

# **WELCOME TO THE SHOW**

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**GUIDE TO OUR EXHIBITION SERVICES**

**HARRISON  
CREATIVE**

*Shakespeare said that*  
“all the world’s a stage”



This is particularly true in the business world where the trade exhibition is THE big show. For such an important event you need a showstopper of an exhibition stand, which is where Harrison's come in!

Exhibitions, no matter how **big** or small  
are a great showcase for your brand

Research shows **£1** spent on  
**for every**  **exhibitions** =  **£8**  
return

[www.harrisoncreative.co.uk](http://www.harrisoncreative.co.uk)

You've gone to great lengths to select the best cast members to sell at your show so it's essential you choose the right crew to work with, to ensure you 'break a leg!'



# OUR ETHOS

So, you might have your best costume (suit) on, perfected your lines (elevator pitch) and be ready to tread the boards (network) like a pro, but is your exhibition stand as show ready as you are?

We understand that first impressions really count in this arena, and we want you to wow your audience immediately. Your stand needs to stand out in a sea of others to attract those overwhelmed buyers and make sure they purchase a ticket. It also needs to embody your brand to act as that vital silent salesperson.

# LET'S GET ON WITH THE SHOW

## HOW WE WORK

We will work with you to learn about your brand and your aims for the show to create the perfect exhibition stand no matter what your budget.

Our experience in the experiential marketing world means we focus on adding an interactive element to your stand to increase visitor engagement and return on investment. We don't mean panto style theatrics [He's behind you!] But interaction doesn't just have to be the same old iPad stations and TV screens (although these can be a great compliment) we provide creative solutions that don't need to blow your budget and are guaranteed to leave a lasting impression.



Every show needs a great Director. Your personal Harrison's Director will manage the whole process behind the scenes so you have absolutely nothing to worry about, apart from getting yourself ready for your big debut.



# ACT 1

## THE TYPE OF PRODUCTION

No matter how big or small your show, we can help. If you want full on Broadway right through to a small local production we have the right solution for you.

## THE BROADWAY

### Custom Built Engaging Stands

With a custom stand we can create any story. We take your brief and turn it into a spectacular reality. Our iconic stand designs are award winners in their own rights, but coupled with our production capabilities they are truly Tony Award worthy.



## The Guest Appearance

### Hire Stands

When you want the wow factor of a custom stand but can't stretch to the price tag, hiring one of our stands may be a splendid solution. In a range of materials and with modular and buildable options we can create the perfect stand for any size space.



## “The Indie”

### Self Build Shell Scheme Stands

Our shell scheme dressing will give you all the razzle dazzle of a big production without the price tag. Our team will design and produce a stand design using the latest off-the-shelf products to ensure maximum return on investment. We will then provide you with all the components you need along with full stage directions for building your stand arrangement on the big day.

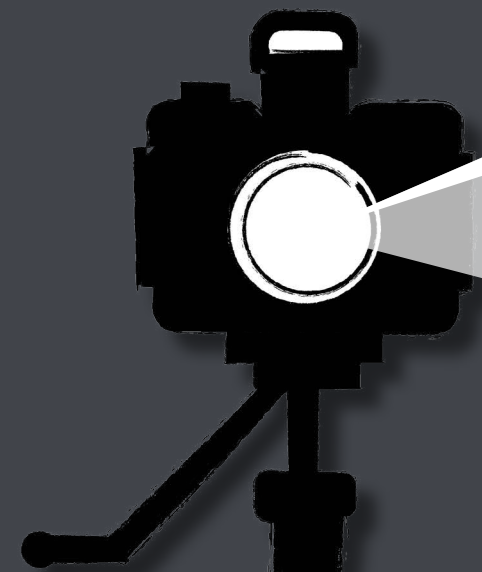




# ACT 2

## SETTING THE SCENE

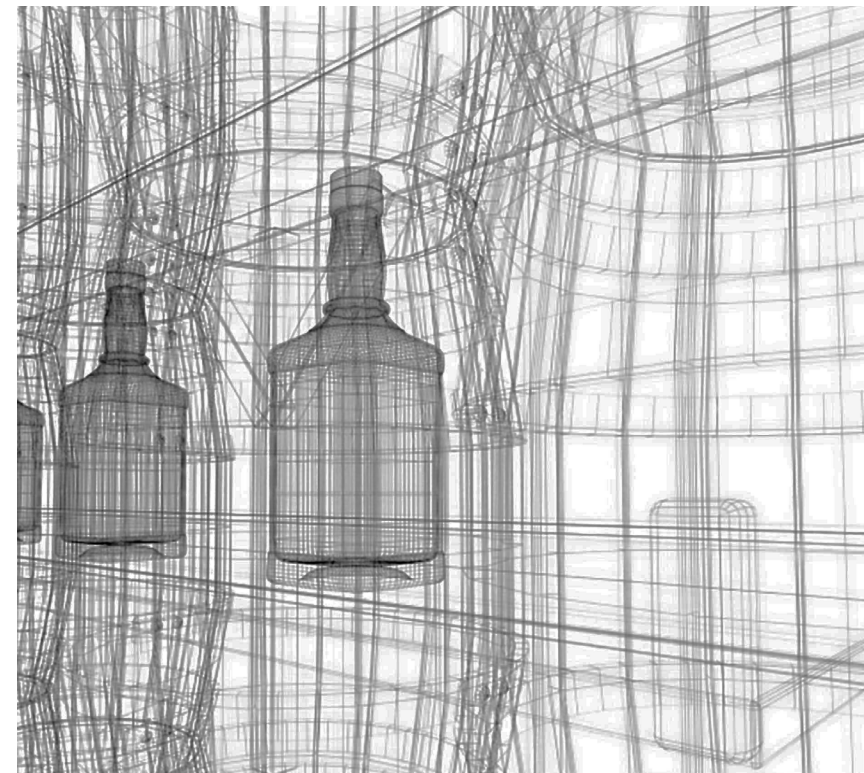
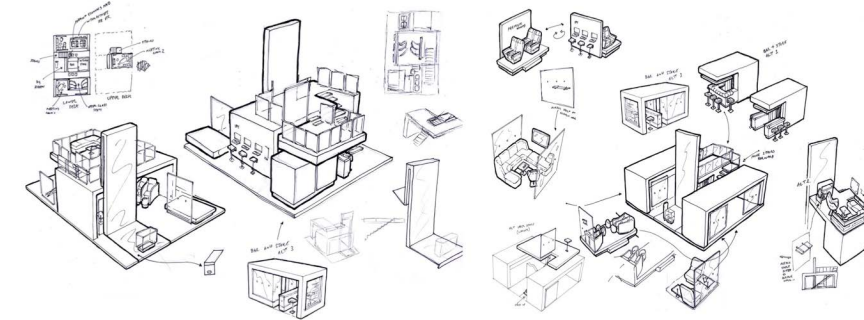
Now it's time to get to know you and the story you want to tell. Is it a love story with customers that know you or are you looking to create drama by launching a new product? We also consider essential elements like storage and audience engagement. One thing is for sure - we cover all bases to ensure our productions avoid tragedy.



# ACT 3

## DESIGN

Our in-house designers will wave their magic wand to create 2D and 3D designs that will make you applaud with delight. We know how to best work with the space and create striking designs to make your brand star of the show.





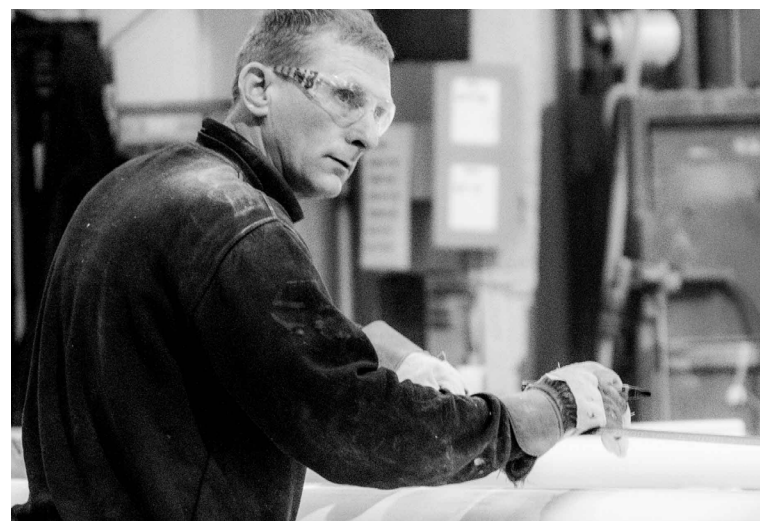
# ACT 4

## YOUR PROPS (MATERIALS & ARTWORK)

The right props can make or break a show. We stay on top of the latest trends and source and design the latest products to ensure our stands are cutting edge.

Because our designers are heavily involved in the build and installation process, they understand how materials work and look together in the real world. This ensures practical designs that really shine on stage.

Our artwork team can design stunning backdrops that will encapsulate your audience and make them believe in your story.



# ACT 5

## SET BUILDING

Now it's time to create the masterpiece; whether it be printing graphics for your self build stand or using our fabrication skills such as joinery and welding for your custom designs. Everything is done to the highest standard in our factory, ready for transportation to your show location.





# ACT 6

## GETTING READY FOR OPENING NIGHT

For custom and hire solutions our crew bring your stage to life ready for the big day no matter where in world your trade show is. Your Director is onsite to manage the whole process and ensure your stand looks its best and makes a big impact.

If you are going down the do-it-yourself route, our reliable courier will deliver your products with comprehensive installation instructions to make things as easy as possible for you.



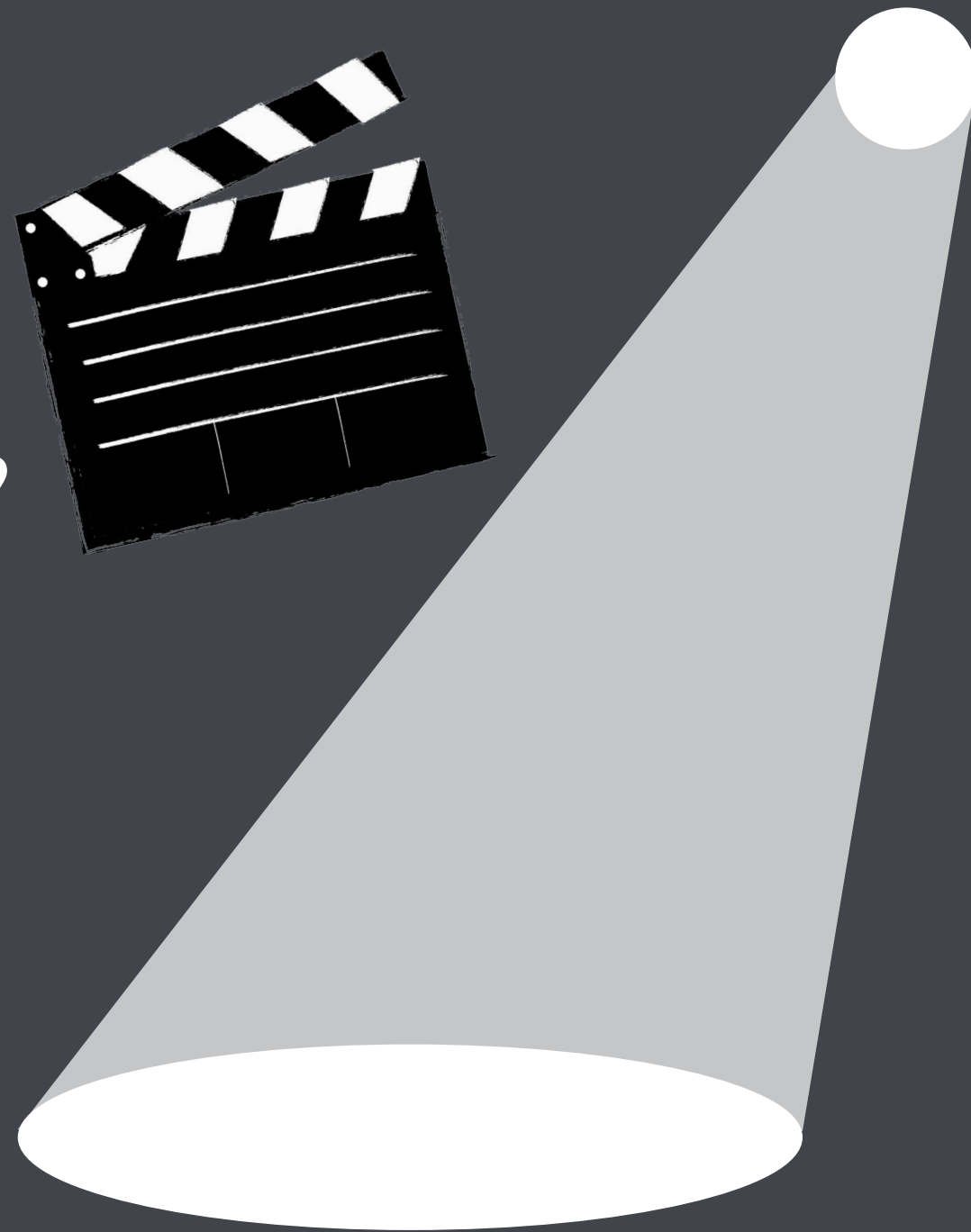
# ACT 7

## IT'S NOT OVER UNTIL THE FAT LADY SINGS - RECYCLING OR STORAGE

Whilst you are basking in the applause from all your new found admirers and answering all those fan emails, we will de-rig your custom or hire stand and take everything away. We can store your custom stand ready for you to use it again, either as it is or with a few modifications for a new lease of life. Or if you'd prefer, we can bid your stand farewell, recycling as many elements as possible.



# LIGHTS, CAMERA, ACTION!



We hope you've enjoyed this behind  
the scenes look at Harrison Creative.

You can check out our past productions at  
[www.harrisoncreative.co.uk](http://www.harrisoncreative.co.uk),  
or to talk about our next playbill together  
call us on **01325 355 433**.

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