



ICSC: HERE, WE GO.

HOW CAN YOU CREATE AN ENTIRELY NEW EVENT WITHIN 6 MONTHS FOR EXHIBITORS WITH LIMITED BUDGETS?

“ The GES booth package allowed exhibitors to walk into the event, open their briefcases and start their meetings. ”

– Keith Colavito, Director, Trade Expositions

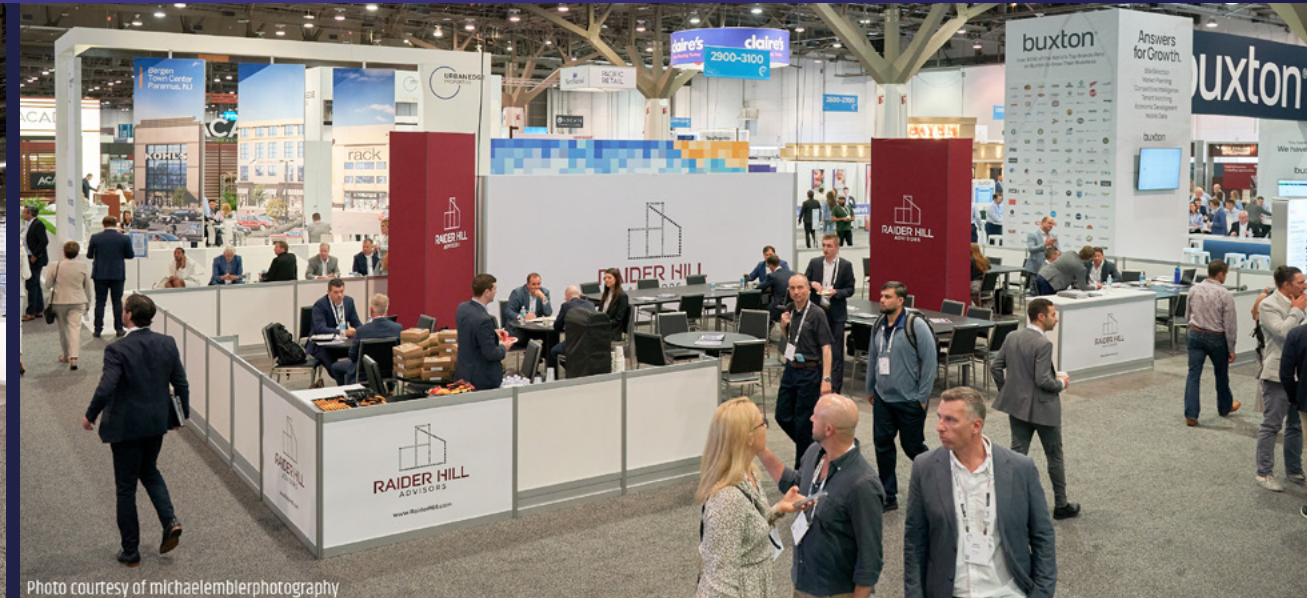


Photo courtesy of michaelemberphotography

GEARING UP AFTER A 2-YEAR HIATUS...

ICSC wanted to produce a 2021 “Here, We Go.” event – the first in-person gathering of ICSC members since December 2019. Exhibitors with limited budgets needed affordable and simple turnkey booth solutions. This event was to take place within 6 months – a scheduling challenge for ICSC, a budgeting challenge for exhibitors, and a logistical challenge for the official services contractor. GES stepped in to help.

CLIENT’S GOAL:

Produce a new, in-person event in less than six months, appealing to exhibitors with limited budgets.

SIMPLE. AFFORDABLE. SUCCESSFUL.

Through collaborative meetings between ICSC and GES, a unique portal with a simple interface was created. Exhibitors chose from a selection of pre-configured inclusive booth packages, requiring only the exhibitors’ branding – no need to ship freight, arrive early to set up, or break the booth down after the event. A dedicated GES team member managed this process and the same design team worked with all exhibitors on their graphics.

RESULTS:

- A successful, well-attended show and a larger-than-anticipated standard show several months later
- Use of the booth package system in future ICSC shows
- A 5-year contract between GES & ICSC

SERVICES PROVIDED BY GES:

- CUSTOM ONLINE PORTAL
- CUSTOMER SERVICE
- DESIGN & CREATIVE
- GRAPHICS
- CUSTOM ELEMENTS
- FURNISHINGS & CARPET
- ELECTRICAL
- INSTALLATION LABOR

