



Exhibition and Events



Customised Modular Exhibition Stand

Having worked directly with Sun Microsystems for a number of years Anderson Baillie were invited by Tplc, Sun's Master Reseller, to tender for the design and manufacture of a stand system that could be utilised for a variety of exhibition applications. Previously, custom built stands were being used for all of Sun's exhibitions requirements. Whilst this kept the exhibition build contractors happy, costs were getting prohibitive as each project meant new build.

Anderson Baillie's design team developed the concept of a customised modular stand system which offered the best of both worlds. For larger space requirements the Sun branded stand offered the benefits of a custom build via scalable modules and feature areas and was equally impressive when the system used for smaller partner stands and presentation backdrops.

This dual purpose approach was implemented for a number of exhibitions and events, including the CIM, SOCITM, Digital Media and IT EXPO exhibitions and conferences. The Anderson Baillie project teams provided full project management services to deliver the events and their promotional campaigns.

The introduction of the new stand system has not only delivered significant cost savings for the client but has increased vastly response, estimating and project delivery times.

Event Management

The Sun stand concept was a strategic and economic solution.

For a full overview of our event capability visit www.andersonbaillie.com/events

