



Leisure Industry Week, NEC Birmingham

A hybrid stand, 6m X 4m



"The Nimlok team is very good, they listen to what we require, and help make suggestions if we are unsure. They always responded to emails and phone calls quickly and understand our brief. They showed us creative talent and it's clear that their enthusiasm and energy for the open brief led to a great end result."

Suzanne Benton-Bryan, Marketing Manager



Evolving exhibition presence through hire elements, to maximise impact and brand awareness

The challenge

Our team had worked successfully with Xn Leisure for two years at this key event. For the 2013 show, Xn Leisure wanted to freshen up the approach and build on the futuristic feel of previous designs. Value for money was another key aspect to the brief, with the client looking for innovative hire solutions which would still enable the overall stand to feel bespoke.

It was extremely important to the client that the stand clearly conveyed their logo, to increase brand recall via a striking and impactful graphic that encapsulated the ethos of Xn Leisure.

Our response

Building on an understanding of the client's previous preferences, this year's design moved the brand forward, and deliberately encompassed a futuristic design. We were asked to present something creative and push the boundaries - something our 3D design team relished.

With a good trust between our teams and a matched desire to break the creative mould, we encouraged the client to consider a bolder approach. Elements of previous stand designs which had worked well were built upon, and a clean white floor, striking back wall and integrated screens were introduced to appeal to visitors and potential purchasers. The previously rounded approach made way for an angular design, reflecting current exhibition trends.

Careful consideration was given to the placement and integration of the technology, both in terms of hidden walk-in storage for servers, and also ease of use for delegates who wanted to trial the client's product on stand.

A striking feature is the back wall, which was complemented by recess lighting. By using a technical drawing, the intention was to convey the client's expertise and its skilled work behind the customer interface in gyms and leisure centres across the country.

The results

The client reported that they had a very successful show in 2013, and welcomed an increased number of visitors.

Suzanne Benton-Bryan, Marketing Manager at Xn Leisure, said: "I feel that since the relationship with Nimlok commenced, the production of the stand and the quality has improved. As the years have passed, I feel the closer we have worked together a better understanding of what we require has happened naturally. If all companies could deliver as well as Nimlok has that would make life so much easier."

nimlok