



BRIEFING

EMPRESA: Laboratorios Clarben S.A.

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EVENT

NAME OF THE EVENT: IDS exhibition 2019

LOCATION/DATE: Cologne, 12 To 16 March 2019

INFORMACIÓN NECESARIA

STAND NUMBER STAND: F-070 (location plan of the exhibition attached)

MEASURES: 16.5 m²

STYLE OF THE STAND: Modern/avant – garde. Looking for maximum height (by means of supports on the ground or hanging points)

COLOURS: Corporate (logo) and yellow (TopiGel)

IMAGES, LOGOS AND BRANDS TO INCORPORATE IN THE STAND: Clarben

Logo and images of the products: Topi Gel line, aneesthetic line

Octocaine, Meganest, Isogaine, Octoplus needles, (attached images)

AREAS & FURNITURE:

- Counter + stools with light sockets (could be in the center or attached to the wall)
- 2 high tables + 6 stools
- Small warehouse + shelves + small color or fridge + coat rack

EXHIBITION AREAS: showcases or podios (it depends on the design)

AUDIOVISUALS: TV Plasma o TFT

ESTIMATE BUDGET: 6.500-7.000€ VAT INCLUDED



MARKETING OBJECTIVES & COMUNICATION

Our main objective is to promote the Topi Gel line (30ml 50ml), and our line of anesthetics (Octocaine, Meganest and Isogaine), Octoplus needles, (attached pictures), for what we want to have a significant role in the stand, being part of the image trough vinyls, colours, shapes or any idea that comes to mind.

As we have few meters in our stand, we need enough height in order to be recognized from any part of the pavilion (in the highest part we want our corporate logo (Clarben) and images of Topi Gel to have a leading role).

The stand needs to be accessible and invites the customer to access since product tests, and reception of orders will be carried out.

It is important that **the visitor associates the product Topi Gel to Clarben company** and the stand is attractive enough **for the client to want to know and test the product.**