



PAVILIONS

EUROPE | MIDDLE EAST | ASIA

ges.com/eu



BELIEF

FACE-TO-FACE MARKETING, WHEN DONE WELL,
CAN CHANGE THE GLOBAL CONVERSATION ABOUT A BRAND

A person's hands are shown in profile, framing a bright sunset over a landscape. The hands are positioned to create a rectangular frame around the sun, which is low on the horizon. The background shows a blurred landscape with hills or mountains under a clear sky. The overall color palette is dominated by warm, golden-yellow and orange tones from the sunset, contrasting with the cooler, muted tones of the person's clothing and the background.

WHAT

DEEPLY MEANINGFUL AND MEMORABLE
BRAND EXPERIENCES

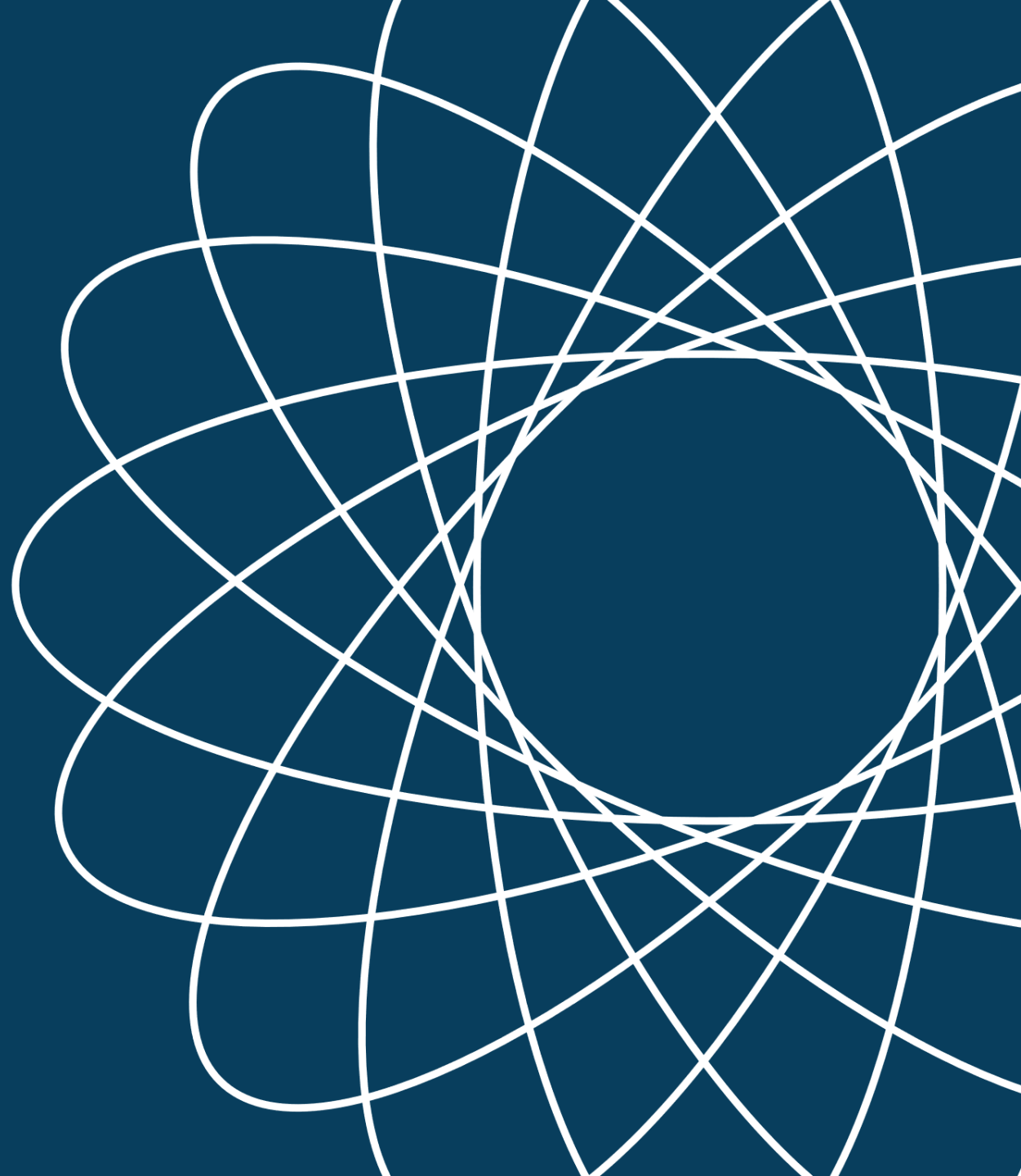


WHY

BECAUSE WE LOVE CREATING INCREDIBLE
EXPERIENCES FOR OUR CLIENTS' AUDIENCES



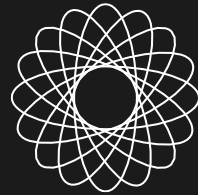
OUR POINT OF VIEW



People are people

Even though we sometimes think about B2B or B2C, at the core of everything we do is creating experiences for human beings, and the mess of emotional and rational thinking that we all embody.





Events must serve a purpose

People align themselves with brands that serve a purpose greater than the products they sell. Event marketing should bring that mission to life:

Creating, enabling and delivering a sense of purpose that people can rally behind



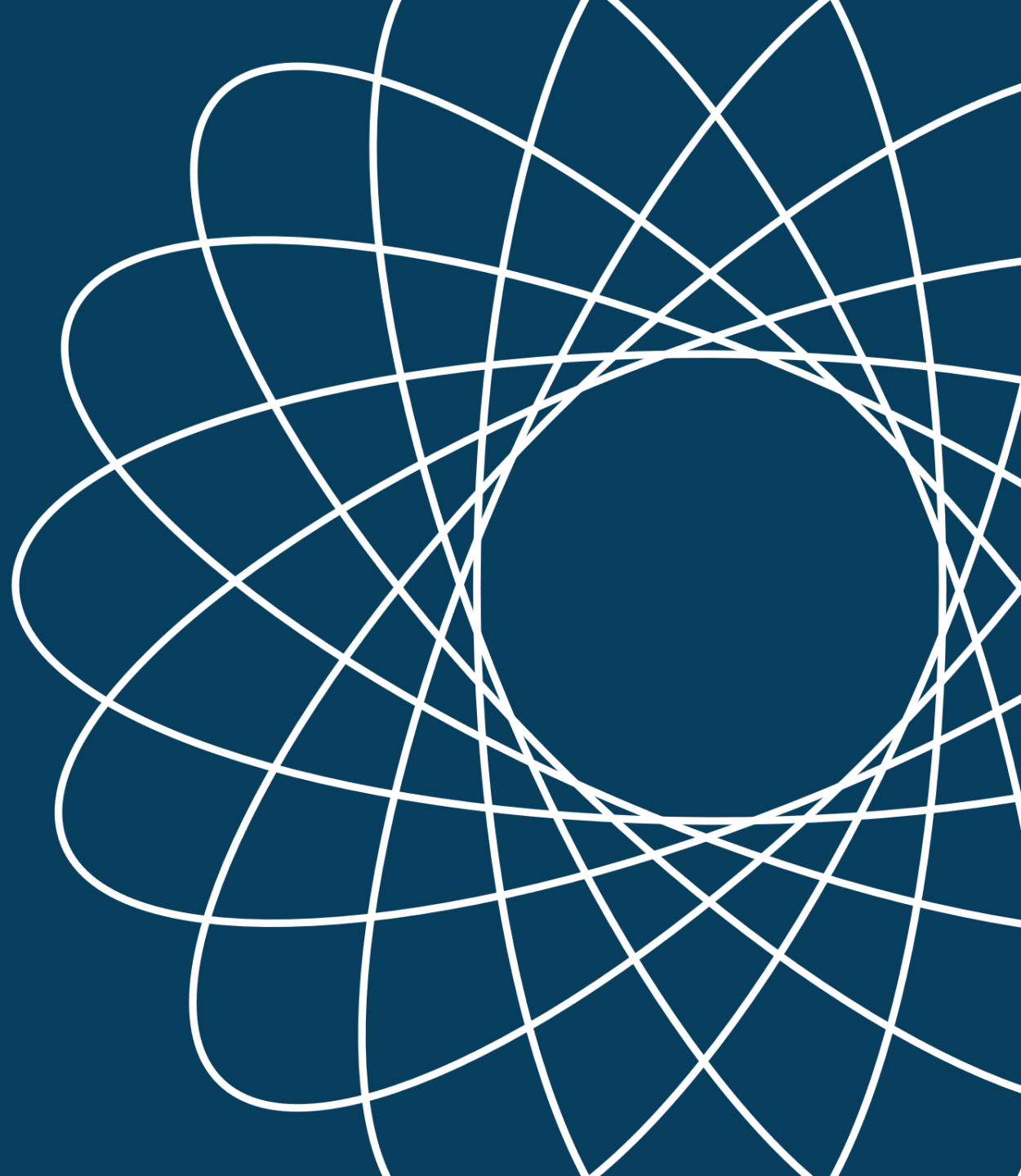
Get people talking

What sets event marketing apart from virtually every other channel, is human interaction. Events must drive positive, high-value interactions between people.





ABOUT US



Global partner

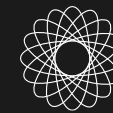
An intensely client focused pavilion partner
with access to incredible global resources.



ADOPTING BUSINESS
OBJECTIVES AS OUR OWN



APPLYING HOLISTIC BRAND
EXPERIENCE EXPERTISE AND
BIG-IDEA THINKING



DELIVERING HIGH-IMPACT,
AMAZING EXPERIENCES
ANYWHERE IN THE WORLD

Company overview

With a network of global services, we are in a position to deliver our comprehensive local knowledge and expertise anywhere in the world.



Part of Viad Corp (NYSE:VVI), GES is your face-to-face marketing partner. We have partnered with clients all over the world to create unforgettable events and experiences.

We work as an extension of your team to create live events that excite and engage attendees while elevating your business and your brand.

Tap into a full suite of powerful pre-event, on-site and post event services ranging from creative design and strategy, to logistics and production, to audio visual and data insight tools

Our services





EXHIBITIONS



EXHIBITS AND PAVILIONS



EVENTS



REGISTRATIONS AND DATA SERVICES



AUDIO VISUAL

Blitz

Who are Blitz, a GES company?

- Our in-house team of audio visual specialists
- EN Audio Visual Company of the Year 2017
- £16m equipment inventory
- 116 staff - technical experts in every discipline
- £2.5m investment in new technology and equipment per year
- Chosen supplier to the UK's largest events venues
- Diverse and prestigious client base
- Renowned for innovation



Wide ranging experience



///
CUSTOMER
CONFERENCES

///
EMPLOYEE
EVENTS

///
PR/MEDIA
EVENTS

///
PRODUCT
LAUNCHES

///
SPONSORSHIP
ACTIVATIONS

///
ROADSHOWS

///
HOSPITALITY
CHALETS

///
TRADESHOW
EXHIBITS

Comprehensive face-to-face marketing capabilities

STRATEGY AND CREATIVE

- Goals and metrics
- Event/activation strategies
- Creative platform and concepts
- Attendee journeys and experience design
- Graphic design
- Copywriting

PRE-PRODUCTION

- Timelines, budgets, resources
- Production and labour plans
- Programming and content development

MARKETING

- Positioning and messaging
- Attendance marketing plans
- Sponsor strategy and sales
- Digital/social experiences and amplification plans

PRODUCTION

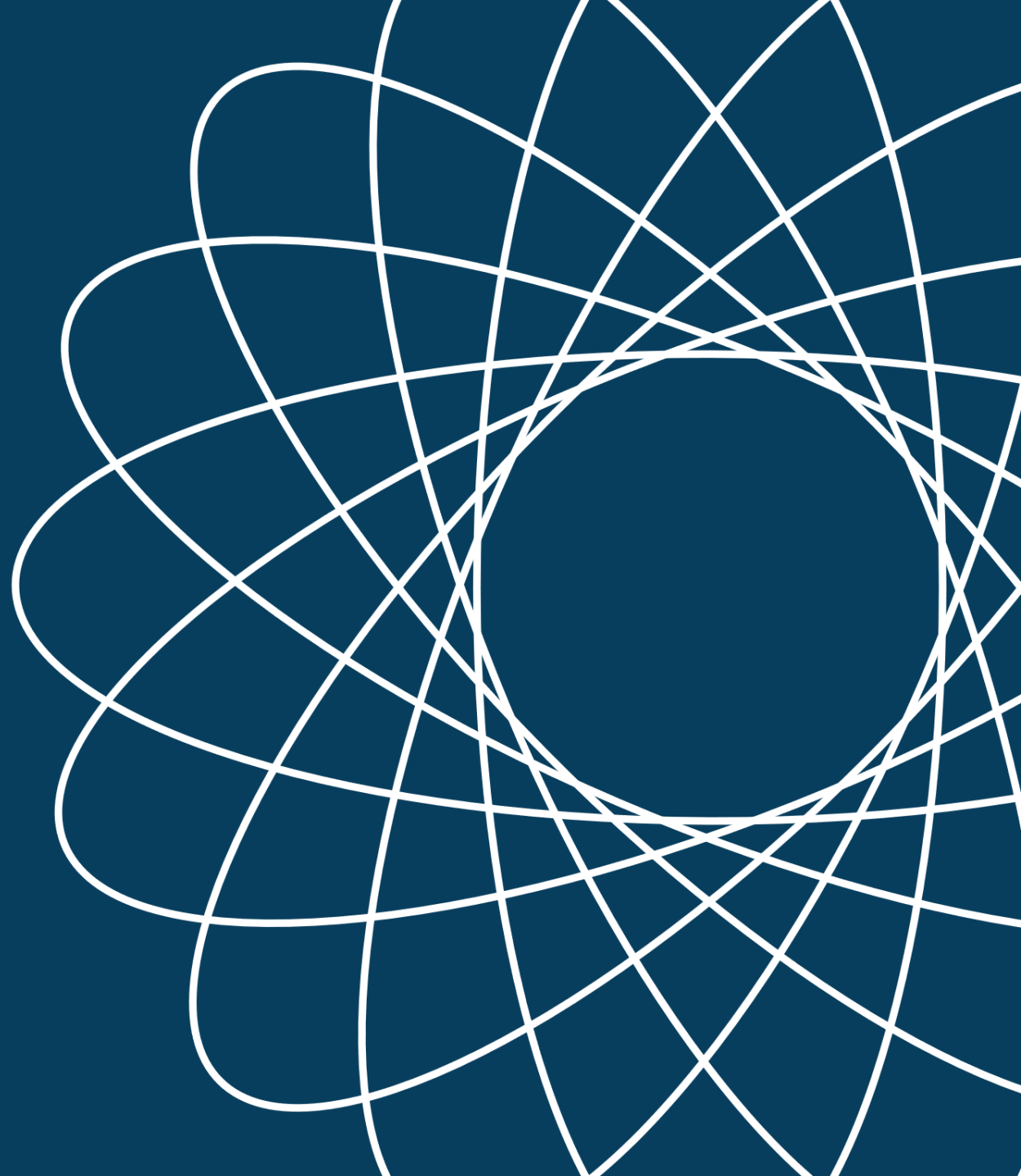
- On-site production scheduling
- Location planning, setup and dismantle
- Staff selection and training
- Fabrication/rentals
- Audio visual services
- On-going quality and budget checks

ASSESS AND REFINE

- Performance measurement
- Budget reconciliation
- Team collaboration assessment
- Improvement plans



CASE STUDIES





EVENT

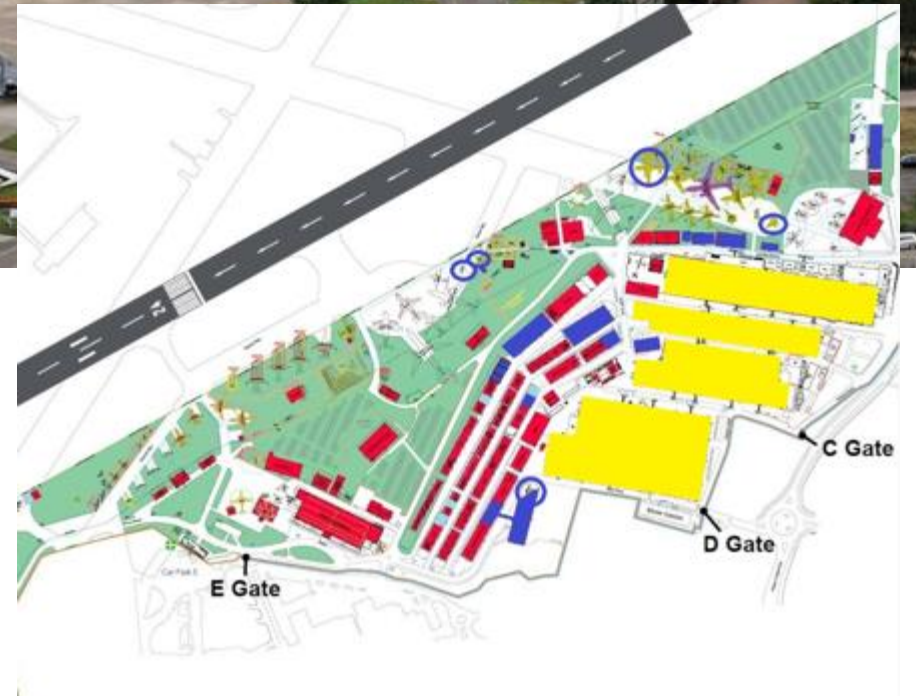
Farnborough International Airshow 2018

BUILD

9,500m² custom built space incl. pavilions

SERVICES

3,500m² shell scheme 45,000m² hall carpet

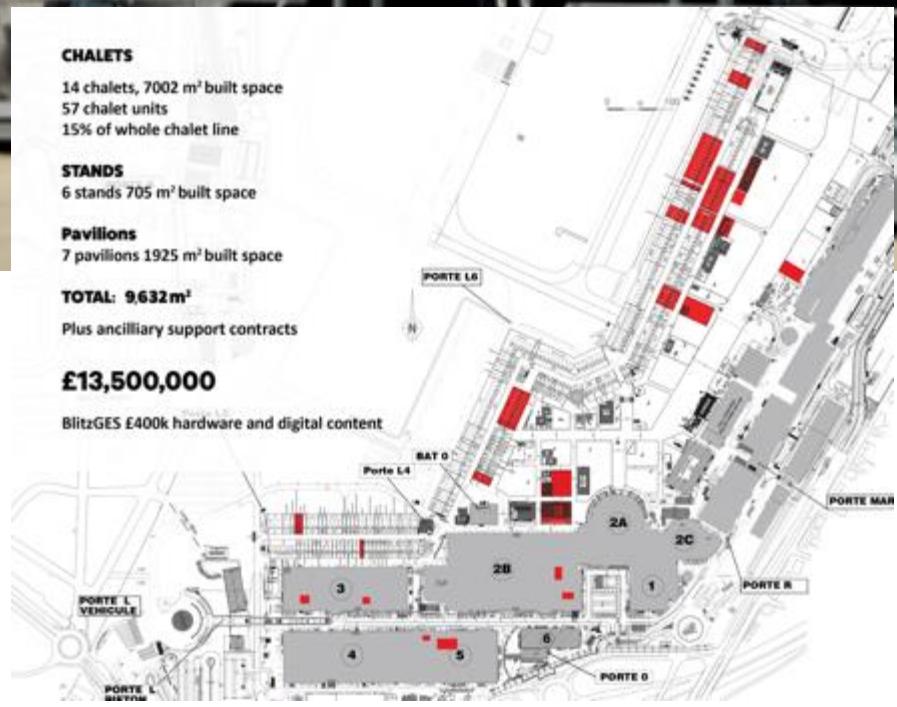




EVENT
Paris Air Show 2019

PAVILIONS
1,925m2 built space

CHALETS
7,002m2 built space





adidas[®]

EVENT

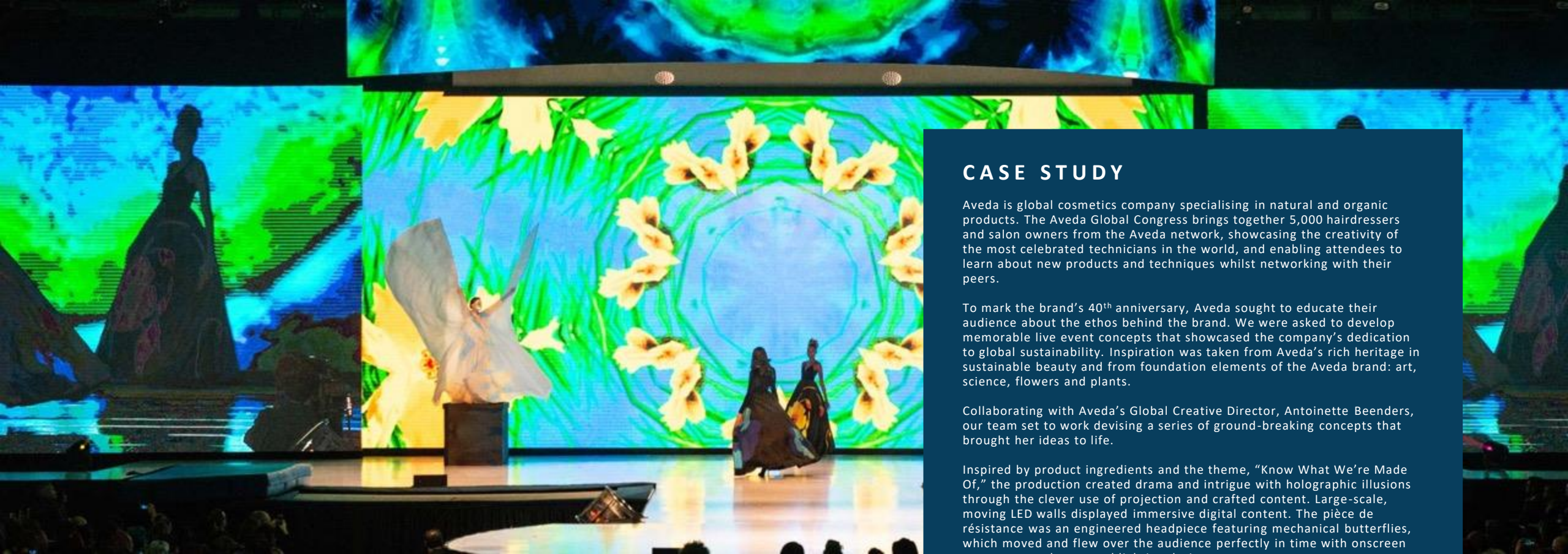
2012 London Olympic Games

VENUE

Westfield Shopping Centre

CASE STUDY

A major sponsor for the 2012 Olympic Games, Adidas wanted a central hub that could provide hospitality for large numbers of guests and athletes during the games. To get an unrivalled view over the Olympic Park, the area was built on the top floor of the Westfield Shopping Centre in central London.



AVEDA™

EVENT

Aveda Global Congress

VENUE

Minneapolis Convention Centre

AUDIENCE

5,000 beauty professionals

CASE STUDY

Aveda is global cosmetics company specialising in natural and organic products. The Aveda Global Congress brings together 5,000 hairdressers and salon owners from the Aveda network, showcasing the creativity of the most celebrated technicians in the world, and enabling attendees to learn about new products and techniques whilst networking with their peers.

To mark the brand's 40th anniversary, Aveda sought to educate their audience about the ethos behind the brand. We were asked to develop memorable live event concepts that showcased the company's dedication to global sustainability. Inspiration was taken from Aveda's rich heritage in sustainable beauty and from foundation elements of the Aveda brand: art, science, flowers and plants.

Collaborating with Aveda's Global Creative Director, Antoinette Beenders, our team set to work devising a series of ground-breaking concepts that brought her ideas to life.

Inspired by product ingredients and the theme, "Know What We're Made Of," the production created drama and intrigue with holographic illusions through the clever use of projection and crafted content. Large-scale, moving LED walls displayed immersive digital content. The pièce de résistance was an engineered headpiece featuring mechanical butterflies, which moved and flew over the audience perfectly in time with onscreen content, soundscape and lighting design.

"It's been a true joy working with the team. Their full heart went into the job and I couldn't have wished for anything more, honestly. They were there all the way from the very beginning to the very end, till midnight. And the work was beautiful. Absolutely beautiful."

ANTOINETTE BEENDERS
Global Creative Director, Aveda

**2D Graphic Design • Digital Content Design and Production
Stage Build • Specialist Lighting/Initiative Digital Lighting
Graphic Production • Audio Visual • Technical Production**



CASE STUDY

Brightstar is a mobile communications giant, supporting over 200 network providers and 40,000 retailers in 70 countries around the world. And Mobile World Congress, the biggest convention in the world for the telecoms industry, represents a significant opportunity for Brightstar to strengthen perceptions of the brand as a strategic, thoughtful partner and an industry innovator.

In 2019, for the 3rd year in a row, Brightstar engaged GES to concept, design, build and deliver its award-winning Mobile World Congress presence.

Through close collaboration with the Brightstar team, GES developed a range of groundbreaking ideas that reinforced the intuitive, open nature of the brand and delivered a clear sense of distinction between Brightstar and every other Mobile World Congress sponsor.

From a 1930's era-themed VIP lounge to glittering LED walls to digital tools that enabled high-value, personalized experiences for every attendee, the stand sparkled with energy and left everyone thinking, "Wow – Brightstar is truly leading our industry forward."

Creative 3D Design • 2D Graphic Design • Digital Content Design and Production • Structure Build • Specialist Lighting/Initiative Digital Lighting • Graphic Production • Bespoke Furniture Logistics • Audio Visual • Event Management



EVENT

Mobile World Congress

VENUE

Fira Gran Via, Barcelona

AUDIENCE

180,000 professionals from 208 countries



Money **EUROPE** 20/20

VENUE

RAI, Amsterdam

AUDIENCE

6,000 FinTech industry professionals

CASE STUDY

Money20/20 is Europe's largest Fintech event, bringing together 6,000 of the smartest visionaries and innovators to connect and build the future of money. It's the event where technology meets money, money meets people, people meet ideas and ideas become reality.

Ascential, the event's organiser, work with us to create a live event that embodies the cutting-edge, innovative and disruptive nature of FinTech - providing unforgettable and high-value experiences for thousands of leaders and visionaries in attendance.

Since its European debut in 2017 we have developed and delivered the event concept at multiple venues around Europe. In 2018 we delivered the event in its entirety; including registration, sponsorship packages, AV and technical production across the main plenary and six break out rooms - encompassing a bespoke amphitheatre, conference overflow areas, graphics and digital signage.

The focal point of the exhibition was the 5,000 seat plenary where the keynote sessions with high profile speakers took place.

2D Graphic Design • Digital Content Design and Production
Stage Build • Graphic Production • Audio Visual • Technical Production
High-Definition Projection and Widescreen Blending • Bespoke Scenic Design, Build and Installation • Sound Design and Installation • Registration and Delegate Welcome Experience • Lighting Design and Installation • Bespoke Scenic Design and Production • Registration and Customer Welcome • Digital Signage • Bespoke Expo Floor Design and Production • Delegate Tracking



.NEXT CONFERENCE

EVENT

.NEXT Europe Conference

VENUE

ExCeL London

AUDIENCE

2,500 I.T. experts

CASE STUDY

The Nutanix enables IT teams to build and operate powerful multi-cloud architectures. NEXT Europe Conference brings together visionaries, developers, and IT leaders from around the world to share the latest in enterprise data centre and cloud technologies. With over 100 unique sessions, delegates explore everything from hyper-converged infrastructure to hybrid clouds, cloud automation, IoT, infrastructure security and much more.

Nutanix partnered with us to create an experience that would amaze delegates – creating moments of suspense and intrigue throughout their visit. We were charged with crafting new levels of engagement, motivation and inspiration from previous events whilst still reflecting the soul and vibe of the city where the event took place (in this case London). We carefully crafted a visitor flow that took delegates on a journey; educating and entertaining them in a meaningful way at every step.

Working in collaboration with the Nutanix, we created an urban atmosphere with an industrial-inspired interpretation of the burgeoning creative area of East London (home to the event).

Spread across three halls and two floors, we created a registration area, an immersive welcome experience, sponsor activation areas, media centre, TV studio, meeting rooms and hospitality space.

2D Graphic Design • Stage Build • Graphic Production
Audio Visual • Technical Production • Brand Activations
Themed Design, Build and Installation • Sound Design and Installation •
Registration and Delegate Welcome Experience Lighting Design and
Installation • Bespoke Scenic Design and Production • Bespoke Expo Floor
Design and Production

Trusted partnership

Whether we're working directly with a customer brand, or supporting an agency in creating your vision, when our clients choose us they stick with us.

AVEDATM

Bell
Helicopter

 **BOEING**[®]

 Brightstar[™]

 Collins Aerospace

Gartner



 Microsoft

Miele

أرامكو السعودية
saudi aramco 

 SoftBank

 Tetra Pak





Kingdom of Saudi Arabia Pavilion – WEC 2019

GES designed and build the Saudi Arabia Pavilion for World Energy Congress exhibition held in ADNEC (Abu Dhabi).





Saudi Aramco

Geneva International Motors Show 2019

CASE STUDY

Saudi Aramco

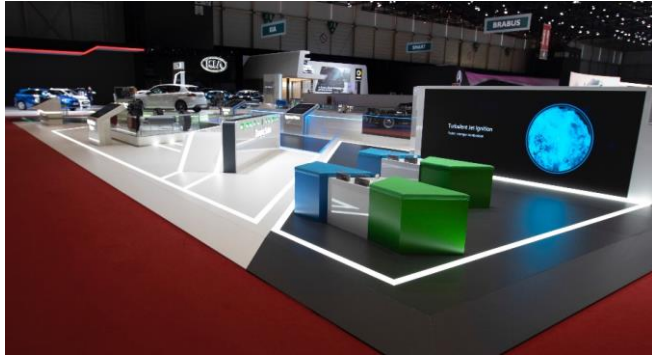
Futuristic Approach

GES partnered with Saudi Aramco to showcase their distinctive concept of 'Today, Tomorrow and Future' in the automotive industry. GES developed and delivered the concept with bespoke technology solutions, Transparent OLED Screens showing innovative content.

We even designed an iPad application for an interactive customer experience.



308 sqm





CASE STUDY

Tetra Pak®

Award winning global concept

The mega structure, designed and delivered by GES event, was a total of 810 sqm, with multiple interactive visitor areas. The stand had several eye-catching features, including a 9sqm LED wall displaying augmented reality for the Tetra Pak® E3/Speed Hyper filling machine, for which GES provided creative direction and production of the visual content and interface.



Best stand award and Marketing Excellence at GFM 2018
Supplier of the Year Award at MESE 2019



810 sqm

Tetra Pak®

Gulfood Manufacturing 2018





Saudi Aramco

ADIPEC 2018

CASE STUDY

Saudi Aramco

Progressive Concept

This technologically driven structure conceptualized and executed by GES for Saudi Aramco at ADIPEC 2018 was a huge success. We overcame the challenge of displaying their products by developing a technology zone on the stand, showcasing oil; reservoir through 3D technology. Interactive tables further enhanced the customer experience.

We value added clients objective to capture visitor journey by offering POKEN services, that aided the client with important data by end of the show.



225 sqm







Cisco

GITEX 2018

CASE STUDY

Cisco

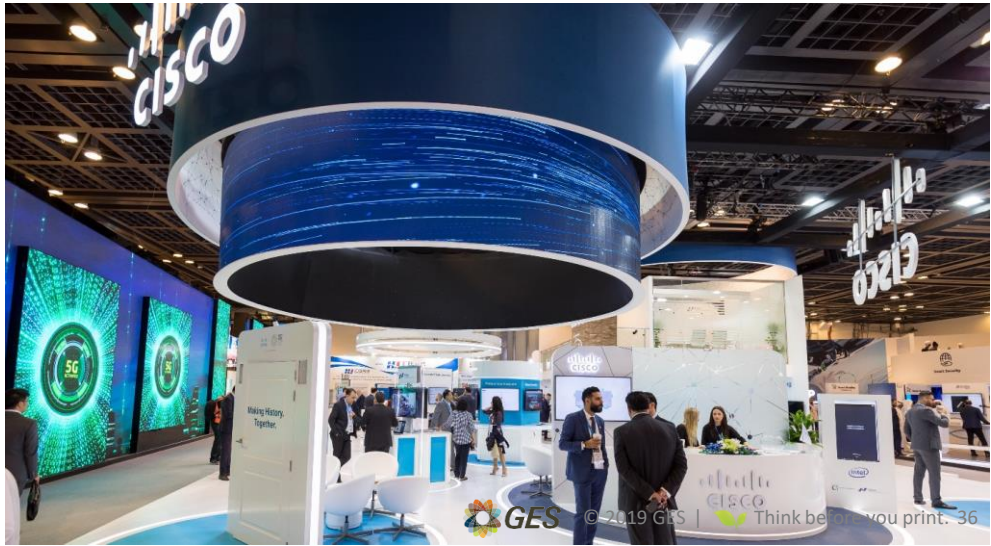
Immersive Experience

Clients trade objective was to create an environment that allows Cisco & partners to provide effective solutions to its customers.

GES developed a Halo design concept, it was open and inviting which allowed visitors to clearly understand the different zones on the stand and the journey around the zones.



355 sqm



Interior Fit Out

We partner with you on collaborative process to create a space that speaks your Brand



Design Experience

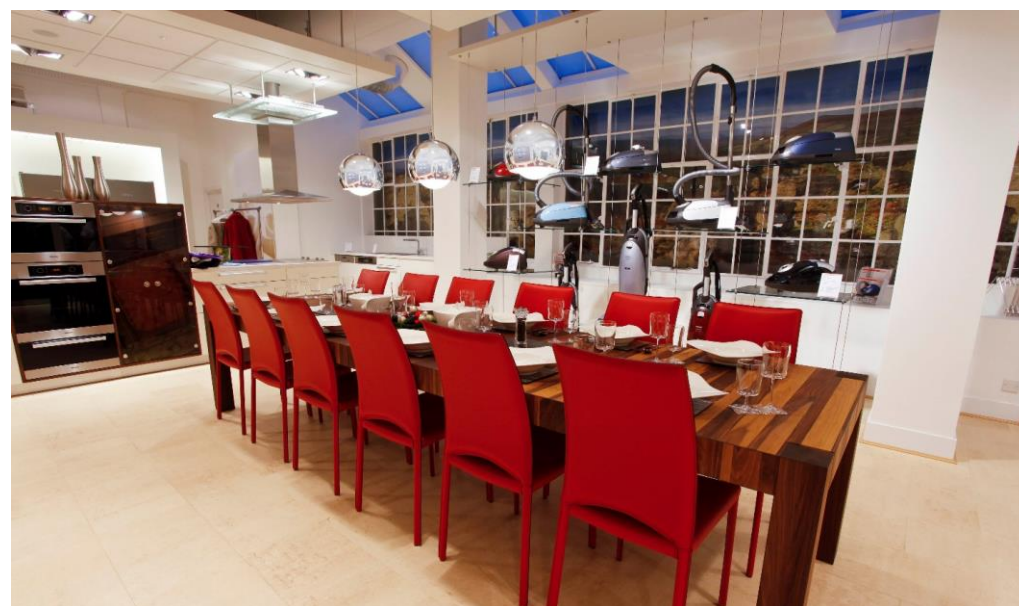
We have the drive, the expertise and the experience needed to design and produce highest quality fit-outs for your space or event.





Miele – London, Barcelona, St. Petersburg

GES has been working with Miele, creating memorable and meaningful consumer experiences in-store and in their corporate offices across Europe.





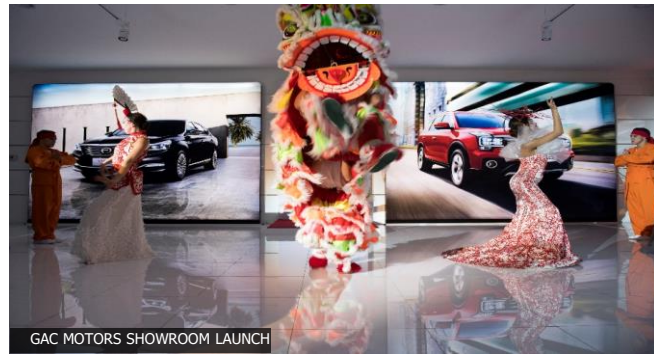
Honeywell – Technology Excellence Centre

GES partnered with Honeywell to design and develop technology Excellence Centre – a space to host their VIP's, delegates and potential customers. GES installed demo areas, graphics and a majlis. We also designed and executed the Innovation Centre in Masdar Technology City in Abu Dhabi.





GMIS 2017



GAC MOTORS SHOWROOM LAUNCH



GAC MOTORS SHOWROOM



SIG Combibloc

Events



MERCEDES GROUNDBREAKING CEREMONY



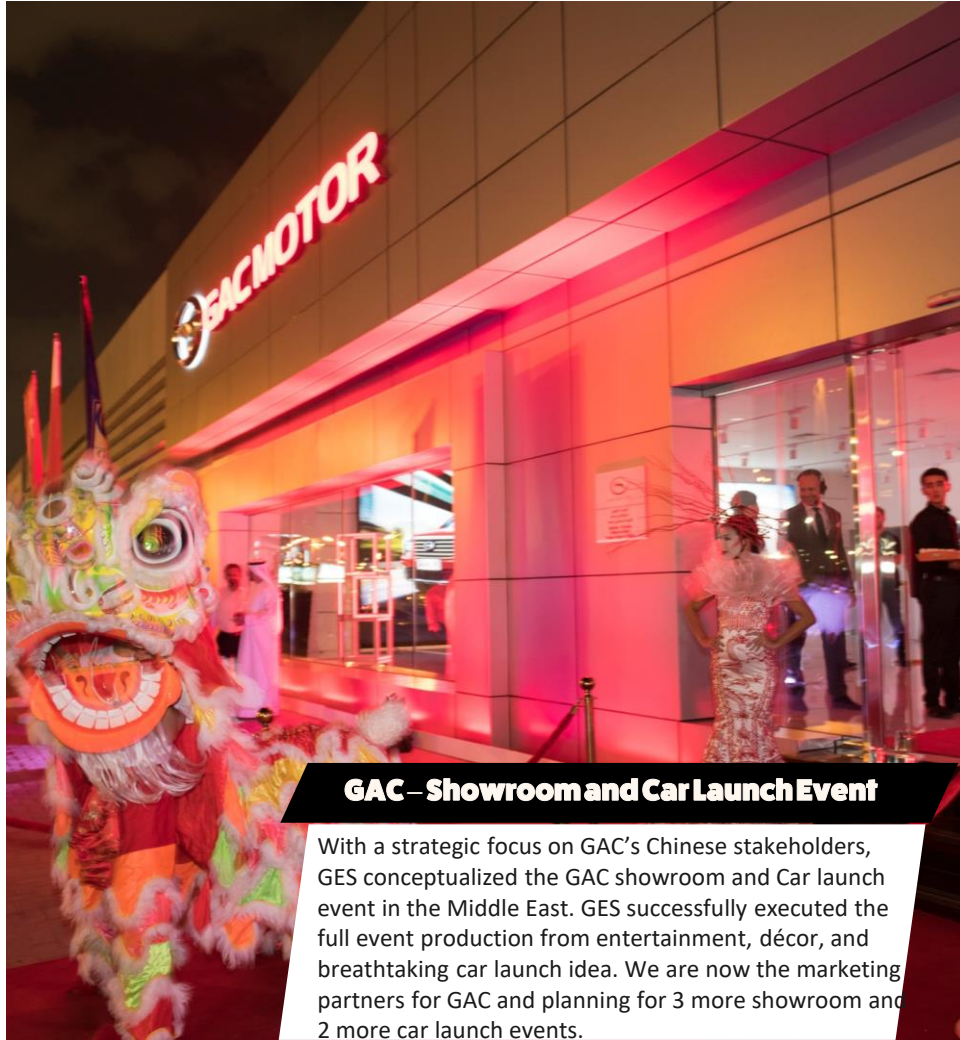
SIEMENS 20 YEARS GALA EVENT



SIEMENS 20 YEARS GALA EVENT



AMCHAM EXCELLENCE AWARDS



GAC – Showroom and Car Launch Event

With a strategic focus on GAC's Chinese stakeholders, GES conceptualized the GAC showroom and Car launch event in the Middle East. GES successfully executed the full event production from entertainment, décor, and breathtaking car launch idea. We are now the marketing partners for GAC and planning for 3 more showroom and 2 more car launch events.

A group of people, including a woman in the foreground with her mouth open in a shout or cheer, are shown in a dimly lit environment. The lighting is warm and focused on the subjects, creating a sense of energy and excitement. The background is dark, with some blurred figures and hands visible, suggesting a crowd or a team celebration.

THOUGHTFUL, CREATIVE,
EXPERIENCED, FOCUSED,
AGILE, GLOBAL

A strategic partner with a difference

YASSER AL MAAYTAH
GROUP COMMERCIAL DIRECTOR

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