

OUR WORK
EXHIBITIONS
& EVENTS



Hassle-free **EXHIBITIONS** for over 22 years



Your Road to
EXHIBITION SUCCESS

4Matrix

A 'MINI ME' STAND FOR SAAS

After a successful BETT Show earlier in the year, 4Matrix wanted to 'test the water' at another education focused exhibition, the Schools and Academies Show (SAAS) at the NEC in Birmingham.

At first they considered using one of our small portable stand systems for the 3x3m stand space they had booked, but we managed to create a 'little brother' to the stand they had at BETT, lending a sense of visual association and brand continuity between the shows.

At a glance:

- 3x3 stand open 2 sides
- Branded counter with integrated storage
- Halo & LED lighting
- Recessed graphic panels with integrated monitors
- Live demo space



“We’ve used ADG for several of our events now and the service has been second to none. The elements for this stand came together quite quickly; after we had given the team a rough sketch of what we were after, the visuals were sorted, and the stand went into production. The stand looked magnificent – we may be biased but it was clearly one of the best at the show. It helped make a statement about us, how serious we are, and how much we value Academies and Trusts and see them as our customers.”

Ian – 4MATRIX



ADVANCE YOUR PRODUCTS

Franklin & Son

ONE STAND SIX WAYS!

The company has their own events team and were looking to invest in the range to ensure widespread sampling. They needed a stand that would catch attention at any show, but also fit various stand spaces and configurations, whilst possibly being simplified for smaller local events.

The key feature of the display was that it was reconfigurable. A modular system was used, allowing the entire stand to be moved around into various layouts. Bespoke elements could also be moved independently to different areas of the stand, creating maximum flexibility, whilst maintaining a fully integrated and cohesive look.

At a glance:

- Six configurations allowing for: 6x6m stand
- Integrated TV screens
- Two towers with recessed shelving
- Bespoke counter with hidden storage
- "Wood effect" vinyl flooring
- Pipework & bespoke features



WATCH ON YouTube



Watch our 3D animation on our website to see the variations of stand layout we were able to achieve.



Essentra CPHI 2019

TACKLING AN 'L' SHAPED STAND & BESPOKE MEETING SPACES

Essentra, supplier of pharmaceutical packaging, booked an island 10x8 plot for their stand at CPHI, Frankfurt. As an 'L' shaped space it provided 58m².

Their brief included seating for eight people in a 'private meeting room space', plus 16 other seats, product display points, the facility to run presentations to a large screen and adequate storage.

At a glance:

- 10x8m 'L' shaped stand
- Storage room with door
- 65" & 55" TV screen with presentation
- LED lit product display with shelving
- Backlit-illuminated logo
- Custom branded counter with laminated top

When creating the enclosed meeting area, we had to retain a sight line through the stand. The space was given privacy using a curved graphic panel that ran from the top of the stand to the bottom. This panel curved outwards to create a ceiling and wall partition on the perimeter of the stand. Partially enclosed, the space featured a meeting table and eight chairs, all lit with recessed LEDs.

On the outside facing side of the wall, four bespoke podiums had been created, topped with enclosed acrylic boxes to display the various pharmaceutical packaging that Essentra supply with spot lights focussed on the products.



ADVANCE YOUR ENGAGEMENT

Result

A GIANT TV WALL AND HANGING GANTRY

Result, who had been exhibiting for many years, wanted a brand new stand to lift the brand, increase visibility at exhibitions and to showcase their rapidly growing product line for their 10x8m stand at the Printwear & Promotion Live exhibition, NEC.

At a glance:

- 10x8m island stand
- Bespoke collapsible display units
- Fabric hanging gantry
- Bespoke towers
- AV display wall
- Branded bar



“Advance Graphics commitment to making us look good is incredible. Their ideas are innovative, attention to detail astounding, their timing superb, their troubleshooting quick and logical. All team members are a pleasure to deal with – nothing is too much trouble and we wouldn’t go anywhere else for our exhibition stands or marketing materials.”

Sara – Director
RESULT CLOTHING LTD



Countryside - Bluewater

MODULAR EXHIBITIONS

Countryside approached us to build a stand for the Home and Garden Show being held at Bluewater.

They wanted the atmosphere of the stand to be relaxed and for it to visually highlight the rural qualities of the two housing developments.

At a glance:

- 6x3m stand
- Open on three sides
- Integrated desk
- Branded counter with storage
- Integrated lighting
- Archway design feature
- Logo header with lighting

We used a sturdy modular system that was load bearing so that we could safely hang the touch screens they wanted to include. The stand was 3.5m high, open on three sides and sat on a generous 8x4m space.

There was a back wall of graphics with a central panel that came out from the top of the stand and did a right angle to the ground creating a 3D effect wall that stood out from the back of the stand, but crucially it also created a lit archway between the two sides.

Inside the archway was a low sofa and table and the facing wall featured some striking 'lifestyle' images, lit with integrated overhead LEDs.

To visually promote the rural appeal of both development sites, the archways front facing wall was completely covered in a faux 'living wall', which was mounted with a 65" TV screen playing looped promotional presentation. More faux plants were used to 'dress' the space as were low seating and tables either side of the front counter.



ADVANCE YOUR BRAND

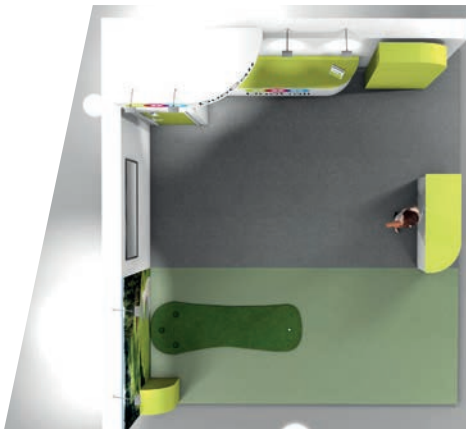
DuoCall

7FT PUTTING CHALLENGE & DUAL SCREEN DEMO STATION

DuoCall wanted a 7ft Putt Challenge game on their stand, plus a live demo station to showcase their video conferencing product, with storage area and presentation screen. The stand was open on two sides and split into zones. At 2.5m high, it went up to 3.5m due to a highly visible logo header panel that provided targeted integrated down lighters to highlight the live demo station area below.

At a glance:

- Live dual screen demo station
- 7ft Putt Challenge game
- Bespoke counters with hidden storage
- 65" mounted screen with rolling presentation
- Storage room
- Logo header panel with down lighters



Promotion Line

BESPOKE EXHIBITION

Promotion Line are an integrated marketing and design agency with a proven reputation for delivering high quality campaigns.

When they were offered a last minute deal at the B2B Marketing Show at Excel, for a 6x3 island stand space, they were keen to impress. After working with us for 20+ years, they turned to us to collaborate on the exhibition.

At a glance:

- 6x3m island stand
- 65" TV screen with looped presentation
- Custom cut acrylic
- Integrated LED lighting
- 3D shapes and letters
- Modular counter and storage room



“After 48 hours of people coming into contact with a brand through hearing about it, only 5% of those people will remember it. If a person hears of a brand and sees the brand, 48 hours later 25% of those people will remember it.

This improves even more with 50% of people remembering a brand when it is demonstrated to them in some way and the very best result comes from people who interacted with a brand, with 95% of them remembering it. So we know that interaction is powerful.”

Belinda – Managing Director
PROMOTION LINE



ADVANCE YOUR IDEAS

Aqualisa

A WORKING SHOWER & ELEGANT BATHROOM THEME

Aqualisa approached us with a 5x4m stand space booked for Screwfix Live in Farnborough. The task was to promote their key shower products, incorporate a live demo, run a competition and facilitate subscription to their "Installers Club" all in the same space. So the first thing we did was challenge ourselves to put a working shower on the stand.

At a glance:

- 5x4m Stand open 2 sides
- Pelmet with down-lighting
- Working shower with bespoke acrylic shower pump display case
- Recessed LED lit shelving
- LED Halo lit interchangeable display boards
- Competition display box with animated pixel lighting
- 43" mounted touchscreen
- LED lit base counters with bespoke colour tops
- Integrated iPads and hidden storage on counter
- Logo header with up-lighting



ADVANCE YOUR BUSINESS

Bosta and Norsup EXHIBITION STAND for Spatex 2020

After working with Bosta for five years, they wanted a re-design to incorporate the Norsup brand. The new stand also needed to display both products, provide a meeting space and include ample storage. A challenge we relished!

At a glance:

- 6x5m stand open on three sides
- Split contrast carpets
- Integrated hidden storage
- Illuminated recessed showcase with suspended products
- Bespoke product plinths
- Curved wave shaped back wall



“We have worked with Advance Digital Graphics on our stand design for Spatex for a number of years now. For 2019 we wanted to do something a bit different with the design to promote our new products. The team took the time to understand our needs and produced an impactful split-layout structure that enabled us to display and differentiate our brands effectively. Throughout the whole process, from initial briefing to removal of the stand at the end of the show, the team were extremely helpful and professional.”

Sarah – BOSTA



ADVANCE YOUR BRAND

Mumford & Wood

A MODERN HYBRID STAND FOR TRADITIONAL WINDOWS

Mumford & Wood planned on exhibiting at several Homebuilding and Renovating shows across the UK and therefore required a stand that was easy to transport and build, but that was also adaptable and loadbearing to accommodate their display of integrated timber frame windows.

At a glance:

- 5x2m stand open 2 sides
- Hybrid design
- Loadbearing structure
- Wall washer lighting
- Bespoke independently adjustable walls
- Reusable system



Texo Drone

HEADLINE SPONSOR STAND

With space at a premium and needing to showcase two very large and impressive drones on the stand, we decided to go high. Creating a 3.5m tower which could house the Drone with internal lighting and 3 large TV's playing show reels. This enabled us to display all the key messages required and get the company logo up high, which could be seen all around the exhibition.

At a glance:

- 6x4m island stand
- 3.5m drone display tower
- 3 x large TV screens with presentations
- Drone display counter
- Hidden storage
- Integrated lights

“Advance Digital Graphics are specialists in the field of designing and creating exhibition stands. They understand the business of running exhibitions and have a focus that means they can provide excellent exhibition stands with a first class level of customer service. They are responsive, creative, proactive and easy to work with. The real value is the flexibility Advance Digital Graphics can offer along with excellent service.”

Shelley Regan – Commercial Development Manager
TEXO DRONE SURVEY & INSPECTION LTD



ADVANCE YOUR BUDGET

Mary Berry

EFFICIENT FOOD SAMPLING AND TASTY SALES

Mary Berry wanted to increase the size of their stand due to the success of the previous winter show, resulting in a 7x5m stand, open on three sides for the BBC Good Food Show Winter, NEC. The product storage capacity on the stand was increased to reduce the re-stocking from the venues refrigerated area, increasing the efficiency and dynamism of the product sampling and sales activity.

At a glance:

- 7x5m open on three sides
- Large refrigerated displays
- Hidden ovens for heating samples
- Custom cut crown illuminated header panel
- Full-length graphic wrapped counter
- Cut away front/custom made look



“Working together closely, Dan and the team at Advance took our ideas and turned them into reality. They always deliver, not only with the practical things such as delivering on time, on budget and with high quality products, but on the small details that make the whole experience of working with them a pleasure. I'd recommend them to anyone who wants a professional, attentive and reliable company who provide exceptional exhibition stands.”

**Belinda – Managing Director
PROMOTION LINE**



FoliuMed

TRIANGULAR TOWERS & A NATURAL VIBE

FoliuMed needed a stand for Europe CBD Expo, Excel and after realising the significance of the show to their marketplace and the potential returns it could give, they decided to opt for a bigger stand which needed to have an organic and natural feel, display areas for their products and several meeting places on the stand.

At a glance:

- 6x6m stand
- Bespoke hexagonal product display units
- Integrated 65" TV screen
- Two triangular towers
- Bespoke counter with hidden storage
- Wood effect vinyl flooring

“This was the first time we have exhibited at a trade show and we could not be happier with our choice of stand designer. Dan and his team have been extremely professional all the way through the process, providing excellent draft designs and working patiently with us to deliver a fantastic result.”

Peter – FOLIUMED



ADVANCE YOUR ENGAGEMENT

Buteline

RECONFIGURABLE LAYOUTS AND BESPOKE STORAGE SOLUTIONS

Buteline had been exhibiting several times a year for a few years when they re-branded and decided it was perfect time to invest in a modular system for maximum flexibility and to increase the potential of brand awareness at their next event.

At a glance:

- 4x2m reconfigurable stand (5 layouts)
- Bespoke elements
- 32" TV screen with looped presentation
- Lockable & hidden storage
- Integrated LED lighting
- Pop up counters/demo stations

“We chose to use Advance Digital Graphics for building and supplying our new exhibition stand. They were extremely helpful, came up with plenty of ideas and completely took the stress out of it for us. We had a tight deadline to work with which wasn't a problem for them at all. Our new stand is modern, attractive and has everything that we were originally looking for. We would recommend anyone who needs a new exhibition stand, to speak to Advance Digital Graphics!”

Jodie – BUTELINE



W3

BESPOKE EXHIBITIONS ...COCKTAIL HOUR

Cocktails In The City brings together London's finest bars for a Summer Series of pop-up cocktail festivals.

Each brand was provided with a popup marquee and the challenge was to create solutions that were high quality, easily stored and transported with the durability to survive several of these events over the Summer season. Collaborating again with Creative Agency W3, we turned their design ideas into reality...

The Solution

Each marquee benefitted from dressing the existing OSB cladding with a combination of materials and finishes achieved through a medley of production processes to achieve a 'brand experience' for visitors to enjoy.

The Belvedere Bar:

- Wood effect bar
- Architectural film
- Bespoke light box

Ardbeg:

- Bespoke 'cages'
- MDF bases
- Vinyl wrapped plastic poles for realistic metal finish

Moët & Chandon:

- Brushed gold effect 3D header boards
- Bespoke 'scallop' design created with cut gold vinyl
- Vinyl cut letters mounted to glass mirrors for 'etched text' effect

Glenmorangie:

- Iridescent rainbow vinyl
- Header board wrapped with rainbow vinyl
- Increased impact of existing branding



ADVANCE YOUR CREATIVITY

W3

BESPOKE DISPLAYS CRASH LANDING IN CIRQUE LE SOIR

Five years ago we invested in a Zund CNC to help trim out our graphics. It didn't take long for us to realise that this piece of kit would give us avenues into other areas of work. So when David from W3 Design phoned us to say he had been asked to make a full size aeroplane for Cirque Le Soir in Soho and could we help? We said sure, we will give it a go!

W3 added varnish and paint to get the distressed look needed. Once it had been assembled, the team at Cirque Le Soir added the foliage, smoke machines and lights bringing everything together. We then added the final props and a dismembered pilot!

A really fun project to work on and a great team to work with too.

At a glance:

- 4m wide with a 4.8 wing
- Foamex
- MDF
- PVC Banner
- Various parts from the Cessna



WATCH ON YouTube



► 01376 521007



<https://www.advancedigitalgraphics.co.uk/w3-cirque-le-soir-plane-case-study>



Watch our behind
the scenes video
on our website

ADVANCE YOUR IMAGINATION

Whitworths

EXPERIENTIAL EVENT DISPLAYS

The “Do Good, Feel Good” activity would provide the shoppers at Manchester’s Arndale Shopping Centre with a sample of Whitworths “Shots” and an honesty box, with money raised given to charity. The whole activity would also be filmed on-site to capture shoppers reactions and delight at being randomly chosen for a prize when they chose to donate.

At a glance:

- Custom built displays with integrated storage
- Acrylic product holders (dispensers)
- Motion LED pixel tape
- Removable custom cut branded headers
- Fully wrapped MDF panels and floor graphics
- Custom cut foamex letters



“*Their ability to become an extension of our team at times like this is invaluable and they never disappoint. From initial concepts, through prototype to final production and installation, Advance were an integral part of bringing our vision to life and making this piece of activity a success. An amazing achievement in just two weeks!*”

Belinda – PROMOTION LINE



WATCH ON YouTube

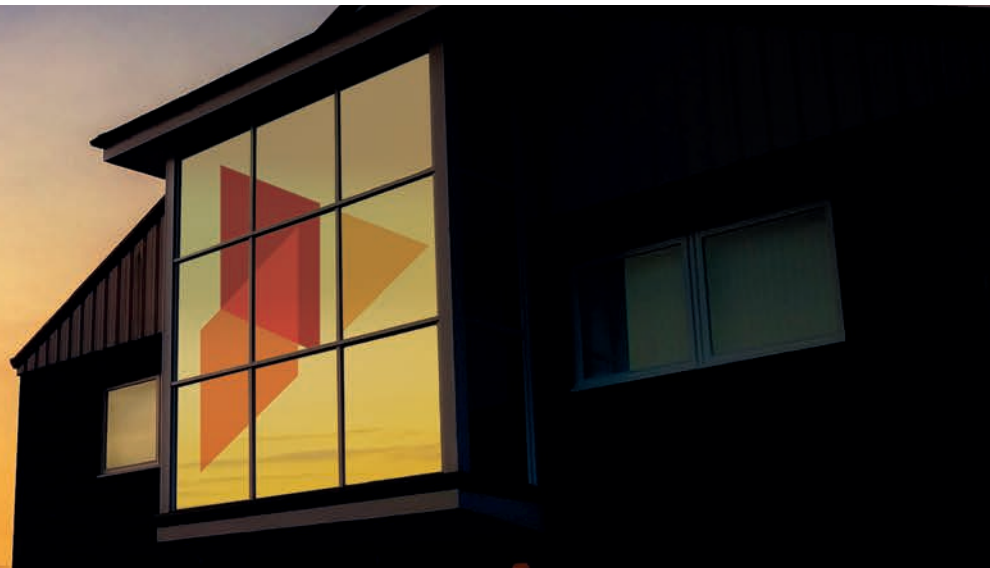


ADVANCE YOUR ENGAGEMENT

DID YOU KNOW...

WE ALSO OFFER

- ▶ **SIGNAGE**
- ▶ **DISPLAYS**
- ▶ **VEHICLE GRAPHICS**



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