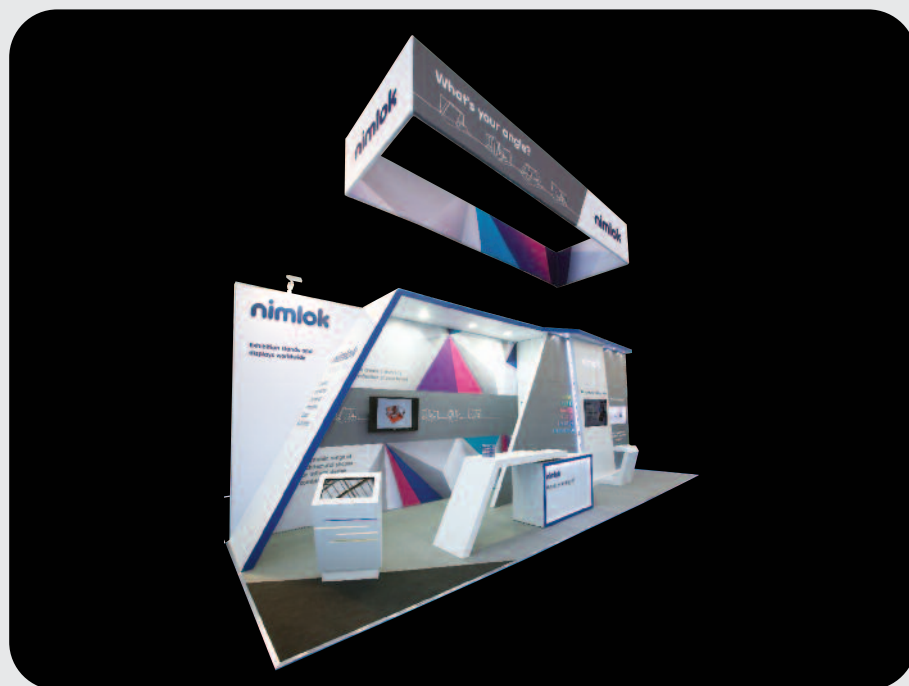




International Confex 2014, London  
10m x 3m stand



Our “What’s your angle?” theme was carried across our stand architecture and our marketing campaign

### The challenge

International Confex is the UK’s leading exhibition for the events industry. Our objective was to promote our evolving hire inventory including our family of new angled architecture, and to demonstrate to our target audience how unique, bespoke design can be achieved through hire. We wanted to create a strong visual presence in a packed hall, demonstrate first-hand how a combination of 3D design and interactive digital tools can increase visitor engagement and improve exhibiting ROI, and showcase our new survey/game ‘What’s your exhibiting angle?’ as an example of intelligent data capture in action.

### Our response

The theme for our pre, during and post-event marketing campaign was: ‘What’s your angle?’ To illustrate intelligent data capture and engagement we created an on-stand combined survey and game called: ‘What’s your exhibiting angle?’ We asked visitors to tell us, from six key exhibiting drivers, what is most important to them when they exhibit. These drivers were then represented as icons that needed to be captured in a fast-paced game against the clock, with the top three players receiving a prize.

On stand activity was supported by a giveaway of Toblerone bars (nice angle!) wrapped in Nimlok-branded sleeves incorporating an augmented reality trigger that linked through to a video about our range of hire architecture.

Our marketing communications campaign operated across print, online and video mediums. It comprised two rounds of pre-show eblasts, a full digital and social media campaign, a LinkedIn word puzzle,

advertisement in the Confex show guide, market research focusing on visitors and exhibitors alike, on-stand interviews, and a round of post-show eblasts including an infographic highlighting the survey results.

### The results

We generated 240 leads and 22 confirmed appointments during the show. More than 60 delegates played our digital game, with the top three scorers winning a pair of Diesel VEKTR™ headphones. A total of 200 Toblerones were handed out over the two days. Our marketing campaign was seen by an estimated 30,000 potential buyers.

“This year’s Confex was our best yet. We wanted to showcase our new cutting edge angled architecture and walling system and tied the ‘What’s your angle’ theme into our pre and post show marketing campaign along with our on-stand survey and game. Our campaign and presence created excellent brand awareness, resulting in us reaching over 30,000 potential buyers. Lead generation was also key for us and I’m delighted that we created 30% more leads than last year. Sales and brand were our two key exhibiting drivers, so our exhibiting campaign accomplished everything it set out to do.”

Samantha Thomsett,  
Head of Marketing, Nimlok

See our marketing  
campaign below

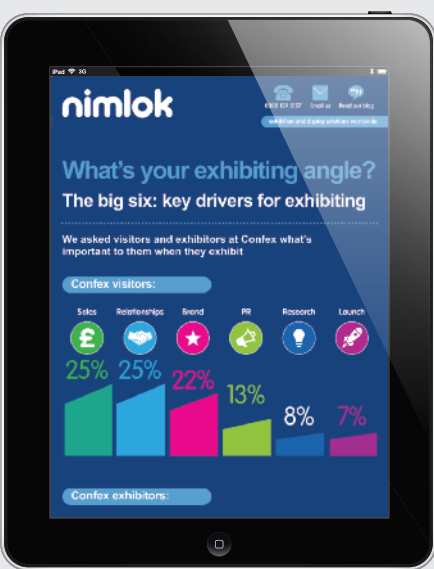




Our campaign reached out to over 30,000 potential buyers.



Eblasts



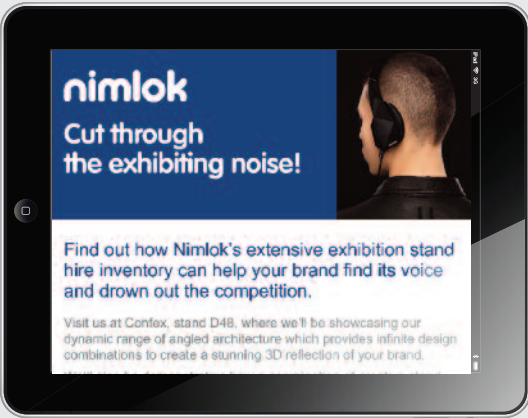
Infographic



Adverts placed in Confex showguide



YouTube video



Digital campaign using blog and social media



Customised Toblerone



Prize draw to win a pair of Diesel VEKTR™ headphones



LinkedIn word puzzle