

Case Study - Exhibition

Fosters "Weekend at Dave's", London Excel Centre

With a remit to 'bring brands to life and inspire consumer passions through live events and experiences' it seemed like a match made in heaven when we were contacted by top international exhibition and events organiser Brand Events.



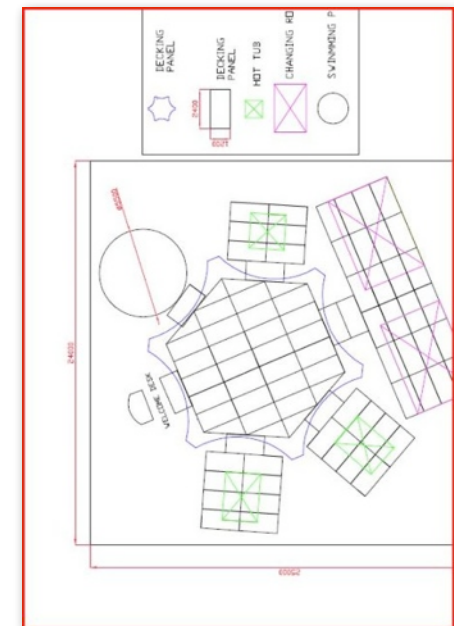
Together with main sponsor Fosters, they were planning a brand new consumer show to be staged at London's ExCel. The concept, featuring everything from fast cars to football, from girls to gambling, was effectively a 'lad's mag' brought to life and we were tasked with creating a 'Pool Party' as the centerpiece for the main exhibition hall.

The pool and spa area was to serve a dual purpose; as an oasis for the ladies while their partners enjoyed the other attractions at the exhibition, as well as providing some relaxation and entertainment for the guys.



Playboy were the feature sponsor who kindly provided some Bunny Girls to dress the area. Visitors also made the most of the chance to have their picture taken with the Bunnies in the hot tubs and pool.

Suffice to say we were not short of crew and offers of help for this one!



We can tailor a bespoke relaxation area for show organizers and/or visitors, offering a much needed recharge during long trade shows and conferences. Great for staff energy levels and motivation!