

case study ::: no. 33

Nobel Biocare – North American Event Management



With dramatic growth in the North American marketplace, Nobel Biocare required a partner to handle the multiple facets of a rapidly expanding exhibition schedule. Having overtaxed the resources of the old supplier, Nobel turned to industrialevents to develop a comprehensive new process integrating existing European suppliers and existing exhibit elements to deliver a fluid global presence.

Working with Eckerud Exhibits in Linkoping, Sweden, industrialevents was able to adapt a complex European-made exhibit system structure for viable utilization within the specific restrictions of the North American tradeshow arena. This called for direct involvement in all program aspects from conceptual design through to final floorplan development.

The benefits were immediate and verifiable. The success of the new strategy led to considerable workflow efficiencies and extensive cost savings. This increased return on investment allowed the client to further increase event participation leading directly to additional brand exposure and market share growth. We are confident our ability to utilize the best talents of all partners can deliver the same success to every program.

