



Outsourced Project Management & Delivery

Anderson Baillie appointed to project manage and co-ordinate the National Office Products Trade Exhibition

In order to capitalise on their position as industry leader within the Office Supplies market, Spicers wanted to launch an industry focused exhibition to bring together Spicers suppliers and dealers, in an exchange forum where ideas, product news, industry specific topics, etc could be discussed.

The event grew in scale and the Anderson Baillie's Projects were invited to develop and manage all project logistics for a 5 venue regional exhibition series, negotiating and securing all venues, managing sub-contractors and liaising with over 70 exhibitors.

Anderson Baillie were tasked with devising and delivering an event which would showcase Spicers new and existing services, with the added dimension of bringing together the whole supply chain from product manufacturers through to office solutions dealers who sell to the end user.

The strategy behind the marketing communications plan was designed not only to promote the exhibition services, but to reflect and extend Spicers own core competency of harnessing technology to communicate with their dealers and suppliers.

A dedicated interactive event website was created which became the 'virtual event office' where information could be imparted from Anderson Baillie and exhibitors could respond with the information requested.

Anderson Baillie Projects

From strategy and planning through to integrated communications and delivery, Spicers reaped the benefits of the Anderson Baillie projects delivery model.

For a full overview of our Projects services visit www.andersonbaillie.com/projects

An integrated promotional campaign comprising of trade advertising, direct mail and PR, were used to promote the exhibition services and encourage pre-registration, with the website at the hub of all communications.

Anderson Baillie with their extensive project management expertise, were able to manage and integrate all key components of the roadshow, delivered within budget, including: initial stand design and manufacture; venue negotiation and selection; all exhibitor liaison; visitor promotional campaign and visitor registration and badging; show collateral; graphics and signage design and production; transport logistics; catering and hospitality; sourcing venue hotels and negotiating exhibitor rates; complimentary venue carparking.

"Spicers had a vision to create a new market initiative. Anderson Baillie turned that vision into reality. What they achieved was remarkable, it couldn't be done but Anderson Baillie delivered."

*Stewart Barton-Taylor,
European Merchandising Director*

Just a small sample of the 70 plus exhibitors at SOS2000



SOS GMEX Manchester



Event catalogue and direct mail



Advertising Campaign



ANDERSONBAILLIE
MARKETING

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