





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.







WMH Transmissions

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.

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.



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.

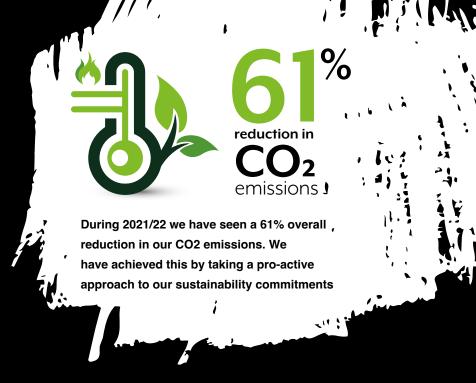
One of the company's core values is to work to protect the environment in which we live and do business. That's why we're committed to finding ways in which we can use our expertise to enhance our local community and reduce the negative impact of our work both in the office and when work takes us away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



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



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





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

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





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













