



intro

Bell Stone Associates are part of a creative services group with offices in the UK, Italy and Germany. The company has been producing stunning graphics, exhibition stands and displays for local and international clients for over 15 years.

Working with innovative, lightweight systems and the latest eco materials, we are reducing our clients' design, production and installation costs whilst maintaining that all-important visual impact and quality feel.

Our aim is to help you exhibit in style wherever in the world your event may be and whatever the challenges you may be facing.

Even the best looking design will fall short if it is not then produced professionally or is not robust enough. Bell Stone's project managers and craftsmen have the experience and technical know-how to back up our design skills to produce the right result every time.

Our attention to detail from concept through to installation means you can rest assured the finished product will be delivered to specification, on time and manufactured to the highest quality.

*Even the
most elegant
suit is held
together by
many small
stitches*



it's all gone modular

Bell Stone are specialists in modular systems. A modular approach to your event backdrop, exhibition stand or road show will allow for ease of shipping and installation. You can add and remove pieces or reconfigure as space allows. Modular stands are great for in-store promotions, temporary shops or museum and gallery spaces and for re-use over several events as they can be fully tailored to fit your specific needs each time.

All our modular kits are portable, use lightweight materials and have the ability to be used in multiple configurations. Versatility also brings value and there are several tips you can use to take advantage of a more limited budget. For instance; graphics can be changed to suit specific audiences and updated to keep your information fresh and in line with your company's marketing plans. Structures can be reconfigured to suit different locations, often with minimal or no additional expenditure. Your stand can be given a whole 'face lift' just by adding a few components or by changing your graphics, and at a fraction of the cost of a redesign.

Even though modular systems are often used for limited duration events, the robust nature of our products makes them anything but temporary. Our solutions are long-term and reusable, bringing permanent benefits to budget and waste reduction. We also aim to take the stress out of your event by offering a comprehensive list of backup services.

Modular exhibits are one of the most efficient ways to create the display that best fits your business needs as well as your marketing budget.

- **Exhibit in style.** Get great design and a custom look with the advantage of modular.
- **Lower lifetime costs.** Our solutions are designed to help you stretch your budget. Re-use and reconfigure is fundamental to our design process.
- **Scalability.** As your display needs grow, our displays grow with you. A simple backdrop can easily grow into a complete stand.
- **Reassurance.** Our systems come with a Lifetime Guarantee.
- **Sustainable solutions.** Our modular solutions can make a huge contribution to your own environmental policy, massively reducing the lifetime carbon footprint of your exhibition stand or display.
- **Remove the hassle.** Whether you choose our full turn-key service for peace of mind or prefer to be more hands on, the way we work and the way our products work is designed to take the stress out of organising your event or display.

services

Bell Stone can supply a full range of services to suit your requirements from simple self-assembly kits to a fully managed package for your tradeshow stand, convention, conference, product launch, event or roadshow.

CAD Design

Modular Systems

Custom Fabrication

Portable Displays

Graphic Design

Lighting & Audio Visual

Installation & Removal

System Hire & Sales

Furniture & Equipment Hire

Catering & Hosting

Transport

Exhibit Storage

Large Format Print

Translation Services

Photography & Video

Websites & Digital Media

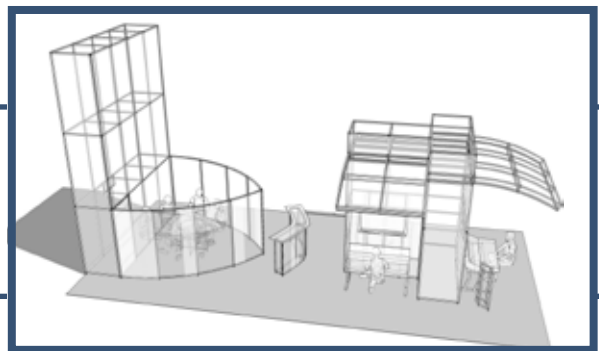
Sales & Promotional Literature

“Wow!” (a case study)

Based in the North of England, Calrec is the major supplier of audio mixing consoles to the UK broadcast sector and is a major exporter to markets in North America, Europe and the Pacific Rim.

Their exhibition plan called for a ‘big’ look with a stand that could be reconfigured for a variety of events and that would be efficient to transport and to install.

CLIENT	Calrec Audio
LOCATION	Las Vegas Convention Centre
DATE	April 2009
EVENT	NAB 2009 Trade Show
STAND SIZE	6m x 12m Island Stand



Tensioned textiles create a huge canvas for the quality graphics.

Working with Bell Stone’s revolutionary new EZ Modular™ system, the completed stand met all the build requirements and was a resounding success visually.

- Entire stand (including structure, graphics, lights and worktops) packs down into **one 2.5m case** weighing only 650kg!
- Installed by 3 workers in 2 days using just 18.5 hours of union labour - **a 70% saving!**
- Shipping and drayage - **86% saving!**
- Dismantled and packed, ready for shipping in **just 4 hours!**



6m high tower ensure the brand is visible across the show floor



“Wow!” (cont.)

CLIENT	Calrec Audio
LOCATION	RAI Messe, Amsterdam
DATE	September 2009
EVENT	IBC Trade show
STAND SIZE	9m x 5m Corner Stand

Bell Stone reconfigured the stand to fit a different footprint and stand type for the Client’s next show at the RAI in Amsterdam.

The 6m tower from the Vegas trade show was reconfigured as a 3m high, 13m long back wall with other elements of the stand being used for storage areas and brand communication.

Installation was managed by the client’s in-house team after just one training session!

- Will be reconfigured and used at **5 other shows with different layouts!**



- Approximately **80% saving** on exhibition stand construction over next 3 years!

With those kind of results no wonder the client’s reaction was a simple “Wow!”



Halogen and LED lighting looks great on the textile panels.



Same stand, new configuration.

CLIENT	Calrec Audio
LOCATION	BBC Fountain, London
DATE	September 2009
EVENT	Company Launch

A high profile installation of their latest flagship product provided an ideal publicity opportunity for the client. Panels and framework from the exhibition kit were easily transported and assembled to create a branded backdrop at the launch of Fountain, the BBC’s new production unit.



Small stand, big hit

Together with its sister port of Grimsby, Immingham is the UK's largest port by tonnage. Developers of a massive produce handling facility at the port were looking to attract investors to their project.

Fruit Logistica, the major European fresh produce trade show which is held each year in Berlin, provided the ideal 'shop window' to announce the project.

CLIENT	ImmPort
LOCATION	Berlin Messe
EXHIBITION	Fruit Logistica
STAND SIZE	16sqm

However, the client decided to exhibit just 4 weeks before the show and asked Bell Stone to provide a turn-key solution from booking the space to stand design, installation, catering, literature and video.

With such a tight deadline, floor space was limited leaving Bell Stone's designer to come up with a stand that conveyed the scale of the port facility on a footprint of just 4m x 4m.

The resulting 4m high booth with inclined walls and seamless photographic skin did just the trick, creating a visually compelling story that attracted masses of attention.

- Fast turnaround meant the client was able to **exhibit in style even with a late booking.**
- Hire and purchase mix brought the project in **below budget.**
- Full service package left the **client hassle-free** to concentrate on their preparation.





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