

# CASE STUDY: INTERNATIONAL TECHNOLOGY FIRM

Creating unique space and event solutions

[www.showplace.co.uk](http://www.showplace.co.uk)



## CLIENT

The large technology firm operates on a global scale, possessing an expansive product portfolio ranging from laptops to technical accessories. The roadshow was also in collaboration with a US-based marketing agency, working with an array of international clients.

## EVENT

Tech Rally European Roadshow

## GOAL

To bring the technology firm's vision to life and create a truck to showcase their products throughout Europe.

## SOLUTION

Showplace customised the truck's interior to create an immersive technological experience for attendees. Screens were mounted to the interior walls and custom shelving and cupboards were installed in order to display the products and accessories. Furniture was added to provide a space for guests to interact with the products in depth, and the truck was also wrapped in custom vinyl to align with brand specifications.

A bespoke operational programme was implemented to cater for logistical requirements. Showplace took care of all vehicle checks, movements across Europe and provided staff to fully manage the roadshow schedule. Adherence to regulations was also taken care of to ensure that the show ran as smoothly as possible.

## RESULTS

### 1. Successful campaign

The technology firm reported that the roadshow was extremely successful and provided the perfect platform to showcase their products to customers across Europe.

### 2. Ongoing customer

The technology firm is continuing their European roadshow in 2024.

