stand. They gave an onsite stand build score of 10/10 and a service score of 10/10.

## ACROSS MULTIPLE SHOWS



### INITIAL BRIEF

Sona approached us with a clear objective: to boost brand awareness and generate meaningful leads at trade shows. Their vision was to have a flexible and professional exhibition stand that could adapt to varying spaces across multiple events. Key requirements included a clean, open design and integrated meeting areas to host potential clients in a welcoming environment.



### DESIGN & PLANNING

From the outset, collaboration with Sona was central to the process. Our design team worked closely with them to ensure the stand reflected their brand while meeting their goals.

We prioritised creating modular meeting spaces that could be reconfigured for different exhibition layouts. Using our modular system, the stand design featured adjustable elements, allowing it to fit seamlessly into varying spaces. The design also included a large, impactful hanging banner to increase visibility and attract visitors from across the exhibition hall.

The result was a stand that balanced functionality with aesthetics, offering a professional yet approachable feel, perfect for Sona's brand.



### RESULTS

Sona's modular exhibition stand has been a resounding success. The flexibility of the design has allowed them to adapt seamlessly to different event spaces, helping them stand out at every show. Feedback from visitors and industry professionals has been overwhelmingly positive. Having worked with us for the past three years, Sona now exhibits at 7-8 trade shows annually with the same adaptable stand.

# WORLD TRAVEL MARKET 2024



## INITIAL BRIEF

Sun International for Tourism, part of the prestigious Savoy Group, approached us with a clear objective – to create a standout presence at World Travel Market 2024 that would drive brand awareness, generate valuable leads, and provide space for networking opportunities.



## DESIGN & PLANNING

Their vision required a design that captured their brand identity while incorporating a luxury theme befitting one of Egypt's largest incoming tourism organisations.

The stand featured two large, slimline LED video walls – one curved and one straight. Both screens played a synchronised video, ensuring a seamless visual experience. A striking large 3D backlit logo ensured brand visibility, while a prominent hanging banner ensured visibility from across the exhibition hall. The colour palette was inspired by Sun International's brand guidelines to create a rich, immersive experience.

Our design team worked closely with Sun International for Tourism to develop a stand that balanced luxury aesthetics with high-impact visuals. The curved LED video wall was a standout feature that demanded attention and created an unforgettable focal point. The combination of bold colours, dynamic LED screens, and impactful branding made the stand a visual success.



## RESULTS

The stand was a substantial 13m x 3m build, designed to command attention. Thanks to meticulous planning and collaboration with Sun International for Tourism, the build process went smoothly, with no logistical challenges encountered. Our experienced team delivered the stand on schedule, ensuring everything was perfectly aligned to create a seamless, high-end experience.

The finished stand captured the essence of luxury and elegance, reinforcing Sun International for Tourism's premium positioning. The combination of bold colours, dynamic LED video walls, and impactful branding created a powerful visual statement that attracted significant attention throughout the event. Sun International for Tourism was extremely pleased with the result, noting the stand's ability to effectively engage visitors and generate valuable conversations.

# HOMEBUILDING & RENOVATION SHOW 2025



## INITIAL BRIEF

Cherwell, a trusted architectural glazing specialist and first-time client ahead of the Homebuilding & Renovating Show 2025. With a prime position at the main entrance, their goal was to make a bold impression—driving brand awareness, engaging visitors with their premium glazing systems, and generating high-quality leads.

The stand needed to reflect the elegance and technical quality of their products while creating an environment that encouraged interaction and conversation.

## DESIGN & PLANNING

We developed a completely new concept for Cherwell: a 6m x 7m modular stand with carefully integrated bespoke elements. The design was focused on blending high-end aesthetics with practical visitor flow, ensuring it stood out visually and functionally in a high-traffic area.

Key features included:

- A digital floor screen near the entrance to create instant impact
- A natural green wall, adding warmth and organic contrast
- Premium wooden slat detailing to echo Cherwell's architectural style
- Seamless product integration, showcasing large-format glazing in a real-world setting

Our design team collaborated closely with Cherwell to ensure the space reflected their brand values—precision, elegance, and innovation—while remaining modular and adaptable for future use.

## RESULTS

Positioned at the entrance of the show, the stand quickly became one of the busiest at the event. Its clean lines, immersive digital elements, and tactile finishes drew in a constant flow of visitors. Cherwell's team were able to engage passers-by effortlessly, supported by a layout that encouraged dwell time and product interaction.

While full performance data is still being collected, the feedback was immediate and overwhelmingly positive. The client described the stand as "amazing"—a testament to the impact it made during a key event in their marketing calendar.

This project demonstrated the power of modular flexibility combined with bespoke detail—and set the foundation for what we hope is a long-term partnership with the Cherwell team.

# PORSCHE GLOBAL DEALER LAUNCH EVENT 2024



## OBJECTIVES/ BRIEF

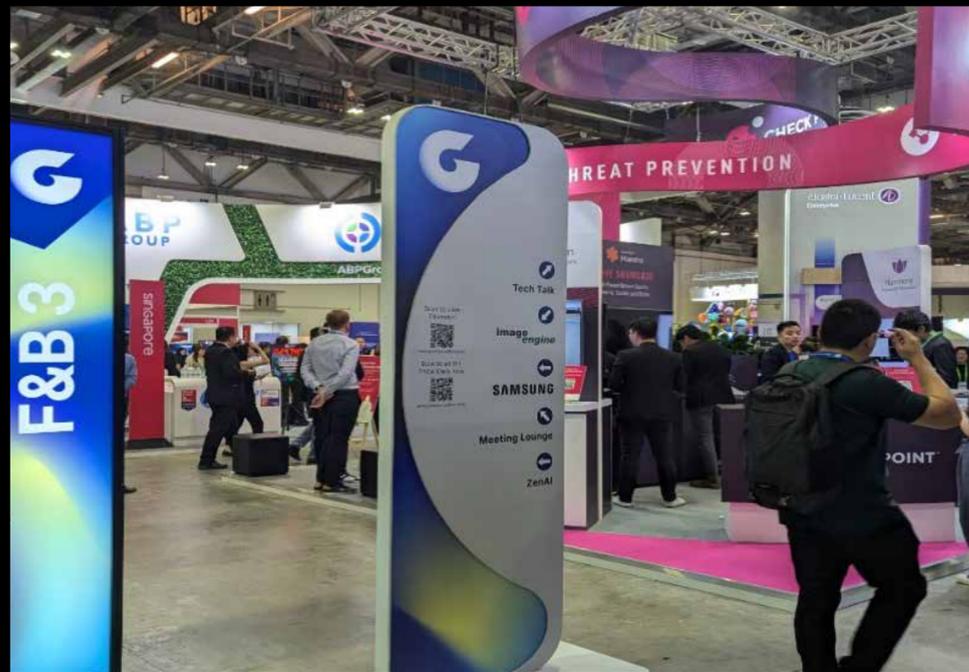
- The client needed local companies (based in Singapore) to solve their manpower and construction capability challenges. Also, to keep in mind on the 'green environment' initiative in terms of using recyclable materials or minimize it.
- As local fabricator & builder we needed to be constantly attending meeting with the Porsche design agency based in Germany, China fabrication team (1) & us (the local team) to get all our fabrication works, progress & details together to ensure it can be combined together during bump in and ensure smooth delivery

- Provision of skilled labour (carpenters, electrician, graphics installers and AV crew)
- Audio equipment (e.g. outdoor LED video wall, LED TV (Various size), sound system, light technician. Rehearsal for 01 day prior to show day launch event.
- Provision for carpentry work, flooring, slope for cars, conference room (100pax), session meeting room to host meeting with the key delegates, supplies and visiting apac dealers.

## RESULTS

- Massive media coverage globally
- Orders taken from attendees

# GOVWARE (TRADESHOW) 2022, 2023, 2024 EDITION - ORGANIZER'S REQUIREMENT



## INITIAL BRIEF

The client needed a design & build company responsible for their organizer's requirement. (e.g Entrance arch signages at MBS 5 levels, meeting room, AV requirement and etc. A turn key solution for the clients.



## SOLUTIONS PROVIDED

- Fabrication, installation, show day and dismantling - carpentry woodwork, R8 system panel, graphics, electrical fixture and mains, carpentering, existing signage clad on, furniture rental and etc.
- Manpower - to project manage the entire show, production brief/ mockup inspection event bump in. Out, show day ensure event runs smoothly standby. Coordinate with other vendors to ensure the event is a success.
- Handle logistic and manpower - as some of the show is at a public space, we can only work at midnight ONLY. Manpower planning has to be spot on for this kind of project.



## RESULTS

The GovWare Conference and Exhibition has demonstrated a strong, consecutive record of success across its 2022 and 2023 editions, setting a firm foundation for the highly anticipated 2025 event.

High Customer Satisfaction

Valued Services Provided: Customer and participant feedback consistently indicates high satisfaction with the overall services and platform provided. Attendees value GovWare as a unique opportunity to gain a holistic picture in cyberspace, offering dense networking opportunities and critical knowledge exchange.

Quality Content and Offerings: Customers highly appreciate the ability to meet strategic leaders, explore diverse offerings—from established multinational corporations to pioneering startups—and gain exposure to global insights that enable them to forge partnerships and advance real-world solutions. The provision of platforms for critical dialogues, such as CXO Plenaries and sector-specific forums (FSI, Healthcare), is regularly cited as a key value driver.

# AVEVA WORLD SUMMIT 2019



## OBJECTIVES/ BRIEF

"As the contracted supplier, we will assume full responsibility for all technical and compliance deliverables, which include:" Technical Design: Producing detailed 3D CAD drawings for the event build, ensuring adherence to structural and local fire codes.

Venue Coordination & Safety Compliance: Attending necessary meetings with the venue owner to fully understand and comply with all site-specific safety and operational regulations.

Documentation & Certification: Ensuring all mandated safety documentation is current, site-specific, and compliant with local standards, including: \* Risk Assessments (RA) \* Safe Work Procedures (SWP) \* Work at Height (WAH) Permits and Plans \* Bizsafe 3 Certification

Insurance: Maintaining and providing evidence of adequate Public Liability.

Insurance and all necessary certifications as required by local regulatory bodies.

Event Operations: Provision of dedicated Project Managers to efficiently oversee the entire operational timeline, including set-up (bump-in), dismantle (bump-out), and all activities throughout the show days.

Guest & Program Flow: Meticulously managing the turnaround time for the main room and all session rooms (including speaker/guest transitions) to strictly adhere to the program schedule.

Ad-Hoc Support: Handling all ancillary, ad-hoc event requirements during the show period, such as arranging drink event hosting and restaurant reservations for guests,

## SOLUTION PROVIDED

### I. Technical & Structural Production

We provide end-to-end fabrication and technical infrastructure, ensuring structural integrity and compliance.

Fabrication & Build: Delivery of all necessary construction components, including custom woodwork and metalwork, overhead banner systems, and large-format graphics.

Technical Equipment: Provision of complete lighting, audio-visual (AV) equipment, and all required electrical fixtures and main distribution boards.

Engineering Compliance: Securing Professional Engineer (PE) endorsement for structural safety and integrity of all temporary works.

Guest & Program Flow: Meticulously managing the turnaround time for the main room and all session rooms (including speaker/guest transitions) to strictly adhere to the program schedule.

Ad-Hoc Support: Handling all ancillary, ad-hoc event requirements during the show period, such as arranging drink event hosting and restaurant reservations for guests.

## RESULTS

### II. Project Management & Production Oversight

Our dedicated team manages the project lifecycle from concept through completion.

Design & Pre Production: Confirming all detailed technical drawings prior to production, initiating fabrication, and conducting thorough factory inspections.

Vendor Coordination: Comprehensive coordination of all sub-vendors and stakeholders to ensure seamless integration and alignment with the client's expectations.

Technical Staffing: Provision of professional Sound and Lighting Engineers to manage and execute all technical aspects of the show.

### III. On-Site & Show-Day Management

We deploy project managers and operations staff to ensure smooth execution and delegate guest experience elements.

Event Operations: Provision of dedicated Project Managers to efficiently oversee the entire operational timeline, including set-up (bump-in), dismantle (bump-out), and all activities throughout the show days.

Guest & Program Flow: Meticulously managing the turnaround time for the main room and all session rooms (including speaker/guest transitions) to strictly adhere to the program schedule.

Ad-Hoc Support: Handling all ancillary, ad-hoc event requirements during the show period, such as arranging drink event hosting and restaurant reservations for guests.

**Outcome / Results: 100% turnout with relevant visitors and invited guest from all over the world. Manage to ensure all rooms for conference and speaker's session run smoothly**

# SLB | ADIPEC - ABU DHABI 2022



## INITIAL BRIEF

One of the biggest names in the global energy sector asked us to help launch their rebrand at their flagship event. Not only were we not able to see the new branding until five days before the event went live, we were also tasked with accommodating two extra meeting rooms and a VIP Lounge area whilst retaining all content from previous events on the same sized space.

## SOLUTION

We added an extra 125m<sup>2</sup> of meeting and lounge space by adding a large double deck structure.

Crisp clean lines and white space allowed the new logo to sing, whilst huge LED walls and signs

ensured that the entire industry was fully aware of the re-brand and the intent of SLB to continue their legacy into a very different landscape.

## RESULTS

We were awarded best double decker stand at ADIPEC. Fantastically attended presentation sessions, permanently busy hospitality spaces and executive meeting rooms and dedicated lounge meant that business was conducted at every level and the new brand identity was firmly rooted within the industry from the moment of its launch.

# GILEAD SCIENCES | EHA - VIENNA 2022



## INITIAL BRIEF

A 200m<sup>2</sup> island space which needed to showcase three individual drugs across two therapy areas. Each product required clearly defined zones along with comfortable and inviting seating to encourage visitor dwell time. Added to this was the need to provide completely independent areas for both Medical Affairs and non promotional disease awareness campaigns.



## SOLUTION

Working alongside and managing the work-flows of six different medical comms agencies we provided a combination of large format LED walls, immersive presentations and touch screen technology to create a destination space within the hall. Low level seating surrounded by lush planting created a warm and inviting social space whilst a central coffee and smoothie bar offered a refreshments.



## RESULTS

A beautifully finished stand, crammed full of exciting and interactive content. A giant touch table aligned with 98" monitors in Medical Affairs, experiential themed disease awareness spaces and a commercial presence that was both clean and data driven and warm and inviting.

## GENERAL DYNAMICS | DSEI UK | 2021



### OBJECTIVES/ BRIEF

As one of the UK's largest globally recognised Defence organisations, GD wanted to steer away from their reserved and traditional looking stands of the past and asked us to provide them with a new bold look and feel, that better captured their brand identity, demonstrated their capabilities and packed a punch!

### SOLUTION

We focused on creating a high impact focal point which would optimise their visibility within the venue and leverage the content and added touch screens for demonstrations. We picked up on an angle theme within their brand guidelines and carried that across along with accents of orange which had not been utilised before to create a more dynamic and engineered aesthetic.

### RESULTS

Their stand was disruptive, bold and by far the busiest within it's hall. Subsequently this new design has been embraced by the General Dynamics Global Team and will be their new identity across their full global event program.

# SCHLUMBERGER | OFFSHORE NORTH SEA STAVANGER 2022



## INITIAL BRIEF

Create a destination space to represent the market leader within the offshore energy sector. Three distinct areas were required to facilitate private, casual and technical meetings, allowing on stand sales teams to easily demonstrate their vast product and service ranges without seeming overly flamboyant.

## SOLUTION

A large and impressive structure which offered a welcoming coffee bar and lounge space with an eye-catching back lit feature. Four stunning air conditioned meeting pods with integrated lighting, sliding glass doors and full audio visual integration alongside five double sided product demonstration pods with adjacent open meeting space.

## RESULTS

One of the most imposing and talked about stands at the entire event. An understated and elegant space that offered the perfect combination of technical demonstrations, relaxed and informal discussion spaces and private meeting areas.

# ZEUS | COMPAMED DUSSELDORF 2022



## INITIAL BRIEF

Being at the forefront of polymer design, development and manufacture meant that Zeus's stand needed to not only draw attention to new development and advances but also as a location to hold meetings with new and existing clients. Whilst making the design stand out within the hall and enabled easy identification.

## SOLUTION

It was important to keep the flow of the stand as open as possible, whilst still creating 2 defined areas. The use of slatted feature walls to the lounge and meeting area meant a certain amount of privacy was offered. The less formal discussion area was situated behind the LED lit product displays and allowed for natural movement from initial contact to product discussion.

## RESULTS

The design, quality and finish of the stand enabled Zeus to stand out amongst other stands within the venue, this mirrored the objective that Zeus products stand out in a congested marketplace. The level of activity on the stand for the 4 days of the show, reinforced the success of our relationship with Zeus to provide the best solution possible to their new marketing direction.

## E-LEATHER | AIX (AIRCRAFT INTERIOR EXPO) HAMBURG 2022



### OBJECTIVES/ BRIEF

To remind/educate existing and new airlines and seat makers that E-Leather have sustainability in their DNA and have been doing something with a true environmental purpose for 15 years, long before their competitors became more environmentally conscious.

### SOLUTION

We focused our attention on creating a layout which would clearly showcase the journey within the manufacturing process. We then sourced reclaimed sterling board (chip board effect) to create a sustainable aesthetic and added bold messaging and statistics to reinforce E-Leathers credentials.

### RESULTS

Their stand stood them part from their competitors as they go to provide for sustainable solutions. They received high praise for creating such a simple but effective stand using the art of storytelling and as such reinforcing their position as the pioneers of sustainable leather.

# NOVO NORDISK EASD 2025



## INITIAL BRIEF

Novo Nordisk, a leading global pharmaceutical company, sought to enhance their physical congress presence and improve customer engagement through a series of high-impact global events. Their objectives included reducing the environmental footprint of their events, ensuring brand consistency across multiple locations, and effectively communicating complex medical information within regulatory constraints.



## SOLUTION

The challenge was to achieve these goals while maintaining high levels of attendee engagement and return on investment. We reimagined the traditional exhibition stand as a mini TV studio, complete with digital editing suites. This allowed us to capture and distribute content in real-time, enhancing the immediacy and 'live' feel of the events.



## RESULTS

The complete event space was transformed during the live event days with fully programmable lighting and content surfaces across the entire environment to amplify key messaging and increase participation in the interactive elements across the brands congress presence.

# CISCO LIVE WORLD OF SOLUTIONS 2024



## INITIAL BRIEF

Rapiergroup have worked on reinventing the World of Solutions experience for Cisco Live since the return of the show to in - person in 2023. For 2024 we were tasked with re - energising the environment and experience whilst offering the most authentically sustainable approach yet.



## SOLUTION

Our minimal build and modular approach, designed for re - use and produced locally, along with careful material selection and use of living plants, ensured that sustainability targets were met.



## RESULTS

2023 was only the first step in a brand new approach and was never going to be 100% perfect. We listened carefully to feedback from visitors, sponsors, and client stakeholders. We were then able to build on what we had created, and evolve it into something even better for Cisco Live 2024

Feedback from sponsors on some practical elements of their booths led to simplifications in design and creation of more usable wall and floor spaces. Extra space added more opportunities for experiential activations, which we offered as options for sponsor booths. We were also able to create more networking spaces, giving new options for informal meetings and discussions

## RENUALT GROUP - UK DEALER CONFERENCE 2023



### BACKGROUND

Victoria Warehouse, Manchester, was the perfect industrial blank canvas for eventSPACE to create a truly immersive brand experience for Renault Group. eventSPACE undertook full event management to include delegate logistics, production, and branding of the one - day convention and overnight awards dinner

### SOLUTION

Upon entering the venue, the attendee user experience started with an experiential welcome point where guests walked through a tunnel of light and sound before discovering a pop - up merchandise shop.

The main event space showcased the latest products and presentations from the Renault, Dacia and Alpine brands. The theme of the event was 'transformation', and Jim Lawless attended as a guest speaker to inspire on this topic

### RESULTS

Overall, feedback about the event was extremely positive. Partners who had been with the Brands for 20 - 30 years claimed it as one of the best Renault Group conferences they have been to.

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Thank you!