

Case study

SEW-EURODRIVE exhibition concept: Seeing the Big Picture

Taunusstein/Hanover, April 2009. At Hannover Messe Industry (HMI) 2009, the world's most important venue for groundbreaking technologies, materials and ideas, SEW-EURODRIVE relied on the support of the Expotechnik Group.

The international service provider for three-dimensional brand presentation developed an individual exhibition concept which communicated the strategic reorientation of SEW-EURODRIVE in a credible way to the outside world and ensured heightened recognition. Based upon this, the biggest trade show booth in the company history of SEW-EURODRIVE was developed and built for HMI 2009.

HMI is one of the most important trade shows for SEW-EURODRIVE. Discussions with market participants, customers and suppliers there are a benchmark for the business development of the months to come. SEW-EURODRIVE is a specialist in drive technologies and has developed into the global technology leader in the field of automation engineering over its company history. With its product range, SEW-EURODRIVE which is located in Bruchsal, Baden-Wuerttemberg, is one of the most successful medium-size enterprises in Germany. It offers a comprehensive range of individual solutions including gear motors and frequency inverters, servo drive systems and decentralized drive systems, and industrial gears.

Established in 1931, SEW-EURODRIVE has significantly developed by now due to the market development and the company's own further development: from a provider of individual components to a provider of complete systems. At the same time it had to manage a considerable balancing act: the future belongs to the system solutions. By now they form an important part of SEW-EURODRIVE's business. However, the individual components still form the core business of the company. SEW-EURODRIVE was able to find a common denominator for both business branches and to complement them with a comprehensive service offer: "Drive 360° – Seeing the Big Picture" is the new principle that is to communicate the strategic reorientation of the company to the outside world in the future. This principle combines the dimensions of content, professional as well as emotional components of the brand. At the same time, it is credible and convincing, and has a great recognition value. All this is also to be reflected in the communication of SEW-EURODRIVE. Therefore the strategic reorientation has to be included not only in the new image campaign but also in the new exhibition concept.

Task and objective

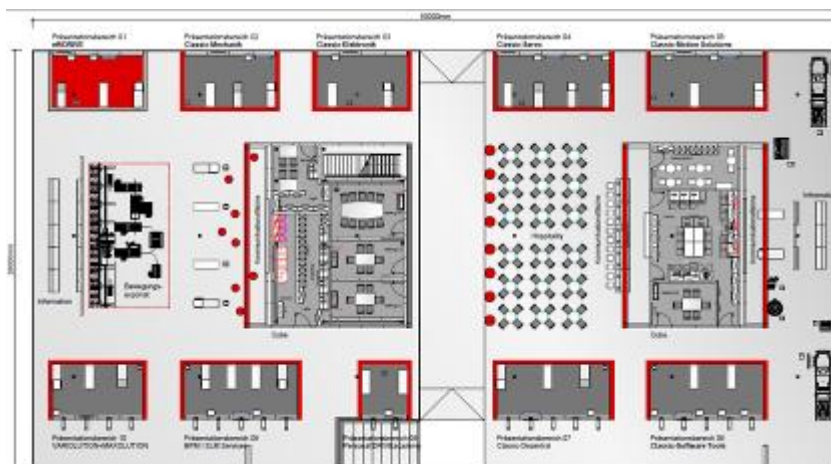
"Drive 360 – Seeing the Big Picture" – the creative heads of Expotechnik had to translate this motto into reality for the trade show booth design. The objective was to make clients, service providers, staff and visitors sense and experience the moment of entering the exhibition booth.

Case study

The design of the trade show presence had to ensure that the development of the company was perceived as further development of the brand identity. The objective is to make SEW-EURODRIVE visible at all brand touch points, and to transfer the brand contents in an ideal way across all information channels. The aim is a consistent and holistic brand presentation that sets the stage for the company's messages as well as products and innovations in an ideal way. On the one hand, a convincing product presentation is to support the company's image and brand recognition management. On the other hand, it is a fundamental prerequisite for winning over new customers and maintaining existing relations. Both receive highest priority for SEW EURODRIVE's trade show presentation. With this new consistent exhibition concept, the company wants to deliberately send out a signal – to demonstrate that even in hard times, it is a confident and strong partner that always maintains its course without being influenced by external circumstances: Innovative products and services are always the recipe for success.

Idea behind the exhibition concept

Integration and connection, experiencing and understanding the whole as a sum of its individual parts – these are central themes of the new SEW-EURODRIVE exhibition concept which has been realized in the booth design at HMI 2009. It symbolizes the corporate parallel strategy of uniting the offered components and systems under one roof. Different product presentation zones in the outer area of the booth enclose the entire exhibition space. Other strategic business segments and communication zones are integrated in the interior of the booth. Like clamps, the product areas hold together the individual elements of the overall trade show presentation and create a homogenous presentation according to the overall corporate strategy.



The materials of the entire booth are oriented towards the corporate identity standards of SEW-EURODRIVE: red is the central color of the concept. Together with recurring graphic elements, this makes for consistency and recognition. A modern and multifaceted architecture supports the aim of communicating the positioning as a forward-looking international brand. Innovation

Case study

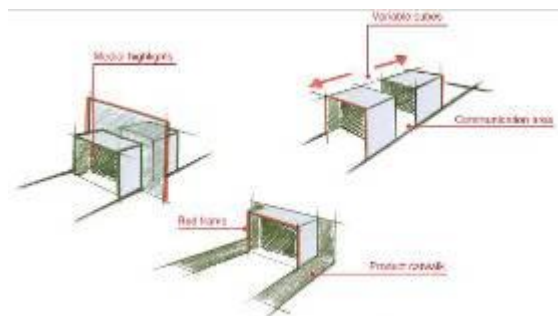
and down-to-earth attitude are communicated through a clear language of shapes coupled with functional esthetics.

Thanks to the use of Expotechnik's "Titanium" superstructure concept, the entire presentation appears to be a three-dimensional installation within a three-dimensional space. The system serves as additional framework holding together the individual elements as a whole. "Titanium superstructure system has been developed especially for large-scale superstructures. It allows for beam spans of up to twelve meters at a height of up to seven meters. Being the first company to benefit from the new system, SEW-EURODRIVE also was the only company utilizing it at this year's Hanover Messe Industry. With the project for SEW, this product innovation was launched in the market," explains Alexander D. Soschinski, Managing Partner of the Expotechnik Group.



Photo: SEW-EURODRIVE trade show booth, HMI 2009, idea & execution by Expotechnik Group

Inside the exhibition space, two cubes arrange for communicative contact points. Between the two cubes, there is the hospitality area which is flanked by a generously designed bar on one side. The other side provides access to meeting rooms and a VIP deck with comfortable lounge atmosphere. The cubes can be arranged in variable positions and thereby allow for flexible solutions for different booth sizes. At the front face of the two central cubes, so-called "communicative surfaces" are framed by red borders. These distinctive areas contain media surfaces for brand and product information. The side faces of the cubes are used primarily for branding. In addition, the "In Motion" theme is decently translated into the architecture by means of lighted surfaces.

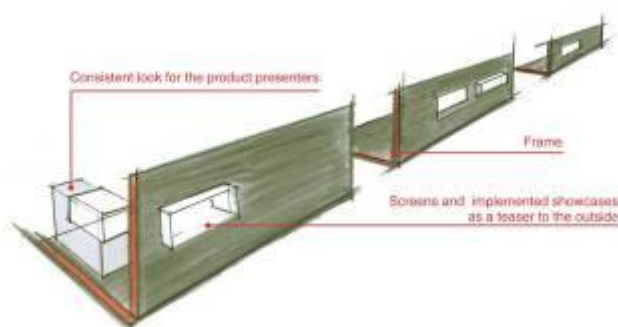


Case study



Photo: SEW-EURODRIVE trade show booth, HMI 2009, idea & execution by Expotechnik Group

Product presentation zones line up systematically at the booth edge. Again, clearly defined surfaces are framed with red borders. Wall openings with integrated display cases and screens provide for eye-catchers and transparency. Inside the booth, the products are presented by means of wall applications, platforms and digital counseling steles. A clearly constructed communication system ensures that the brand contents are conveyed at all information levels. SEW-EURODRIVE is clearly visible at all brand touch points. A consistent overall picture with persistent and lasting three-dimensional brand communication is created. Nothing is artificial, everything evolves out of the company and the brand.



Result

Expotechnik has created an exhibition concept for SEW-EURODRIVE that allows for uniform quality and high standards for different booth sizes. Thanks to the modular design concept, the creative approach can also be adapted for future trade show presentations by way of scaling and combination. Irrespective of the exhibition area, a uniform brand appearance can be created.

“Together with Expotechnik, we have launched and fully realized a project that is ahead of its time both from a conceptual and an architectural point of view. It is the biggest booth in our

Case study

company history so far," Hans-Joachim Baumann who is in charge of the project at SEW-EURODRIVE points out. "With its distinctive architecture and clear language of shapes, our concept demonstrates a very high design standard and therefore strongly supports SEW when it comes to image and brand recognition management. The objective of the exhibition architecture is to provide brands with a new emotional dimension that confronts customers and allows for immediate association with the brand," Alexander D. Soschinski, Managing Partner of the Expotechnik Group finally sums up.



Photo: SEW-EURODRIVE trade show booth, HMI 2009, idea & execution by Expotechnik Group

About EXPOTECHNIK Group

Expotechnik Group is a leading international service provider for three-dimensional brand presentation. Headquarters of the company is the Expotechnik Heinz H. Soschinski GmbH in Taunusstein near Frankfurt am Main founded in 1968. Expotechnik Group is represented around the globe and disposes of eight independent subsidiaries in the business regions EMEA, The Americas and Asia Pacific. Expotechnik Group designs and realizes projects all over the world with individual architectural and communication concepts that make brand worlds an experience. Main activity field of the Expotechnik Group are "Exhibitions", "Events" and "Environments" – national and international trade shows and events as well as brand and experimental environments for lounges & showrooms, exhibition spaces or office rooms. Every year, the company carries out 1,500 projects worldwide with scalable sizes of between 12 and 12,000 square meters – altogether 150,000 square meters per year. Expotechnik Group's recyclable modular elements ensure a particularly sustainable presentation form. The whole value-added chain is covered by a comprehensive offer – from concept to design, project management, production, add-on services (event, graphics, media, catering), to transport, logistics and installation management. Expotechnik's customers include international concerns such as Siemens, BMW, Lufthansa and Deutsche Telekom as well as leading medium-sized enterprises such as SEW-EURODRIVE, Phoenix Contact, Kronen and Phonak. Alexander D. Soschinski and Patrick O. Soschinski jointly manage Expotechnik Group as Managing Partners.

For further information, visit www.expotechnik.com.

Press contact:

Tina Fahrenbach, Andrea Paechnatz

Tel.: +49. 6128. 269 152

E-mail: [presse\(at\)expotechnik.de](mailto:presse(at)expotechnik.de)