



EXHIBITION DOCUMENTATION

Company Profile:

The Planit Group – comprised three different companies, Licom, Radan and Huckerby Royal, sells software products into the engineering market

Problem Solving Profile:

- Each company had a different image and addressed different application sectors of the market. The group had booked three different stands at MACH 2004. It wanted to present an image showing that all three companies came from the same stable.
- Planit wanted to cross-sell the three companies to all its current customers as well as attract new prospects both by mailing to the marketing database and attracting visitors from the exhibition gangways.

Solution to Problem:

- *Design:* One of our best designers had worked on the Licom and Radan accounts for some time and built up a strong understanding of the company's ethos and complex technical products. Elijah had created new corporate images for these companies and a complete range of promotional documents. Corporate imagery was applied to all three exhibition stands.
- We created an Exhibition Diary that welded the three company's images together, provided a map of how to find the NEC based exhibition and the stands, a list of useful personal contacts and diary pages covering the whole exhibition duration.
- Jasprint printed these diaries in some quantity and organised the mailing-out to the group's prospect database. A range of other product documents were printed to hand out from the stands. We worked with the exhibition stand contractors to ensure that the images that we had designed were being applied effectively.



Benefits are:

- A skilled designer can create unique images to give that extra impact that organisations need to overshadow their opposition
- Jasprint handled all the work from design through printing to mailing out
- Mailing out services included fulfilment and the winning of PPI postage discounts
- Jasprint co-ordinated all the image and documentation promotion work involved in a major international exhibition.