



Testimonial:

"Having worked with ATG Spectrum for 6 years, they fulfilled all of our requirements and exceeded our expectations in delivering our presentations at various events. The Synergy Group achieved its objectives in presenting a clean and professional image with the help of ATG and found their customer service skills exceptional."

Nicola Holmwood
Contracts and Sales Support Executive

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Synergy Group Exhibition stand design, build, breakdown and storage

Contract period: 2003 – 2008
Exhibitions: **IRRV** in Birmingham, Brighton, Bournemouth, Manchester and 3x in Harrogate
CIH 4x in Harrogate
Community Care 3x in London
Learning Technology 3x in London
Society Guardian Live 2x in London
CCL 2x in London
Healthcare Computing in Harrogate
Social Housing 2x in Birmingham
Careers Event in London

Challenge

Synergy Group is a Recruitment and Training company. They wanted to promote Synergy Group company through specific exhibitions in training and consultancy. These exhibitions were held at various venues across the UK and they needed to find the most cost effective solution.

Stand sizes and configurations varied at each exhibition; therefore a flexible approach to design and construction was required. For each exhibition they had a specific target:

- Public and private sector jobs and contracting - **The Synergy Group**
- Recruitment and contracting in the construction industry - **Malla Recruitment**
- People, resources and services for training project and managed training programmes - **Training Synergy**

But at the same time they needed to promote a consistent corporate Identity.

Solution

Synergy Group chose ATG Spectrum as they proposed modular option which re-usable components which were easy to store, transport and re-use for all exhibitions.

It was the most cost effective solutions as the modular structure, furniture and graphics were re-used for 25 exhibitions through the six year period..

Graphics for all three sectors were designed by ATG Spectrum and were printed in-house. There were changes in message over the contract period and the designs were adapted and printed by ATG Spectrum.

ATG Spectrum kept 99% of the work for this contract in house.

Methodology

At the beginning of the year, client sent to ATG Spectrum the brief with all exhibitions, stand sizes and requirements for each event. The stand had been designed one month before the event to suit the area with the relevant graphics and was sent to client for approval.

Results

Synergy Group arrived in the morning of the exhibition opening date where the stand was build to specific description and ready to use. At the end of each exhibition they left the venue. ATG Spectrum team would arrive to dismantle the stand.

Over the period of the contract, the client had been recognized at each exhibition having met their marketing and sales targets.