

## CASE STUDY EXHIBITIONS

### **Volvo: Volvo experience world on more than 10,000 square meters**

Taunusstein/Munich, April 2010. For bauma 2010, the international trade show for the construction industry, Expotechnik Group designed and realized an impressive indoor and outdoor brand experience world for Volvo Construction Equipment. The basis of the company presentation was an individual exhibition concept realized by Expotechnik Group, one of the leading providers for three-dimensional brand presentation, on a total area of more than 10,000 square meters.

The Swedish construction equipment manufacturer was one of the biggest of 3,150 exhibitors subscribed at bauma from 53 countries. As expected, the trade show was a complete success. Altogether, almost half a million interested visitors from more than 200 countries visited bauma, the international Trade Fair for Construction Machinery, Building Material Machines, Mining Machines, Construction Vehicles and Construction Equipment, which took place in Munich from April 19 to 25, 2010.

#### **Task and objective**

"Volvo in Construction" – this was the dynamic motto to be translated by the creative team of Expotechnik Group into a consistent and brand-compliant exhibition concept for Volvo Construction Equipment. The objective was to design a modern and inviting trade show stand in a dynamic and friendly atmosphere which reflects the Scandinavian origin of the company. Through an innovative and exceptional product presentation, the construction equipment manufacturer was to be positioned as supplier of all-round solutions and the world's leading manufacturer in the field of fuel saving technology. The company had a total exhibition area of more than 10,000 square meters in an indoor and an outdoor area to make the brand an experience.

#### **Execution**

For the execution of the exhibition concept, Expotechnik had been commissioned to ideally set the stage for the brand messages of Volvo Construction Equipment in a vivid and friendly atmosphere. The aim was to create a consistent brand experience world on an exhibition space of about 3,000 square meters and an additional outdoor area of 7,500 square meters.

The first eye-catchers for visitors entering the invitingly friendly and modern trade show stand were two highlight areas. On the first of the two round islands the focus

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of the events was placed on the so-called "Extreme Team": a world innovation in the form of a truck/excavator combination, which from a technological point of view operates optimally in line with all other Volvo construction machines on a building site. The truck was presented and staged in an ideal way on high-quality flooring with dark slate look.



Photos: Exhibition stand of Volvo Construction Equipment, bauma 2010, idea & execution by Expotechnik Group (Extreme Team)

The second point of attraction in the indoor area was an innovation area, in which Volvo Construction Equipment risked a look into the future. Glass display cabinets arranged in the shape of a star showed four new concept studies. Technically and optically futuristic models were presented to the viewers: innovations in the form of hybrid engines and gearboxes as well as future studies in the form of vehicles models. They represented visions what the construction machines of tomorrow will look like and how they will work. The two highlight areas were accentuated by a sand-colored deep-pile velour carpet. The areas were enclosed by hanging outwardly curved blue banners, three of them serving as projection area for the communication of the brand messages.



Photos: Exhibition stand of Volvo Construction Equipment, bauma 2010, idea & execution by Expotechnik (innovation area)

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Next to the highlight areas was a two-level architecture with 40 meeting rooms on the basement floor. A VIP lounge on the upper floor invited visitors to stay. A generously designed lounge also offered enough space for stand visitors. About 210 people could take a seat here.

At the trade show stand, the Swedish brand identity was expressed by the preferred choice of materials and colors. Amongst other things, a special wood component was used which had been developed, designed and utilized by Expotech Group especially for bauma 2010. Three large L-shaped wooden wall elements visually bordered the trade show stand. Profiled wood boards made from solid spruce lend the walls a lamella look. A solid steel substructure fixed to the hall floor supported these elements sufficiently. The special feature of these walls was the freely projecting roof with a depth of three meters. The wood materials used and deep-yellow construction machines in combination with blue, hanging banners conveyed the visitors a Scandinavian flair.



Photos: Exhibition stand of Volvo Construction Equipment, bauma 2010, idea & execution by Expotech Group (wooden lamella elements and banners)

The exhibition area was clearly structured by means of different flooring materials in different colors. Visitors were guided alongside the machine exhibits by a dark flooring. Seven information walls in the entire indoor area provided information on the different Volvo products – in the shape of a semi-circle they bordered the two highlight areas and formed a harmonious picture together with the hovering blue banners. The walls featured integrated "screen clusters". Each cluster consisted of two 42 inch plasma screens and two 24 inch monitors which showed Volvo product films and technical details on the individual products in German and English language.



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Photos: Exhibition stand of Volvo Construction Equipment, bauma 2010, idea & execution by Expotechnik Group (information walls)

Next to the information walls, a total of six aluminium frame walls on the entire exhibition space, so-called "TOP-Wheel-Stations" (Total Operating Performance), were placed at the individual construction machines. These were used as sales and information tools both by stand staff and visitors. The stations provided an ideal environment for advisory service and sales talks as they offered information on product segments, machines and brand values of Volvo Construction Equipment. Every station consisted of a wall-integrated 40 inch LCD screen and a 23 inch touch screen, mounted to a stainless steel arm, which could be used to control the content displayed on the large screen.



Photos: Exhibition stand of Volvo Construction Equipment, bauma 2010, idea & execution by Expotechnik Group (TOP-Wheel-Station)

Besides the indoor area, the large-scale 7,500 square meters outdoor area of Volvo Construction Equipment was the main point of contact for the stream of visitors. This area offered numerous attractions for those interested in construction. In the middle part of the outdoor area there was a large demonstration area. Live shows of

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construction machines and trucks, which were full of action and with background music, were presented here five times a day. Volvo Construction Equipment offered its visitors the largest demo show of the entire bauma.



Photos: Exhibition stand of Volvo Construction Equipment, bauma 2010, idea & execution by Expotechnik Group (demonstration area)

The demonstration area was partly bordered by a "Road Construction" area with a large elongated exhibition space. On a heaped-up earth hill, construction machines were presented in the same order as they are used in road construction – according to the motto "From Rock to Road". In addition, there were five separate islands providing a view onto the comprehensive product portfolio of Volvo construction machinery. The segments of demolition and recycling, oil and gas, mining and material extraction, supply and material transport were presented in a static way as contrasted to the dynamic demo shows. In a separate area, visitors could test their operating skills with two compact excavators and compete against other visitors.

In the outdoor area, a temporary two-level tent architecture with a height of 13 meters stretched into the air. A platform on the basement floor offered seats for 64 visitors interested in construction to quietly watch the shows. There was a wood stairs leading into the tent providing access to the 115 square meters Volvo shop. In addition, two Volvo training simulators had been placed between stairs and shop to be tested by the visitors. After having successfully tested the simulator, visitors could go to the driver's bar on the upper floor. Lounge atmosphere invited to relax here. The balcony leading to the outside offered a great panoramic view onto the entire outdoor area.

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Photos: Exhibition stand of Volvo Construction Equipment, bauma 2010, idea & execution by Expotechnik Group (two-level tent architecture)

The impressive and spacious outdoor trade show landscape was above all distinguished by lots of natural materials such as sand and stones. Thereby the core business of Volvo Construction Equipment was emphasized in a credible way. The dynamic and static presentation of the construction machines gave the stand a vivid character.

### **Results**

Together with the Expotechnik Group Volvo Construction Equipment generated the enthusiasm of those who are interested in construction for a whole week. It was possible to admire trucks, excavators, caterpillars and rollers on a spacious indoor and outdoor area and experience these in their actual size and technology. With the whole product exhibition Expotechnik Group managed to successfully present Volvo Construction Equipment as an innovative and future-oriented company in an attractive optical appearance. It was possible to create a uniform brand appearance for the world's leading manufacturer in the field of fuel saving technology and supplier of all-round solutions.

The visual presentation of the entire product range in its original size and in digital form by means of various screens conveyed the Swedish brand contents in an ideal way. With visual harmony and perfect balance, Expotechnik Group ideally set the stage for the products and brand messages of Volvo Construction Equipment.

"We are pleased to be able to implement the trade show presentation of Volvo Construction Equipment for the second time in a row after the last bauma three years ago. The interaction and coordination between the various service providers and the numerous Volvo product managers worked to an optimum extent. The professional and close cooperation allowed us to fulfill all wishes of Volvo Construction Equipment and to transport these into the brand messages of the

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company in the best way possible," Patrick O. Soschinski, Managing Partner of the Expotechnik Group sums up.

### **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, Krones and Phonak. Alexander D. Soschinski and Patrick O. Soschinski jointly manage Expotechnik Group as Managing Partners.

For further information, visit [www.expotechnik.com](http://www.expotechnik.com).

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