

case study ::: no. 26

Besser – 2007 MCPX



As an industry leader in the manufactured concrete products equipment industry, Besser has always maintained a large tradeshow presence; typically displaying several large machines. With the rising costs of tradeshow participation, Besser desired a more cost-efficient solution that attracted more visitors.

With a limited budget, but unlimited creativity, industrialevents was able to deliver on the needs of this client, while adhering to the strict budget. Large graphics took the place of large machines, which are costly to transport and install. A golfing theme which including a putting green was used to build traffic and bring an element of playfulness to the audience experience.

Meeting the challenges of budget and reduced audience attendance, industrialevents delivered a memorable and quite successful event for this client. We can do the same for you.

