

## 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 Learning Resources programme run simultaneously. Implementation of planned logistics schedules and frequent meetings are held with the client to update on progress.

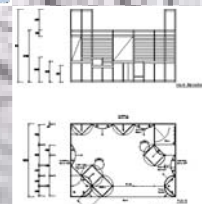
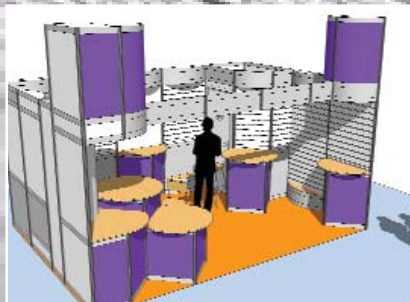
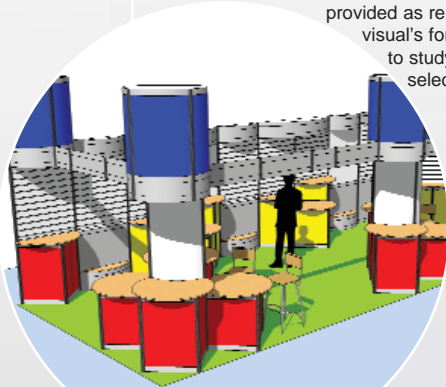
A full In-house team including Project Managers, Designers, AV Specialists and Construction Staff, allow Korten to manage the whole project effectively and efficiently.

## Design & Development

Working closely with the client, Korten develop each design. Providing layout drawings and 3D visual's with graphics and branding added for an accurate reference.

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.

Due to the nature of the system, the materials and finish of the stand can be easily updated. Various colour options were provided as rendered visual's for the client to study and select from.



EXHIBITIONS  
EVENTS  
CONFERENCES  
ROAD SHOWS

## CASE STUDY: SYSTEM

DESIGN  
GRAPHICS  
LITERATURE  
AUDIO VISUAL  
LOGISTICS  
STORAGE



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## Case Study: Learning Resources

Learning Resources is a leading manufacturer of innovative, hands-on, educational toys and learning aids.

Founded in Chicago, Learning Resources has built up a reputation with UK teachers and parents for their outstanding maths, science, early years, and literacy products. They provide high-quality, award-winning products that build a concrete foundation of skills through exploration, imagination and fun.

## The Seed: Exhibition Stand

To design a modular exhibition stand, which can be reconfigured for use in various formats throughout Europe. Provide display and demonstration solutions for a wide range of products, which can be adapted to suit the focus of the event. Provide good branding and graphic opportunities to accompany the products and communicate key messages.



## Toy Fair London

38 square meter site, open on two sides, installed in London Docklands ExCel. The stand incorporated product display and demonstration areas, including slatwall and tiered plinths with integrated storage, plus a dedicated store room. 3.5m high tower sections provide high level branding opportunities, visible across the venue hall.

The Octanorm System used to create this stand offers a versatile, cost effective solution. Sections can be reconfigured and their purposes adapted so graphic and product display areas can be alternated as required.



## Spring Fair Birmingham

17.5 square meter site, open on one side, at Birmingham NEC. This stand includes many of the elements as included at The Toy Fair and demonstrates the versatility of the system and stand components with the contrast in stand size and open sides.

Towers are incorporated in to the perimeter wall structure to provide high level branding. Graphics are displayed within the wall structure and are actually integrated into the wall opposed to being mounted to it, creating a clean finish to the stand. These panels can be reused at future events, positioning them to suit the product layout and focus of each event.

