



by Schneider Electric



Testimonial:

"Mark and the team are always a pleasure to work with and always go the extra mile to ensure everything for our shows runs smoothly"

Debbie Pearce
External Communications Executive

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Case Study

Schneider Electric Plc Exhibition stand design, build, breakdown and storage, With reuse at 9 exhibition venues in the UK

Contract period: 2002 – 2003
Exhibitions: **National Homebuilding and Renovating shows** in Glasgow, Harrogate, Birmingham, Peterborough, Bath & West and London. They also used the same stand at **CEDIA** in Birmingham

Challenge

Schneider Electric is one of the world's leading supplier of electrical distribution and automation control products and services, employing more than 110,000 people.

Schneider wanted to show various products to members of the public and the trade at a succession of exhibitions.

The stand sizes were to be similar but not exact; the stand had to be re-configurable to fit the spaces allocated. Stand sizes and proportion varied.

The stand had to have a consistent corporate image, message and feel.

Solution

ATG Spectrum proposed a modular solution based upon the Foga System, an extruded aluminium section which could be tailored to fit the design requirement. The stand was designed in such a way that it could be reversed and resized, whilst maintaining its style and also allowing the Schneider engineers to the back for equipment cabling and programming. Schneider supplied the equipment and TV's and it was the responsibility of ATG Spectrum to ship and mount these products.

Methodology

Schneider supplied to ATG Spectrum a list of venues and details on sizes of plots within the halls. ATG Spectrum designed the stand concept, and with the use of 3d visualisation showed how the initial stand design could be reconfigured for each show. Once this was agreed ATG Spectrum supplied working drawings to all of the show organisers for build approval and to the Schneider engineers to allow them to prepare cable plans etc.

Results

Schneider was able to promote a seamless presentation at all shows and were able to leave all aspects of logistics, refurbishment, build, dismantle and storage to ATG Spectrum. This left them free to work on the marketing of their presence.

Another show was added midway through the contract which was a totally different shape, the stand was modified and reconfigured which gave the correct image at the show, whilst saving time money and effort in printing new graphics etc.

ATG Spectrum represents Schneider Electrics at most of their exhibitions and provides them with portable displays for smaller events.