



## Design & Development

Working closely with the client, Korten develop each design. Providing layout drawings, 3D visual's and animated walk-throughs for the more complex stand installations.

Feedback is collected after each project to review the success of individual components as well as the overall stand, with continued development to improve the effectiveness of each installation.

The latest technologies are investigated and Edwards staff were joined by an interactive Robot, who demonstrated one of their latest products to the delegates.

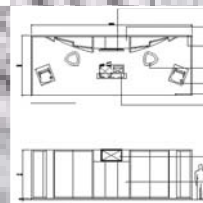


## Management & Services

With a dedicated team working on the clients programme, Korten offers support and input every step of the way - from the initial briefing to the final installation.

Meticulous planning accompanies each show, as many events in the Edwards programme run simultaneously. Implementation of planned logistics schedules and frequent meetings are held with the client to update on progress.

A full In-house team including Project Managers, Designers, AV Specialists and Construction Staff, allow Korten to manage the whole project effectively and efficiently.



EXHIBITIONS  
EVENTS  
CONFERENCES  
ROAD SHOWS

## CASE STUDY: MODULAR

DESIGN  
GRAPHICS  
LITERATURE  
AUDIO VISUAL  
LOGISTICS  
STORAGE



**Korten Limited**  
Unit 6 Harding Way  
Somersham Road  
St. Ives  
CAMBS  
PE27 3WR

T +44 (0)1480 409200  
F +44 (0)1480 409219  
E info@korten.co.uk  
www.korten.co.uk

Case Study:

**Edwards Lifesciences**

Edwards Lifesciences are a global leader in products and technologies which treat advanced cardiovascular disease. They are also the number one heart valve company in the world. With their headquarters in Irvine, California, Edwards has over 5,000 employees worldwide, serving clients in more than 100 countries.

Korten supply an international exhibition design and construction service to several divisions of the Edwards Corporation.

The Seed:

**Exhibition Stand**

To design a bespoke exhibition stand allowing for reconfiguration and installation in numerous formats and venues Worldwide. To provide an effective showcase for all the clients products, while creating a corporate look across all events. To be innovative, incorporating the latest technology for optimum impact at each event.



**EACTS**  
Stockholm

120 square meter island site, in Stockholm International Fairs Complex. The stand included product display and demonstration areas, with showcases and pods with integrated flatscreen and scratch pad technology. There was also hospitality with a semi private seating area, as well as refreshment facilities with a presentation on a state of the art seamless high definition video wall.

The pod technology included multi language options for the sales team, allowing for tailored demonstrations to be delivered to delegates attending the event.



**ESICM**  
Barcelona

Two separate stands were installed for this event, in the Barcelona Congress Centre.

The main stand was a 36 square meter island site, used by two divisions of Edwards Lifesciences, demonstrating the versatility of the stand. The stand structure was positioned to create two separate product areas while maintaining an open and corporate appearance. The stand included display and demonstration areas, with accompanying back lit graphics.

The second site was a 35 square meter site, open on one side, which was used for hospitality, offering a private meeting area with seating and a working bar.

