

Stryker's multi-show programme demanded a flexible stand that could easily be reconfigured

The Challenge

Stryker is a UK based company and distributes an extensive range of orthopaedic products with a significant presence in other medical areas.

The company conducts a multi-show programme throughout the year, each with varying stand sizes which present a challenge. The cost of re-design and the redeployment of every stand to fit each individual floor space just didn't seem to make commercial sense. We were asked to come up with a design that would fit each space easily and hence help rationalise re-deployment costs. This would mean that Stryker would own the bulk of the architecture which could be reconfigured easily to accommodate

all of their shows throughout the year, generating a significant cost saving back to their business.

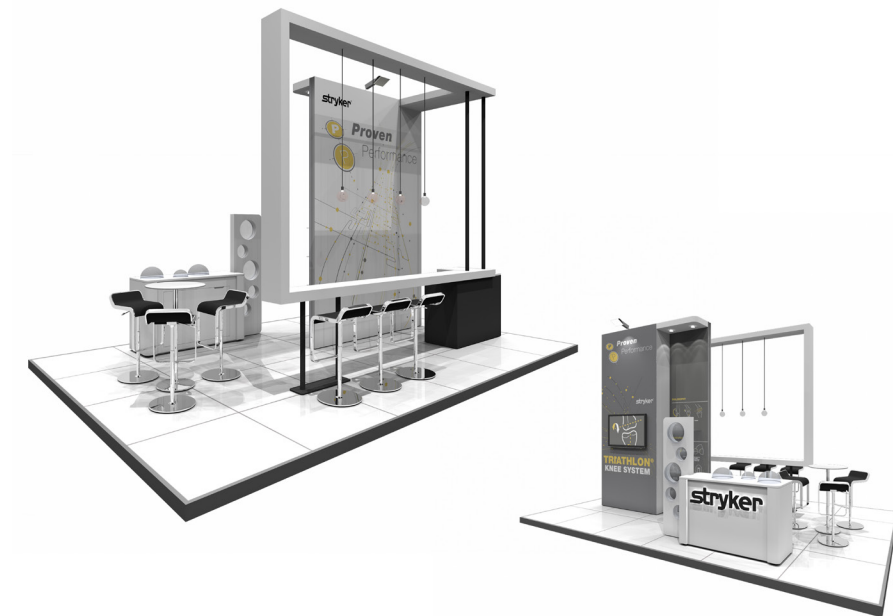
Our Response

Our designer worked closely with Stryker to get a detailed understanding of the true mechanics of their exhibition programme and their overall commercial objectives. The variation of stand size presented a particular challenge as the smallest stand size was 6 sqm and the largest 70 sqm. The company were keen to save on their redeployment costs so our designer came up with an ingenious concept which ticked this box as well as many others. He designed an overall bespoke exhibition stand based on the

largest floor space, with underlying modularity, that was flexible, easy to reconfigure across all the other floor sizes and would ultimately deliver that all important cost-saving.

The Result

Stryker's exhibition stand not only reflected the company's professional brand personality but offered a hassle-free solution to its multiple deployment exhibition strategy. The clever exhibition stand design offered efficiencies with re-assembly over a traditional custom re-build, delivering significant cost-savings back to their business as well as creating a valuable asset that would save them even more money over time.



BASK, The International Centre, Telford,

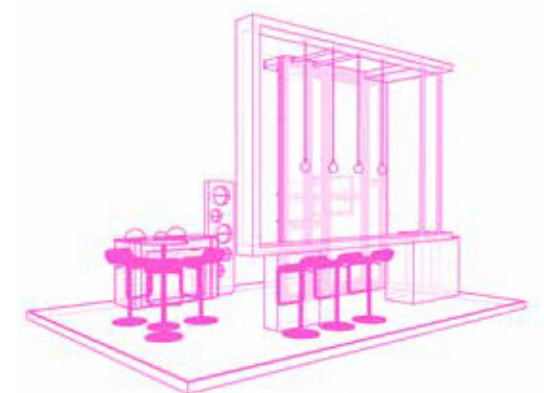
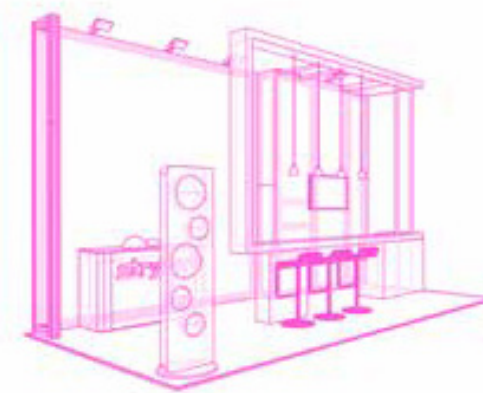
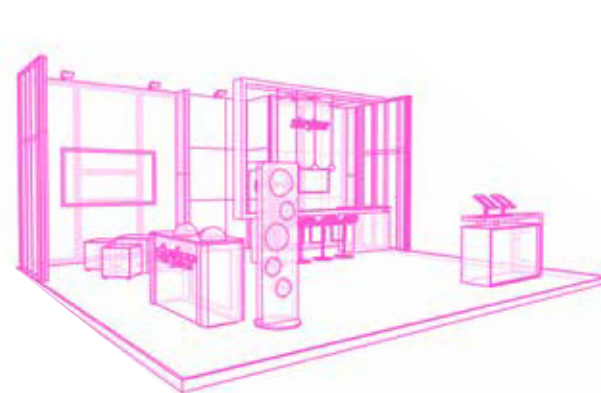
10-11 March 2015

24sqm, purchase

We have an extensive exhibition programme requiring varying degrees of stand size at each show and I needed to work with a company that totally understood the complexities of our show programme as well as our commercial considerations. Nimlok's designer created a concept that took into account our key concerns; modularity, flexibility and redeployment costs. The process was fluid from start to finish, and the communication throughout the project was spot on. Nimlok's professional service was excellent and gave me total peace of mind throughout the entire process.

I look forward to working with Nimlok in the future.

Amanda Quinn, Event Manager, Strkyer UK Ltd



**100% PURCHASE + UNDERLYING MODULARITY
= VALUE ACROSS MULTIPLE EVENTS**

nimlok ENGAGING
EXHIBITION
STANDS