



New from Icon **VIRTUAL SPACES.**

All the power of exhibiting
in a virtual world

We're very excited to launch Virtual Spaces! Icon's new service allows an exhibition space to be digitally recreated so visitors can virtually navigate around a stand, interacting with exhibits to drive additional sales.

There are many reasons why a virtual exhibition stand can be useful. It can make pre-show staff training easier, as well as be used as part of your post-show marketing to remind stand visitors about your company, or even to introduce your business to those who didn't manage to visit!

Our virtual spaces can be embedded into a website for easy viewing and are backed-up with full analytics.

To request a demonstration take a look at www.iconvirtualspaces.co.uk



Meet the team, Will Lear

Icon likes to play its part in nurturing the next generation of exhibition professionals, like Will Lear, our Graphics Assistant.

Since joining Icon in 2015, Will has grown in knowledge and confidence, developing his expertise in graphic production and application and running our state-of-the-art CNC machine.

He enjoys working on all kinds of creative and manufacturing projects, whether they're in the office, in the workshop or out on-site.

When he's not working, he loves attending family events, enjoys music and has a real passion for travel and adventure.



EXHIBITIONS Kenya House

We were honoured to work with the international relations team to develop Kenya House, to showcase Kenya and support the team's visual and physical presence at this year's Commonwealth Games.

Kenya House, on the ground floor of Birmingham's Millennium Point, was a brand-new venue for Icon to work at. We created a multi-sensory experience celebrating Kenyan culture, traditions, games, music, art and cuisine.

A large stage was installed, along with a big high-definition screen complete with full audio-visual solutions to help showcase Kenyan athletes' performances and presentations.

There was also a media centre for fans to meet and interact with their favourite sports personalities and take photographs.

The creative and inspiring space was home to a fantastic closing party for the Kenyan visitors to celebrate the achievements and success of the games.

INTERIORS

WMH Transmissions

Icon worked with WMH Transmissions recently to provide an interior showroom at its head office in Tamworth, to display its current and future product range.

Icon manufactured some custom display plinths with underlit shelves that were sprayed and laminated in-house and graphic wraps added. Digital wallpaper and innovative coloured LED feature lighting added the final finishing touches to create a memorable product showcase area.

**CREATIVE
PEOPLE
CREATIVE
SOLUTIONS**
iconexhibitions.co.uk

Committed to leading the way to a sustainable future

Icon Exhibitions recognises that some of the activities involved in running a business can have a negative impact on the environment.

One of the company's core values is to work to protect the environment in which we live and do business. That's why we're committed to finding ways in which we can use our expertise to enhance our local community and reduce the negative impact of our work both in the office and when work takes us away from the office.



61%
reduction in
CO₂
emissions ↓

During 2021/22 we have seen a 61% overall reduction in our CO₂ emissions. We have achieved this by taking a pro-active approach to our sustainability commitments

We effectively recycled
90% of recyclable
metals. Increasing our
metal recycling by 90%



90%
more
metal recycling

3456 m²
carpet
recycled

Wherever possible we recycle the carpets used on our exhibition stand builds. This has equated to 3456m², equivalent to nearly cover 3 Olympic size swimming pools



100% of
batteries
recycled

We have a company policy to recycle 100% of our used batteries, and wherever possible we use rechargeable technologies

100%
energy
saving
lightbulbs

Lighting within our manufacturing and warehouse facility are all LED energy efficient and so are the lights used in our stand builds and installations

We've even changed our workwear fleeces to a material manufactured from recycled plastic drinking bottles



workwear made from
recycled
material



5
community
and charity
projects

Along the way we've supported community projects, made charitable donations...

...and very proud to have been awarded a Platinum accreditation for sustainability by our trade association, and won Silver in this year's awards

