



Testimonial:

"I have worked with ATG Spectrum for the past 5 years at many exhibitions in the UK and Europe and have never been anything but 100% satisfied with their quality, inspiration, delivery and friendliness. We have grown during this time as a company and as a result have required larger and more demanding show stands involving many technical and detailed design components. ATG Spectrum have always delivered these and in many cases exceeded our expectations. They have been a great help working with some fluctuating budgets and offered many solutions to maximize effect with less cost implications. Above all, they care and that allows me to be stress free on the day whatever the venue, organisers or the weather throws at us!"

Charlie Madsen
Marketing Communications Manager

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Cooper Controls Exhibition stand design, build and breakdown at exhibition venues in the UK & Europe

Contract period: 2008
Exhibitions: ISE in Amsterdam
ARC in Business Design Centre, London
Light + Building in Frankfurt
CEDIA in ExCeL, London

Challenge

Cooper Controls is a market leader in the architectural and entertainment lighting controls markets. It consists following business units:

- iLight
- Zero 88
- Lightfactor
- Polaron Components Ltd
- Cooper Industries

Cooper Controls booked spaces at 4 different venues; 2 in London, 1 in Amsterdam and 1 in Germany. The stand spaces varied in sizes and location within the halls. They were looking for a yearlong solution that would give a consistent look and feel whilst being able to reconfigure the layout according to the stand plan; Budgets were set and could not be moved.

Solution

ATG Spectrum proposed a custom designed stand which meant that they needed to employ the services of an outside contractor, having used only three different contractors over a 12 year period the inclusion of a contractor was seamless and the client was happy to work solely through ATG Spectrum knowing that the choice of contractor for build, dismantle and storage worked to the standards set out by ATG. ATG ensured that the stand would fit at every event before the final presentation, enabling Cooper Controls to concentrate on their lighting and programming.

All Graphics and print were produced in house and fitted by ATG staff.

Methodology

Cooper controls supplied a brief to ATG Spectrum indicating their requirements and needs for the forthcoming year. Working closely with Cooper Controls ATG developed a system and presentation to enable the client to communicate the solution to their respective colleagues. 3d visualisation and comprehensive plans gave the marketing and technical departments the information to enable them to integrate complex products and systems into the stand structure.

Results

Cooper Controls were able to promote their business and product solutions to a Europe wide audience knowing that the background tasks and logistics were all handled by ATG Spectrum. With the arrival of colleagues from the head office in America, the European division could show them how an integrated approach worked both artistically and financially. In fact the American side took notes so that they could adapt similar strategies in style in the USA.