



## CASE STUDY

# Ibstock Brick and Supreme Concrete Exhibition Stands

- 1 x Custom Build 6m x 3m Stand
- 1 x Custom Build 3m x 3m Stand
- Custom Game Build
- Onsite Support
- Shipping Management

## CHALLENGE:

Having worked closely with V-Ex on a virtual stand build, the team at Ibstock Brick required our services to help to deliver their live stands for the Jewson Live event in 2021. Due to covid delays, the show went ahead in December 2022 and V-Ex were on hand to ensure their stands were successful.

## SOLUTION:

The V-Ex team worked closely with Ibstock Brick and Supreme Concrete to design and deliver a 6x3m and a 3x3m exhibition stand. We created 3D renders of the stands to conceptualise and finalise an interactive space, designed to display the products on offer, with custom-built shelving, mounting and graphics. We designed and built a custom interactive game, which was featured on a touchscreen as a focal point of the stand and used as a successful engagement tool.

## RESULT:

The exhibition stands launched on the 15th of December 2022 with the on-stand game being very popular and the event was a huge success.