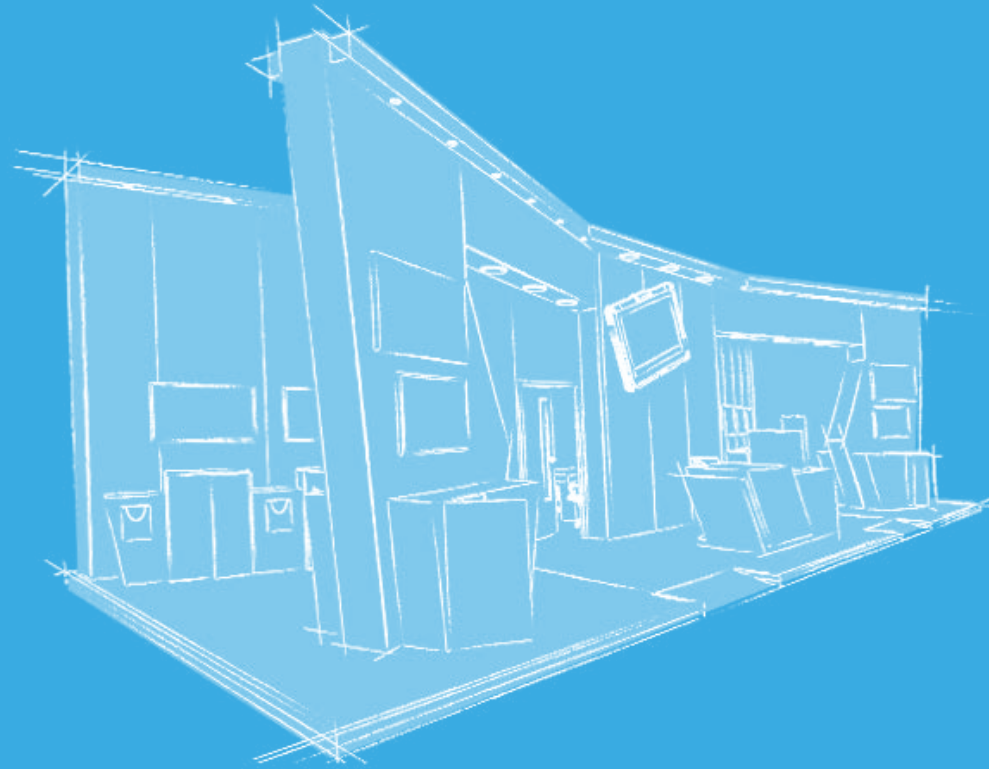




CASE Studies



Custom exhibition & interior specialists that exceed expectations

At Icon we give exhibition stands and interior spaces the 'wow factor' that helps them **STAND OUT** and get noticed.

But that's not all we do...



- | UK Exhibitions
- | International Exhibitions
- | Interiors & Shopfitting
- | Graphics
- | Visual Communications
- | Health & Safety
- | Lean Management
- | Bespoke Projects
- | Vehicle signwriting
- | Spray finishing

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THE OPPORTUNITY

MCR SAFETY

LONDON BUILD EXPO

October 2018

MCR Safety, Based in the USA with its HQ in Memphis have worldwide distribution facilities, With the addition of MCR Europe it was time to make MCR visible to the UK & European markets.

First time exhibitors in the UK, MCR required confidence in a contractor to provide a modular system that would work in a variety of environments, promoting the strength in their already leading US brand. Pushing key messages with crisp well lit display shelving and a reception meeting area.



THE SHOW

LONDON BUILD

London Build is the leading and largest construction and built environment show for the UK.



THE SOLUTION

Working closely with our modular system manufacturers we were able to provide the team at MCR a modular, reusable, lightweight system that could be expanded at any point in the future. A raised floor and luxury velour carpet gave the space the feel of a well established market leading brand, together with the aluminium system walling and aluminium panelling this stand certainly had the character of the robust, reliable and high quality products MCR were launching.

Alongside the equally robust reception counter we included the most innovative LED audio visual system available. A simple "square" of moving images pre programmed to catch passers-by with the MCR showreel! This LED system can also be expanded easily and the MCR team are already adding AV kit to their next event!

*our Stand has been a hit!
we've had really good feedback, from both visitors and team members alike. you've done a great job for us, Thank you*

Chris Dawson for MCR SAFETY EUROPE



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THE OPPORTUNITY

SHY SHADING SOLUTIONS

BBSA

SHY Shading Solutions is a leading designer and manufacturer of commercial roller blind systems.

Having recently rebranded, SHY Shading Solutions wanted to ensure its presence at the show was memorable. The team wanted an attention-grabbing stand that used as much of SHY's product range in the exhibition space as possible.



THE SHOW

The British Blind & Shutter Show

The British Blind & Shutter show runs every 3 years showcasing blinds, shutters, awnings, fabrics, machinery and components and attracts exhibitors and visitors from all over the world.



THE SOLUTION

Icon created a bespoke design-led solution with visual elements, working exhibits and striking graphics to give SHY Shading its best exhibition stand to-date.

Icon designed and manufactured the creative elements, then tested all the working exhibits in its 20,000 sq ft manufacturing base to ensure everything would work perfectly in front of potential customers on the stand.

Working to the maximum space height, Icon installed full colour graphic walls, powered exhibit displays, a serviceable storage space and a suspended 3D SHY Shading logo within the 20 square-metre stand and utilised low power LED lighting, 3D components and a variety of high-quality finishes to complete the look.

"Can't thank you and the team at Icon Exhibitions enough for our fantastic stand. All of us at SHY Shading are delighted with it and the feedback from customers has been outstanding."

Gerrard for Shy Shading Solutions



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THE OPPORTUNITY

DAINS ACCOUNTANTS COLMORE ROW

Midlands based accountancy firm, Dains wanted to refresh its Head Office reception area, offices and meeting rooms in one of Birmingham's most prestigious business locations, then roll-out the re-fit to the rest of its offices.

The brief was to provide fresh, visually interesting features that would bring any flat wall 'to life' and work in any of Dains business locations.



THE SPACE

Dains needed to create an appearance that was highly professional but that would help them stand-out and get noticed, both at Head Office and other locations.



THE SOLUTION

With an 8-metre wall running through the entire head office space, Icon's creative team came-up with a 3-dimensional graphic band that utilised a number of substrates and finishes to help give a flat wall some interest.

Utilising the well-established Dains branding, Icon spray-finished some 3D logos to stand out from the wall, and came up with some innovative ways to display Dains business values, mixing them in with historical photos of the area.

Add to this some bespoke Dains wallpaper, attractive lighting canopies and custom reception furniture, a visually stimulating welcoming space for everyone was created.

This creative look has now been rolled-out into more Dains' offices.

"Working with Icon on this project has ensured all aspects of the refurb have been carried out to the highest level of professionalism. Thank you, and look forward to working with you on the next one!"

Kate Martin for DAINS ACCOUNTANTS

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THE OPPORTUNITY

SAFECHARGE

ICE

When Safecharge wanted to celebrate the company's new ownership at ICE, Icon created the ideal stand to promote the exciting news to visitors.

Offering integrated payment solutions across the globe, Safecharge and new owners Nuvei briefed Icon with their requirements for strong branding and good hospitality facilities on a high-quality finished stand.



THE SHOW

ICE

ICE, held in London's ExCeL is an international gaming showcase which attracts over 600 exhibitors.



THE SOLUTION

Icon used its in-house expertise to manufacture bespoke furniture and visionary graphic panels to produce a stand that exactly met Safecharge's brief to convey its new ownership message.

A large seamless LED screen welcomed visitors to a 'Juice Bar' that had full catering facilities and relaxed seating areas for guests to enjoy whilst viewing the range of Safeguard's products on display. The bright white stand was spray finished, with key messages accentuated using LED lighting technologies.

A central corridor led to a number of private meeting rooms, complete with full audio-visual facilities and internet access, making the stand the perfect place of Safecharge to generate extra business.

"Icon have pulled out all the stops for Safecharge, finishes were immaculate and the use of seamless graphics worked perfectly. The team on site were very helpful, nothing was too much trouble."

Tracie for Safecharge



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THE OPPORTUNITY

ALNO
KBB

ALNO, a German based high-quality kitchen manufacturer needed an exhibition stand that portrayed the company's quality, attention to detail and innovative ideas.

The company wanted to display some of its new product ranges, and needed the stand to be finished to the highest standard to showcase its superior kitchens.



THE SHOW

KBB

KBB is Europe's leading Kitchen, Bedroom and Bathroom Design Show, attracting over 400 exhibitors from across the world to its NEC, Birmingham home.



THE SOLUTION

Icon worked closely with ALNO's marketing and technical departments to manufacture low-level walling that had the structural strength of real walls, in order to utilise ALNO's innovative kitchen fixing methods.

A beautifully decorated interior was created, with a clean white finish using lighting canopies and effective directional LED lighting to create the clean, crisp booth the ALNO marketing team envisaged. To create the seamless look, Icon invested in new graphic banner technology to enhance the finished appearance.

Icon delivered and installed the stand at the NEC, Birmingham in just 2 days, to enable the ALNO technicians time to install the kitchen exhibits before the show.

"I would like to express my thanks to the whole Icon team, who have made the KBB exhibition in the UK a breeze, your workmanship and techniques were everything we had aspired to."

Eddie for ALNO



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THE OPPORTUNITY

RAMFOAM

RAMFOAM OFFICES

As Ramfoam's Head Office in the West Midlands services UK and international clients, the company wanted to create a stunning

boardroom to host visitors. The team required a large boardroom desk, TV unit, private meeting room and kitchen. It needed a contemporary feel that reflected the company's brand style.



THE SPACE

RAMFOAM

Ramfoam is the UK's leading manufacturer, converter and supplier of polyurethane and polyethylene foam for use across a wide range of markets.



THE SOLUTION

Icon worked closely with the client to produce a high-end quality refurbishment. Icon manufactured a bespoke boardroom desk, complete with all the necessary communication devices. To mirror the desk, Icon incorporated an art-piece installation in the ceiling that had low hanging trays to house lighting.

The style continued throughout the space incorporating a TV display unit and custom-made kitchen with fitted units, counter and sink that could be hidden away with sliding doors – all finished in a beautiful walnut wood.

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"I can't believe this is our office, it's just amazing and more than we could have envisioned. We have been left speechless. Just amazing!!"

Paul Woolridge for Ramfoam



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THE OPPORTUNITY

GETAC

DSEI

GETAC have a longstanding working relationship with Icon and were confident that their brief would be interpreted accurately and delivered to the highest quality.

Full catering and Barista facilities to provide a warm welcome to stand visitors was high on the list along with individual powered product displays and secure storage.

GETAC also requested an oversized working model of their newest innovation the UX10



THE SHOW

DSEI

Defence & Security Equipment International is a world leading event that showcases the global defence & security supply chain on an unrivalled scale. Held at London ExCel Bi-annually



THE SOLUTION

Having worked with GETAC for three years, Icon's creative designers re-developed an existing design and utilised some of the existing stand components that were in storage at Icon's HQ. Working closely with the contractors supplying the Barista hardware Icon designed and manufactured a bespoke reception/working counter suitable for the catering facilities.

The 10 individual product displays all offered power connections to the exhibits whilst providing secure storage for more sensitive displays.

Utilising the in-house manufacturing facilities at Icon an oversized UX10 working model was produced to provide a show-stopping WOW factor for visitors to the stand.

"once again your support throughout the planning and run up to DSEI has been fab, thank you all for bringing our vision to life."

Sanam Sanghera for GETAC



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THE OPPORTUNITY HAINBUCH UK MACH

Hainbuch UK is a pioneer for modern workholding solutions, on a mission to simplify and revolutionise workholding processes worldwide.

Having secured a larger stand space at the MACH show, the Hainbuch team wanted to ensure it utilised the extra space well to maximise the company's brand image. Icon's knowledge and extensive experience exhibiting at MACH allowed the team to create a stunning stand to meet the brief and show objectives.



THE SHOW LONDON BUILD

MACH is a bi-annual event for engineering-based manufacturing technologies, run by The Manufacturing Technologies Association at the NEC which attracts 25,000+ visitors.



THE SOLUTION

Having worked with Hainbuch for several years, Icon's creative designers re-developed an existing design and utilised some of the existing stand components that were in storage at Icon's HQ. The larger 60 sqm stand incorporated economical LED lighting within display apertures to give a clean focused display solution and well-lit product displays.

The main area contained ample space for specific product-led presentations, a room for breakout meetings plus a private area with LED downlighting and smart, top-quality furniture to give the Hainbuch team a private place to host more in-depth discussions. There was also a fully functioning kitchen to keep the team and clients refreshed.

"Many thanks to you and your team for the fantastic Hainbuch stand, it really was truly amazing and we had many complimentary remarks about it. Once again Great Job."

Lucy for Hainbuch UK



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THE OPPORTUNITY

151 PRODUCTS

SPRING FAIR

151 Products have exhibited at Spring Fair for over 15 years, the brand has continued to grow and along with it so has their presence at the show each year.

With shelving and display space a premium, Icon were tasked with increasing on previous display space whilst maintaining an open view throughout.



THE SHOW

SPRING FAIR

Spring Fair in the UK's No.1 home and gift show, at the NEC, Birmingham. Providing an international platform for exhibitors and trade visitors. Spring fair offers over 2500 exhibitors with over 50000 visitors



THE SOLUTION

Icon hold various stock components of current and previous 151 Products stands, so the design team were able to utilise the existing components while manufacturing additional components to create the additional display space, whilst keeping to the budget given.

Outposting towers at 4 meters high with apertures and glass shelving gave the additional space whilst not completely closing the space off from visitors passing by.

The intention is to utilise these towers at upcoming shows with the ability to design them into any stand space that 151 Products take in the future.

"Your continued support throughout the years means we can focus on our products, knowing our stand will be great as always."

Amanda for 151 PRODUCTS



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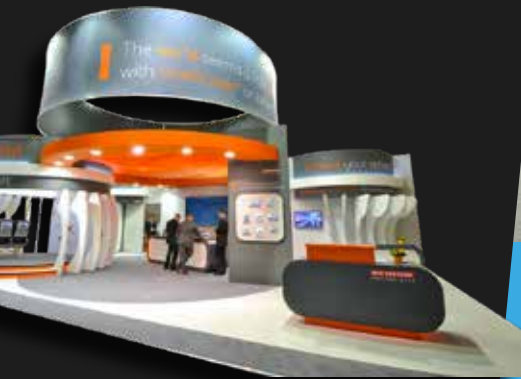
THE OPPORTUNITY

BAE SYSTEMS

AIRCRAFT INTERIORS

The BAE Systems Wireless In-Flight Entertainment stand required the use of interactive and innovative display solutions to stand out and attract passing visitors.

High quality finishes, economical lighting, audio-visual-interactivity, large-format graphics and top-class hospitality facilities were all in the BAE Systems brief, giving Icon's design team a fantastic opportunity to introduce some show-stopping features.



THE SHOW

AIX

The Aircraft Interiors Show (AIX) within Hamburg Messe showcases cabin interiors, in-flight entertainment, connectivity, passenger experience and services and attracts 18,000+ visitors.



THE SOLUTION

The 180 sqm space was ideal for Icon to design, manufacture and install its highest specification exhibition solution, ensuring the BAE Systems brand maintained its high class standing in the commercial aviation world.

Icon created a bespoke meeting space with audio-visual connectivity and a fully functional bar and hospitality area, with top-quality seating and available charging-stations for team and client mobile devices.

An 8-metre diameter hanging banner advertised BAE Systems' marketing message 7-metres high throughout the exhibition hall, with a backlit sky feature and powerful lighting. LED moving lighting added visual texture to the stand, differentiating the various product groups.

"Thanks again for a great stand at Aircraft Interiors. As always, enjoyable working with you and your team."

Dave Golding for BAE SYSTEMS



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THE OPPORTUNITY

GIOSPRITE

SMART CITY EXHIBITION

Icon was tasked to provide the most innovative modular display system, that could be reconfigured into a number of layouts to provide the backdrop for the Giosprite ground-breaking Smart City technology and used both in head office reception and also at external venues.

As well as design, manufacture and installation, Icon had to consider audio-visual and lighting features to enhance the messages and effects.



THE SPACE

Giosprite's head office in Lichfield includes exhibition space for people to learn more about the technology that is being introduced around the concept of Smart Cities.



THE SOLUTION

Working closely with its modular system manufacturers, Icon provided Giosprite with a solution that was lightweight, durable, reconfigurable and expandable, allowing it to be used as a permanent fixture in Head Office Reception, or utilised on roadshows and product launches.

The aluminium system walling and panelling and the bespoke product and counter displays gave the team the flexibility needed to display its various technologies. Each space was given its own LED lighting feature, with the ability to change colours at the push of a button, whilst interchangeable graphic infills allowed for each space to be branded in accordance with the technology on display.

"Icon has provided us the perfect environment for the launch of our exhibition space. Great job guys, will be in touch for Phase 2 soon."

Anthony Brown for GIOSPRITE



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THE OPPORTUNITY WESTLAND UNWINS GLEE

Westland, one of the fastest-growing horticultural companies in the UK required a visual presence throughout the whole hall at GLEE utilising the available 6-metre height cap. The brief required a central hospitality area with luxury outdoor furniture, audio-visual displays, living displays supported with marketing messages for the various sub-brands plus graphics of the company's international advertising campaigns around the stand perimeter.



THE SHOW GLEE

The Garden, Leisure, Equipment Exhibition (GLEE), held at the NEC is the UK's largest showcase of garden and outdoor living trends, with 7000+ visitors each year.



THE SOLUTION

Designing, manufacturing and installing to a 6-metre height creates challenges including planning permission, structural calculations and regular building inspector visits for any stand higher than 4-metres in the 6-metres exhibition zone.

Icon's years of experience and professional team of CAD designers, carpenters and project managers ensured all these requirements went without a hitch.

Utilising specialist access platforms and lifting equipment, Icon provided 6-metre high graphic walling and living display areas dressed with products and plants. There was also a hospitality area to seat 50 guests, a variety of audio-visual outposts throughout the stand and a fully functional kitchen.

The accolades for the stand design at GLEE keep coming in from around westland, and from the highest levels! This is where we need to be, here's to 2019

Tim Winder for Westland Unwins



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THE OPPORTUNITY

PORTWAY LIFESTYLE CENTRE

INDOOR CYCLING STUDIO

Sandwell Leisure Trust manage and maintain seven leisure centres across Sandwell and requested the updates to the room to provide a wider range of facilities to its Portway members.

SLT required a clean and protable storage solution that could be reconfigured in very litle time, along with new graphics, both internally and externally to inform visitors of the new facility.



THE SPACE

Previously the room at the Portway Lifestyle Centre had been used as an Indoor Climbing wall and meeting space. The revision included a high-tech cycling studio, storage space and privacy graphics.



THE SOLUTION

Utilising the knowlede Icon have with modular display systems the team provided a variety of modular solutions that would accommodate all the needs of the new studio.

Once the right configuration was chosen our team supplied and installed the modular low level walling, which can be re branded and reconfigured at any time, withing the space of just a few hours. Once complet the SLT members were give a demo of just how easily it could be adapted should they require.

External road, directional and advertisement signgae was manufacture and fitted to coincide with the launch of the studio

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THE OPPORTUNITY

ELECTRIUM

ELEX SHOW

Electrium briefed Icon to adapt an existing innovative modular system stand to display the most up-to-date products for its 4 leading brands, namely Crabterr, Wylex, Volex and Appleby. A well-lit and well-presented, easily accessible stand was required for 4 ELEX events happening at venues around the country.



THE SHOW

ELEX SHOW

The ELEX exhibition tours the UK, allowing trade visitors to view and test new products, keep up to date with new regulations and take part in the many seminars on offer.



THE SOLUTION

Having worked closely with Electrium's marketing team for many years, Icon was able to utilise stock components stored in Icon's secure warehouse to start re-designing the new stand.

As each brand required its own dedicated area, Icon created a sectional design that allowed separate brand dedicated areas whilst still allowing a natural flow around the stand.

Some of the sections were test built, with Electrium products, at Icon's premises to give the client team an insight into how the new layout would work at an exhibition..

Each stand was built within the allotted time and required budget for all four ELEX events, with updated graphic infills provided each time when required.

"Many thanks for Icons continual support ensuring yet another set of events are a massive success for Electrium."

Carl Kimberley for ELECTRIUM



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THE OPPORTUNITY

FASTENAL

A+A

Icon came well recommended to Fastneal and having already a strong brief in mind which included, a robust and industrial looking, reusable, sustainable system solution that could be used at various events throught the world.

Secure storage and a meeting/presentation area along with clean lines were all specifications



THE SHOW

A+A

A+A is consistently the worlds biggest safe and healthy working event held in Germany, with over 2000 exhibitors and 73000 trade visitors



THE SOLUTION

Icon worked utilising their preferred modular, reusable, lightweight exhibition system to deliver a sustainable solution that could be rebuilt over and over, throughout the world.

Including an audio-visual system that could be expanded if required in the future. A raised floor and luxury white vinyl flooring gave the space a quality feel, Secure storage space and graphic walls were bolstered with an industrial looking butler finish ACM, providing the vision of the manufacturing enviroment that the Fastneal product was at home in.

A modular reception counter, AV presentation and various power outlets were all part of the stand designed, manufactured and installed by the team at Icon.

"From conception to completion working with your team at Icon has been a pleasure."

James Sugar for FASTNEAL



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THE OPPORTUNITY RGK WHEELCHAIRS HQ SHOWROOM

RGK manufactures bespoke, made-to-measure wheelchairs for sport and daily use. The company wanted to create an inspirational showroom area in its head office in Burntwood, Staffordshire that could help convey how every chair is unique and built to suit the requirements and individuality of each user, as well as create a permanent mini-exhibition area showing some of the wheelchairs belonging to some famous people.



THE SOLUTION

It was important that the showroom area highlighted the individuality of each wheelchair, and showcased the quality and care that goes into every single wheelchair that RGK makes.

Icon used black and white illuminated glass platforms to enhance the designs of the wheelchairs as the light reflected in the aluminium and titanium frames. Additional graphics mounted on the walls around the room, with inspirational photographs of some of RGK's celebrity ambassadors, added to the overall effect and highlighted how proud the team at RGK is to sponsor some of Great Britain's teams.

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"Icon has once again gone above and beyond to make our vision a reality both on budget and within our timeframes! Thank you!"

Fabio DeRosa for RGK WHEELCHAIRS

THE SPACE

Icon helped RGK create a specifically designed product and information area within its headquarters, to showcase the company's products and values.



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THE OPPORTUNITY

GAMMA CLOUD EXPO October 2018

Gamma is a leading supplier of voice, data and mobile products and services in the UK.

Icon worked closely with Gamma's marketing agency to design, manufacture and install the stand at Excel in London. A breath-taking slatted walkway entrance invited guest through to an interactive area with games on display, to encourage new and existing customers to visit the friendly Gamma team.



THE SHOW

CLOUD EXPO

Cloud Expo at Excel is the industry-leading event for emerging technology, offering the most informative and comprehensive cloud computing services and solutions.



THE SOLUTION

The team worked closely to make the stand fit the brief, with a visually stunning presence and immersive and interactive elements.

The floating slatted walkthrough alone was an eye-catching feature, but the addition of touchscreen displays, a retro sweet wall and a large format BATAK game made the stand highly appealing to visitors.

Well-positioned LED feature lighting added to the overall effect and highlighted key areas of the stand.

As the stand needed to be functional as well as aesthetically pleasing, Icon included a storeroom, allow the team to make best use of the display space available whilst still having somewhere to store the essentials.

"The stand, the team, the level of quality and standard of finish is impeccable, the whole team were stunned on arrival and were very excited to be on the stand when the show opened."

Donna Bowen for GAMMA



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THE OPPORTUNITY

CELEBRITY MOTION FURNITURE FURNITURE SHOW

MCR Safety, Based in the USA with its HQ in Memphis have worldwide distribution facilities, With the addition of MCR Europe it was time to make MCR visible to the UK & European markets.

First time exhibitors in the UK, MCR required confidence in a contractor to provide a modular system that would work in a variety of environments, promoting the strength in their already leading US brand. Pushing key messages with crisp well lit display shelving and a reception meeting area.



THE SHOW

FURNITURE SHOW

The UK's must-attend furniture and interiors event. Industry professionals visit the 5 halls of the NEC, Birmingham to learn new trends and see the new products on show.



THE SOLUTION

With 4 open sides and additional space on the stand, Icon managed to double the number of product launch podiums included in the design.

To create the desired 'home' feel, Icon used both ambient and product focused LED lighting with a full fabric ceiling and strong branding.

Its close working relationship with Celebrity has meant that Icon's team has learnt a great deal about the product range. Icon has researched and developed new manufacturing and display techniques, from the most efficient lighting options through to some new construction methods. As a result, Celebrity's stand is one to remember, in terms of meeting the brief, attracting interest and being built on time and in budget.

"The stand was a fantastic representation of the Celebrity brand. Not only were we impressed with the final product, we also received countless compliments throughout the exhibition."

John Picken for CELEBRITY MOTION FURNITURE

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THE OPPORTUNITY

BAE SYSTEM EURO BUS EXPO

Icon was tasked to create a custom stand, built with modular components, that could be used across 3 events that BAE planned to attend across the UK and Europe in the forthcoming 12 months.

Although the stand was to have the same look and feel across each of the 3 events, the exhibition spaces and orientations across the 3 venues were all different, giving Icon a challenge to make one stand work in 3 different ways.



THE SHOW

EURO BUS EXPO

Euro Bus Expo at the NEC, Birmingham annually attracts around 250 international exhibitors from all elements of the industry supply chain.



THE SOLUTION

Working closely with one of its modular system manufacturers, Icon was able to provide the team with a stand that could be configured to fit each of the 3 different venues.

The aluminium system walling and panelling gave an innovative feel, and the bespoke product displays looked fantastic against the high-quality display finishes.

The stand included a fully serviced hospitality area and private meeting room, and a number of digital displays to attract interest from passers-by.

Utilising the same design and components at all 3 of BAE's exhibition commitments kept its appearance clean, consistent and easily identifiable throughout UK and Europe, whilst making best use of the budget available.

"For the past 6 years I've been in this role, you guys have done an incredible job and more importantly, with a smile and a laugh. I couldn't ask for a better team."

Phil Heighway for BAE SYSTEMS

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THE OPPORTUNITY SCHNEIDER ELECTRIC NIC EIC TECH TALKS

A modular solution with a bespoke high quality approach. The system was required to be lightweight and easily built by a team of two, yet durable enough to tour the UK at all 23 different locations



THE SHOW TECH TALKS

An opportunity for manufacturers to support the latest round of technical presentations by the NIC EIC team. A focused networking event with 20 exhibitors at 23 UK locations with over 3000 visitors.



THE SOLUTION

Icon was able to provide the team at Schneider Electric with a manageable bespoke solution that was a combination of modular and custom components. The stand could be fitted on a single vehicle, allowing efficient delivery and collection, then easily taken to venue and set-up by their two-man team in less than an hour.

Icon included a number of bespoke product mounted display panels, some of which were powered to display the new Schneider hardware. In addition, the stand had dedicated areas for literature and to place give-aways, as well as useful storage space for show items.

"The stand looks brilliant wherever it is installed, throughout the UK! The sales teams are very complimentary of the system and your team who deliver and install the stand at each event. Thank you all!"

Claire Sandbrook for Schneider Electric



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THE OPPORTUNITY

EDISONS COFFEE

An innovative social-impact business plan that called for a complete brand design and development. The all-encompassing project ranged from creating colour palettes and logos to project managing the whole interior development of Edison & Co's flagship headquarters and new coffee shop in Sheffield city centre.



THE IDEA

Edison & Co mixes socially aware solutions with great tasting coffee, by reinvesting money into the local community to provide exciting community development initiatives.



THE SOLUTION

Working with the Edison's team from the outset allowed Icon to help with the steam punk brand concept and create a colour palette that worked across a multitude of materials and finishes.

Icon managed the whole renovation project, including updating electrics and installing new floors before commencing shopfitting and decorating, then installing a fully operational kitchen, customer facilities and serving counter.

Unique wall graphics, signage and lighting were added, including a bespoke piece of digital signage that Icon produced, of a fully motorised moving light bulb feature with turning cogs that turned heads and enticed visitors to come in and take a look.

Icon has given great support with its wealth of knowledge and project management skills to ensure the brand, design, manufacture and launch went smoothly, on time and within budget, great job guys!

Kerst Ward for Edisons Coffee

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THE OPPORTUNITY

GKN WHEELS

TELFORD

GKN's Innovation Centre is a central hub within its own factory space for all the areas of GKN's business to be showcased, to illustrate GKN's story and how the business has developed.

As well as providing an exhibition area and meeting space, it's also used for educational purposes, being the area mainly used for briefings regarding health and safety for anyone visiting or working on site.



THE SPACE

GKN is a British multinational Automotive and Aerospace components company, with its headquarters in Redditch, Worcestershire.



THE SOLUTION

Mixing a modular display system with some bespoke cabinets and plinths, Icon designed a clean and smart environment that tells the story of the company's development whilst exhibiting its range of products.

A clever design using arched plinths (shown above) allows the exhibition arrangement to be changed, just by sliding out the plinths, to allow the team to highlight whichever products they need to focus on.

Icon also installed a dedicated health and safety demonstration and meeting room, to allow visitors and employees on the site to be supplied the right equipment and fully informed of the company's procedures.

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"You have created us the world class platform we envisioned from the very outset!"

Sali Morris for GKN WHEELS & STRUCTURES



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THE OPPORTUNITY

GLOBAL FIRE EQUIPMENT FIRE SAFETY EVENT

Global Fire Equipment is a market leader in providing quality product solutions throughout the fire and security industry.

Global Fire Equipment was looking to develop a new style that was modern and clean-cut, so the team wanted its exhibition stand to have a trendy clean-cut design, without looking overly corporate.



THE SHOW

FIRE SAFETY EVENT 2021

The Fire Safety Event at the NEC, Birmingham supports industry professionals and organisations in achieving and maintaining the highest standards of fire safety management.



THE SOLUTION

Icon created a bespoke design for Global Fire Equipment and incorporated this into the items manufactured for use on the island site stand. Working to the maximum height allowed in the venue, Icon installed full graphic walls with an overhanging canopy in order to maximise lighting.

The floor to ceiling creative look provided a continuous flow throughout the stand from the main build to the demo area, giving Global Fire Equipment great presence at the show.



"Just a thank you for a stunning stand construction. We have secured a larger stand position for April 2023 and it would be good to work with you again."

Paul Pope for Global Fire Equipment



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THE OPPORTUNITY LUCCHIN-LUR RAILTEX

LUR is a joint venture between Lucchini RS Group of Italy and Unipart Rail Ltd. The business approached Icon to help them have a strong presence at Railtex 2021.



THE SHOW RAILTEX 2021

Railtex at the NEC, Birmingham gives an unparalleled opportunity for companies serving all aspects of the rail industry to showcase their products and services.



THE SOLUTION

Icon worked from LUR's brand guidelines to create a visually stunning stand. To create an inviting, eye-catching space, Icon incorporated the company's bold colours on the back wall of the stand.

As the stand needed to be functional as well as aesthetically pleasing, Icon designed the stand to have plenty of meeting and greeting space, and they incorporated a storeroom to allow the team to have somewhere to store the essentials.



"Renewing my congratulations for the realization of the Railtex stand"

Loris Natale for LUR



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THE OPPORTUNITY

GRS FOOTWEAR

GLEE 2021

GRS Footwear approached Icon to help exhibit its footwear products at Glee, as GRS Footwear has been supplying footwear trade customers across Europe and beyond for over 140 years, since the company started back in 1880.



THE SHOW

GLEE 2021

Glee at the NEC is the UK's leading garden and outdoor living trade show, presenting the most exciting brands, innovative products and inspiring garden retail insights.



THE SOLUTION

Icon used an Aluvision system for the GRS Footwear stand, which was divided up into three sections to showcase the company's brands. Each section had an overhead canopy over a shelving unit with graphics to display the relevant products.

With its raised floor made from luxury wooden vinyl, the stand had a quality feel, fitting for such a well-established market leading brand. Overall, the Aluvision system created the ideal backdrop for the high quality, reliable products being displayed at the show.

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"We are already working on our brief and stand space for Glee next year!"

Martin Rye for GRS Footwear



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THE OPPORTUNITY

SADLERS PEAKY BLINDERS

BULLRING SHOPPING CENTRE

Sadler's Ales has produced a 'Peaky Blinder' beer range since 2014, then launched a range of spirits in 2017 following the successful TV series The Peaky Blinders.

The company booked space in the Bullring, Birmingham for a Pop-Up Stand selling its personalised Christmas gifts.



THE SPACE

PEAKY BLINDERS

The Bullring & Grand Central is Birmingham's largest shopping centre, with many famous shops and brands all under its iconic roof.



THE SOLUTION

Icon designed and manufactured a pop-up stand using Aluvision components and manufactured full graphical wraps around the aisles that contained plenty of built-in storage for stock.

The stand included an easily accessible platform with cobbled street effect flooring, which tied into the industrial street look, and showcased a branded vintage van of the period. The whole design created a visually stimulating welcoming impact to attract the attention of passing shoppers.



"We needed to create a big impact in such a small space behind all these big brands. With the help of Icon and their great team they completely delivered. With their wealth of knowledge, the launch went smoothly and we can't thank them enough. We look forward to the next install with them."

Ashley Lloyd for Sadlers Peaky Blinders



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THE OPPORTUNITY

SAPENTIA

SAPENTIA OFFICES

When Sapentia relocated to its new larger offices in Lichfield, Staffordshire, the company approached Icon to help with the refurbishment. Icon's graphics team designed some feature walls using Sapentia's brand identity and incorporating elements of the company's business.



THE SPACE

SAPENTIA

Sapentia delivers affordable business software that uniquely adapts to how business is done, helping businesses improve their processes and efficiency.



THE SOLUTION

Icon used the bright colours of Sapentia's brand palette to transform the walls from bare white and created a stunning space to showcase the personality of the business. Icon designed a large graphic wall, with an offset overlay that was backlit with LED lighting.

Icon's CNC machine was used to cut out each letter of Sapentia's brand name, before each was finished and installed as a feature on the wall. Custom window stickers, embedded with the Sapentia logo, were also used throughout the office to complete the effect.

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"Working with Icon on this project ensured all aspects of the refurb were carried out to the highest level of professionalism. Thank you everyone at Icon"

Jayne Dyson for Sapentia



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THE OPPORTUNITY SO PURE VEHICLE

So Pure leading company in beverage technology, required a coffee machine fitted into a van, to showcase their machines whilst taking it to different venues.



THE PROJECT SO PURE

So Pure innovation and insight in the world of coffee beverage technology, always striving to achieve perfection through passion and ambition. So Pure beverage experience is vast from coffee machine advice, knowledge of creating the perfect choice of beverage machines for any location, to coffee location branding.



THE SOLUTION

Icon showcasing their variety of talents and abilities, in transforming the back of a van to create a coffee station.

This comprised of a counter to sit the coffee machines on with under storage to house all required dishes and cutlery. Foam inserts were created in the drawers to protect all dishes when in motion, these were made in house on our incredible CNC Machine. Behind this a space was left for all electrical necessities and extra storage. Adding a LED glow created a pleasant atmosphere.



"Icon have gone above and beyond to make our vision a reality both on budget and within our timeframes! Thank you, it looks great!"

Suky Matharu for So Pure



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THE OPPORTUNITY WESTLAND RETAIL FITTING

Our brief from Westland was simple.

A fully working hose system that was enclosed and interactive, must fit within the existing POS system and be self contained.

Simple enough!



THE PROJECT WESTLAND

Westland is a market leader in their categories. They supply a wide range of gardening, bird and pet care as well as environmental products to the retail market. Innovation and brands are at the heart of everything they do aligned with significant local and international growth.



THE SOLUTION

Utilising our in house experience of carpentry and electrical knowledge we set about building an enclosure that was fully branded on the outside and "working" on the inside.

A bespoke sealed acrylic display pod was machined in house and bonded watertight, with the product inside already plumbed in ready to go.

Utilising a domestic pump on a timer relay switch we could allow for members of the public to activate the display and be safe in the knowledge that after 20 seconds it would stop safely.

all self contained for simple "plug and play" in store.

"Icon have delivered yet again! we are never disappointed. They always see our vision through. No matter how big or small. Thank you Icon."

Simon McArdle for Westland



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THE OPPORTUNITY WESTLAND HEAD QUARTERS

With the world on shutdown due to the COVID pandemic Westland were thinking outside the box in still allowing clients to see new product ranges.

With GLEE postponed Westland took GLEE to their Head Quarters.



THE SPACE WESTLAND

Westland is a market leader in their categories. They supply a wide range of gardening, bird and pet care as well as environmental products to the retail market. Innovation and brands are at the heart of everything they do aligned with significant local and international growth.

THE SOLUTION

Icon utilised components held in stock from previous Westland GLEE exhibitions to create the immersive showroom environment. Full colour ceiling height graphic walls with strong branding and inset LED lit display cabinets were placed in the space.

All on wheels allowing Westland team members to alter the feel of the room in no time, with the centre piece of the installation being a meeting room with inset presentation screen and LED lit display cabinets.

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“COVID cancelled our show, but thanks to the guys at Icon thinking outside of the box, they brought it home for us. It was just the best idea and executed excellently.”

Simon McArdle for Westland



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THE OPPORTUNITY

ROTHLEY RETAIL FITTING

Since working with Rothley on their first exhibition stand Icon have been tasked with producing a number of retail POS displays. This units needed to display a huge number of products in a vast array of finishes...



THE CLIENT

ROTHLEY

Rothley is one of the leading European suppliers of DIY, builders products and hardware components with over 190 years of experience. Over the years Rothley has been a major producer of not just tube but a variety of metal hardware products including brass door & cabinet hardware handles, knobs, hinges, catches and curtain poles.



THE SOLUTION

Working closely with our trusted external suppliers we designed and created a concept prototype unit that was sent to store for H&S testing along with product testing. It was great to get "user" interaction with the unit and get realtime feedback which could be included in the design alterations along the way.

The result was a unit that was modular so would work in a huge number of configurations produced using high end materials with very robust finishes, which did display the entire product range as desired!

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"Can't thank you and the team at Icon Exhibitions enough for our fantastic display, we are delighted with it and makes the brand stand out."

Sophie Hill for Rothley



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THE OPPORTUNITY

FOS - FUTURE LABS

GOODWOOD

Goodwood's innovation pavilion is packed with dynamic, interactive technology to inspire everyone from industry enthusiasts to the next generation of scientists, inventors and explorers.

Due to restrictions put in place as a result of the COVID pandemic Icon were tasked alongside a European contractor in building the stands in this Pilot event.



THE SHOW

FOS FUTURE LABS

FOS Future Lab report on the latest visions of future technology. They boldly covering flying cars, hoverboards, jetpacks and spaceships with plenty of down to earth topics in between.



THE SOLUTION

With a total of 17 exhibition stands to build Icons team of 10 strong worked tirelessly over 11 days to set up displays for some very interesting and innovative products. From self driving cars to Jet Packs and not to forget the Mars Rover Icons team provided edge lit platforms for each exhibit to display their concepts.

a variety of display solutions provided the exhibitors with everything they required, including LED lit display cabinets, a wall and ceiling made of LED screens, a 6 meter turntable and recreation of the surface of Mars!

It was an awesome project to be involved in working with teams all over Ireland and Europe... EPIC

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"You have created us a world class platform we envisioned from the very outset! Completely taking it all into the future for us to house our tech."

Gar Hanley for Future Labs



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