



Custom Built Exhibition Stands

We're an exhibition and events branding agency that thinks, creates and delivers the moments that bridge the gap **between people and brands.**

We are **humanbuilt**





Creating environments that engage visitors, deliver on marketing objectives and enable those “**woah!**” moments is what we do.

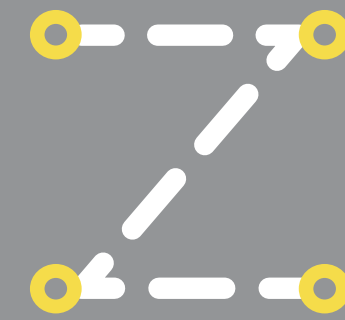
Our work covers all aspects of **exhibition and trade show** activations – from creative concepts and design, to consultancy, project management and delivery.

How can we help?

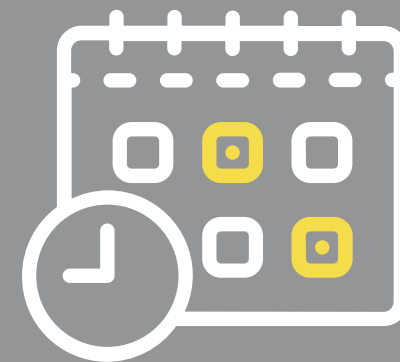
Event marketers, rejoice! It's time to get back to planning your brand's big return to the centre stage, and we're here to help.

We do things a little differently at Human Built. We could write loads of content about "helping you achieve ROI" and "high impact displays", but we see those things as a given (plus; it's what everyone else does, and we're not ones for following the crowd).

If you're looking for someone you can trust to be the custodian of your brand, do what's right for you and your objectives with a little unique flair – and do it in a sustainable way – you've come to the right place.



Experience mapping



Delivery Scheduling



Individuality consultation



Documentation Management



Planet-first sourcing



Opening day concierge service

How do we do it?

“We learn of great things through little experiences”

Every experience is defined by micro-moments – the little things you never even notice that come together to create the whole. But how do you piece together something you can't even see? Well, you call us, of course.

We'll let you into a little secret; the formula behind the magic. You see, there are four key elements that go into creation of defining moments – and we know how to create all of them. We don't want to give too much away, but here are the ingredients we combine to deliver virtual experiences

Provide Elevation

Turn the sensory experience up to 11 and make them memorable with strategic surprises

Deliver Insight

Provide revelations, solve the problems and give the brain something to hook onto.

Give Pride

Make it easy to master a fear or sticking point, turn the student into the master.

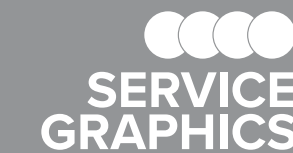
Enable Connection

Sharing is caring, so boost the connectivity of the experience to shout it from the (virtual) rooftops!



We're part of something **BIGGER**

Creating any kind of experience means bringing a multidisciplinary team together to work as one. As your single point of contact, we'll manage our network of sister companies from the Paragon Group to make the magic happen.



Our sister companies allow us to extend our global coverage and produce much more:

6500+ employees

71+ countries served

200+ sites

Some of our custom build work...



When it comes to performance, we help you excel.



Shaping the Skills of Tomorrow



45+ countries use OPITO Standards

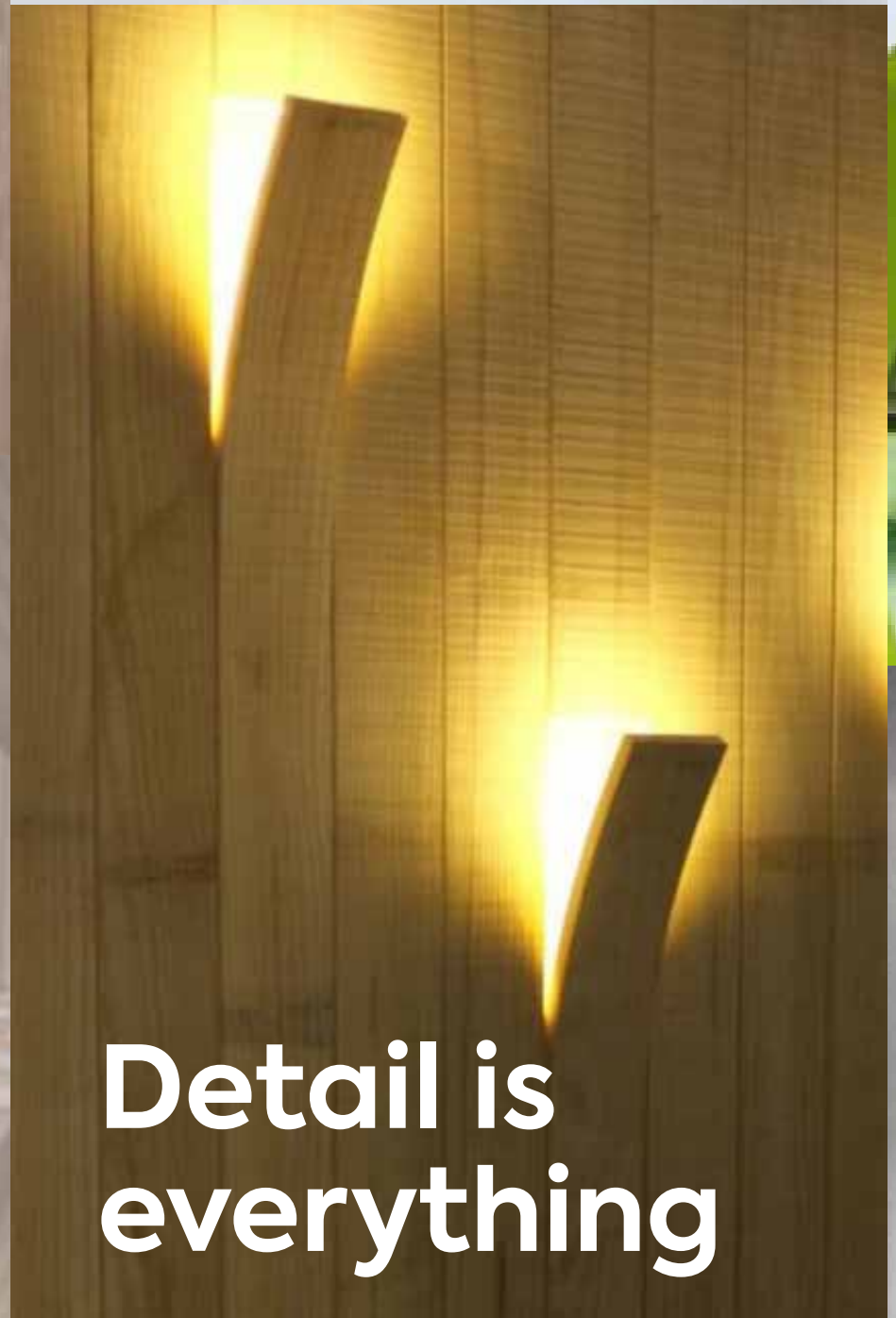
350,000 personnel are trained to OPITO Standards each year

200 OPITO approved training providers around the globe

WORKING TOGETHER TO DEVELOP A SAFE AND SKILLED ENERGY WORKFORCE

OPITO.com





Detail is everything





Breaking down how we do it

Any brand activation requires multiple moving parts coming together, in unison, to deliver an experience that consumers enjoy, remember and draw inspiration from.

That's where we come in.

Our team of experts are here to take the stress out of the process for you, leaving you to focus on what you do best: **delivering an experience your visitors will remember.**

✓ **Planning**

Figuring out the implications and practicalities comes first. For a safe and well thought out activation, our team will complete all the site surveys and draw up the plans for the creative and build teams to work from.

✓ **Project Management**

From a central team, and that's where we really come into our own. We've project managed work for a whole range of clients in a multitude of places - our team will effectively become an extension of your own.

✓ **Experience-Design**

We know what works and what doesn't, and that experience informs every design choice we make. There's no challenge we can't overcome, however. With a little creative thinking and a whole heap of know-how, we can create activations you never thought were possible.

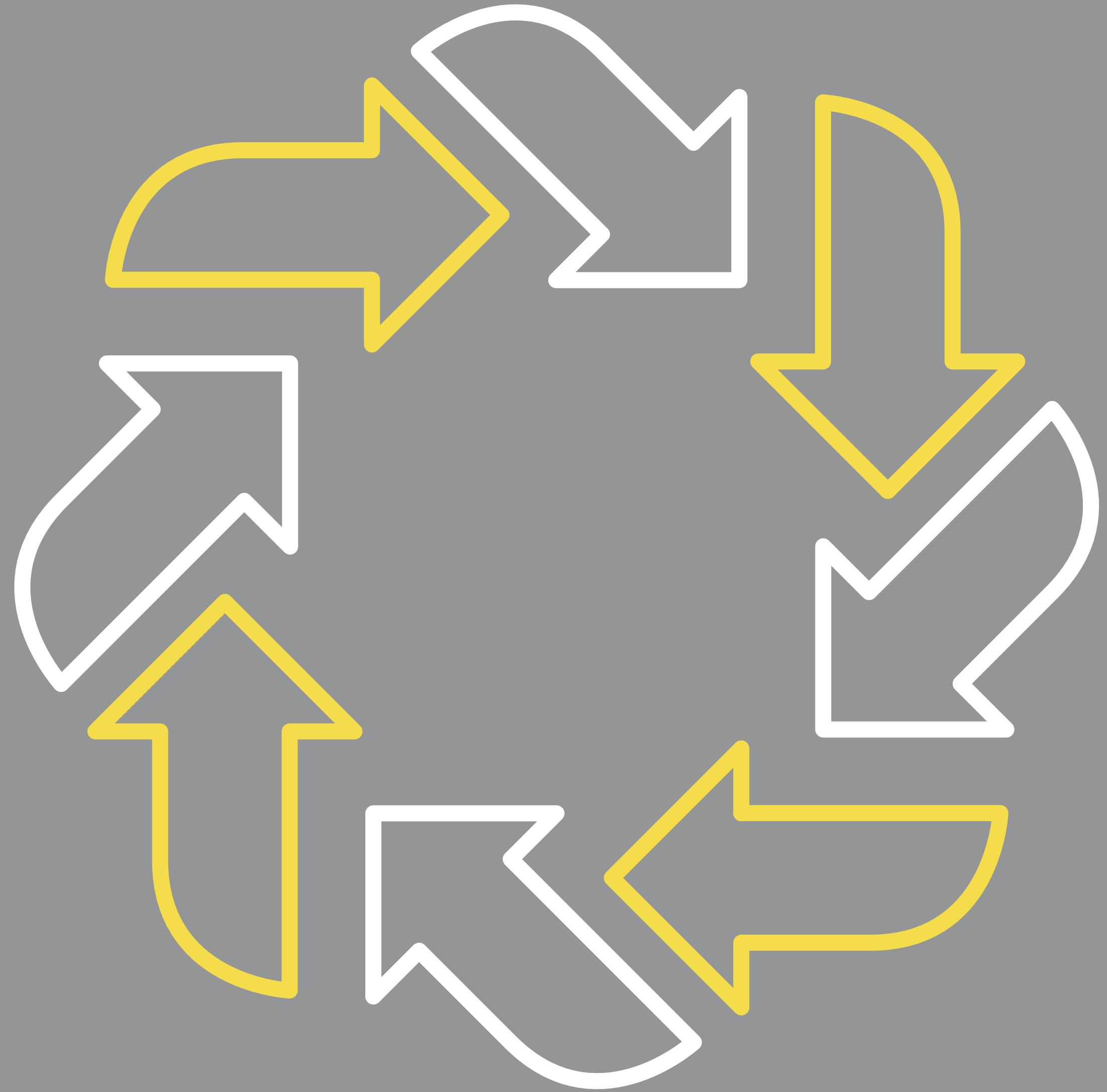
✓ **Installation**

Our teams of carpenters, fitters, electricians, printers and even more people than you can imagine can build just about anything, anywhere.

Programme re-use

Most people know that re-use is better than re-cycling. But in the custom build domain, you need thinkers who can design in the flexibility and modularity which means you don't need to scratch your head for future shows.

That thinking could include modular sizing with standardised fixings, interchangeable panels and sections, multi-geography electrical functionality and limiting the transport mass for transport between sites.



Success starts with an S...

Keeping proceedings as simple as possible is what ensures **success**.

So, in keeping with our 'S' theme, we work every project to our '**3S**' framework to make sure it fills your criteria and our philosophy of working:



Senses

Engage the audience with every sense to create moments that last.



Safety

Everyone going home, safe and sound, at the end of the day is a day won.



Sustainability

Save our planet for the next generation of moment makers.

Expand your senses with immersive technology

The human sensory system is a very powerful thing – with certain smells and sounds can transport us back to periods of time in an instant. So why not apply the same logic to your retail experiences?

Through our development process, our experts can define and recommend a range of interfaces you can use to get the most out of your activation. Here are some of the ways we make installations come to life:

Video . Sound . Projection .
Touch. Gesture . Smell . Movement

Don't worry – we'll keep you safe and sound

Safety Taken Seriously

We get it; marketing budgets have been pillaged and revenue targets are skyrocketing. But the elephant in the room is still here: COVID-19. Reducing risk and doing everything you can to promote recovery is on everyone's mind right now, and our temporary experiences can help with that.

Our temporary structures have COVID-19 safety woven into every aspect of their design. From safe surfaces to social distancing measures, we've got you covered.

Social distancing measures

Partitioning

We're all used to partition screens now and they don't have to be a barrier to success as well as the virus. We can design the key places where the barriers are required, leaving your brand space to take centre stage.

Queuing

Queue management is vital for maintaining safety and visitor satisfaction. Our planning and design team can help you devise a system that helps you achieve both with a mixture of floor graphics, queue railing and clear and obvious entry and exit points.

Surface Safe antimicrobial

Finishes

We don't want to give COVID-19 a place to live, that's where our Surface Safe technology comes in to inhibit the growth and spread of bacteria and microbes – it's either applied to surfaces as we print them or we can apply it retrospectively.

Hand sanitisers

Hand gel dispensers have become a vital part of daily life lately. But we're not just talking about a bottle on a table, we can provide branded towers or even integrate dispensers into the structure seamlessly without distracting from the aesthetic or mood of the space.

Some of our team



ANDY HICKINBOTHAM

Whos That?

He's a bit of a talker, but he can sell sawdust to a lumbermill.

Powering up our team

If there's an industry out there, Andy's worked with it. He's got brands on the brain and he's coming to an event near you soon.



DAVID HORNE

Whos That?

He's the quiet one, always thinking though...

Powering up our team

Our resident 3D master, David will be working directly with exhibitors to turn ideas into visuals, and visuals into tangible, human built experiences.



DAVID LANE

Whos That?

He drinks (tea) and he knows lots of things. Seriously, this is the guy you want on your pub quiz team.

Powering up our team

Marketing maestro and copy composer, Dave is our voice in the marketplace and the creative support behind your next activation.



JAMIE MULLEY

Whos That?

Will do practically anything for a chocolate hobnob. (it has to be chocolate)

Powering up our team

From concept to final visual expression, Jamie is the creative lead you wish you had. And now you do.

We care as much you do, that's why we strive for having the smallest footprint

Our job is to leave a lasting impression on your clients, not our planet. We stand wholeheartedly behind this statement – which is why we've worked tirelessly to research, and invest in, sustainable alternatives to our print processes and materials.

The result is our Eco-Range; a collection of materials that are completely recyclable and replaces harmful products without compromising on quality.

Our continued research into evolving the way we work means that you can trust us to deliver top quality products, whilst you save money and look out for the planet we all share.



ESSA | MEMBER
2021

What to expect from us



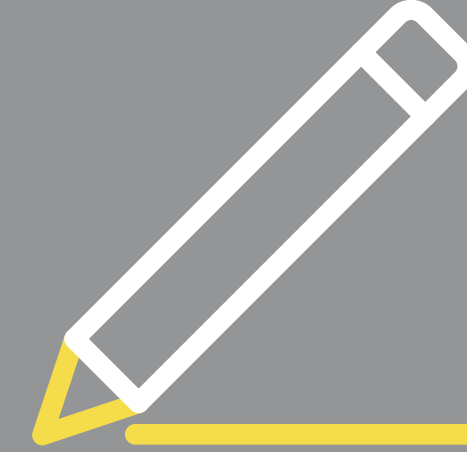
1. Clear Pricing

We pledge to produce pricing that's totally transparent. No hidden costs, no surprises, no nonsense.



2. Success Management

A dedicated success manager hand-picked to look after you and tasked with growing your brand.



3. Simple Sign-off

We think how you think. That's why we deliver digital PDF proofs and section proofs like a creative would want to see them. Simplicity is the key to success.



4. In for the Long Haul

We see the point where your retail activation closes its doors as the halfway point. Rolling campaign reviews and strategy update meetings for the next stage.



THANK YOU!

Get in touch with us today with any questions.

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