

case study ::: no. 9

2004 Bauma China – Shanghai, China



In addition to concept development and execution for Liebherr, the largest outdoor exhibitor at this event, industrialevents also provided the same comprehensive services for the largest indoor exhibitor with our work for The Besser Company. As the global leader of concrete block and pipe making machines, Besser has a vested interest in the rapid expansion in the Asian building trades. In the past, their participation at these events consisted of low-end, show-provided structure that was lost in the crowd. When Besser decided to differentiate themselves from the masses, they turned to industrialevents.

The primary message regarding the superiority of their products, global market position and brand awareness is achieved through a high-quality execution of a custom exhibit structure. The impact is immediate; the message clear; this is a market leader that demands further investigation. Guests are treated to a hospitality area or one of the two conference rooms. Client product is displayed next to actual samples to provide an interactive approach to brand messaging. This level of guest experience clearly distinguishes Besser from the competition.

