

APEX
EVENTS & EXHIBITION STANDS
.co.uk



Events





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Welcome to



Apex adds value, expertise and innovation to your conference, awards dinner or roadshow. We are one of the UK's leading event and exhibition companies, with over 30 years' experience in organising and delivering memorable and successful events for corporate, agency and public sector clients & we have worked on a number of similar events to the one you propose.

Our team of professional Account Managers and Project Managers will advise and support you and your colleagues, and deal calmly and efficiently with the daily tasks and challenges that go with high quality event management.

ESSA Member

Key benefits of the Apex service

Over many years we have developed a service which brings you clear benefits:

SUCCESS

The events we manage are slick, professional and successful and we will create an event that works for you on every level.

LONG EXPERIENCE

We have been delivering successful event support since 1986 for UK companies, multinational corporates, Government agencies and associations.

TIME SAVING

We take care of all back office and administrative tasks, whilst always keeping you informed. We supply regular reports and timelines so you are consistently aware of progress.

CONSULTANCY

We know what makes an event successful and attracts delegates and partners. We will share that knowledge and make sure your event is content rich and structured in the most optimal way for you to achieve your key objectives.

KNOWLEDGE AND EXPERTISE

Our team has significant expertise across a broad range of disciplines including delegate registration & logistics, venue finding & management, speaker liaison, AV & technical support, collateral material design & distribution and feedback gathering.

CREATIVITY

Apex has always coupled in-house creative production with our event management expertise. This integrated approach delivers cost and efficiency benefits alongside genuinely innovative communications delivery.

COST REDUCTION

We are expert and regular buyers of third party services (e.g. venue & catering) and can negotiate and leverage excellent discounts on your behalf.

We pride ourselves on our delivery of the high levels of support and quality that our clients expect. Our client feedback scores are consistently high.



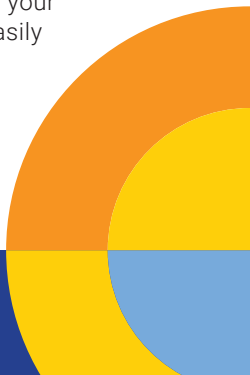
Venue Finding: We have worked all over the globe

"Apex are easily one of the best event companies we have used to date, which is evident by our continuous return. They have provided us with an outstanding calibre of venue options throughout all of our enquiries over the past few months. The standard and appearance of each report has been excellent with a wide range of options all tailored to the initial requests we had provided. The Apex team are helpful, knowledgeable and always prepared to go that extra mile to ensure your needs and requests are met. I can't recommend them highly enough!"

**Account Executive,
Marketing and Communications Company**

The starting point of all events is the search for a great venue that will go hand in hand with the aims and ethos of the event. The Apex venue finding service is:

- Completely **free of charge** to use
- One of our **core specialisms**
- **Time saving**, due to our global database of venues that is kept updated with new venues as they come into service
- **Competitive**, due to the sheer volume of venue searching we do daily, we can leverage excellent rates on your behalf
- **Creative**, due to the diversity of venues available to search from leading hotels, conference centres, stately homes, royal palaces and much more
- **Brilliant** at sourcing the perfect venue options for you, with our database combined with our team of event managers who use their expert knowledge and experience
- We will provide you with a **comprehensive report** offering multiple venues that meet your brief and in a format that allows you to easily compare them against each other.





Delegate Management & Online Registration: Every delegate is our client

Our in-house delegate and event management team are passionate, highly skilled experts, with many years of event planning and delegate management experience. You will be given a single point of contact for all your event needs.

We understand that different events will require different levels of delegate management, so for this reason our service is completely custom-built to the requirements of your event and budget.

Our delegate management services include:

- Bespoke **online delegate registration** pages & website (using your corporate branding or event theme), making it easy to connect and engage with delegates ahead of the event, collect all required delegate data & take payments if required
- Bespoke **event apps** that can be used to engage delegates in the lead up to the event, during the event and after the event has finished
- A dedicated **conference line** & email address that goes directly to the event team so that you can be confident any delegate enquiries are dealt with by people who are knowledgeable in all aspects of your event
- Production & dissemination of all **delegate communications**
- **Workshop bookings** & management
- Scheduled **reporting**
- Delegate **badging**
- Interactive **audience participation** technology





Conferences & Roadshows: A standalone conference or shall we take it on the road?

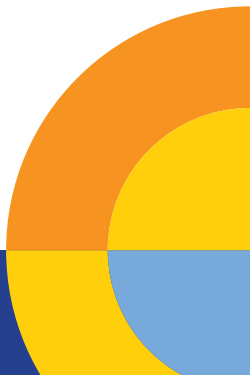
There are so many different elements involved in producing a conference, so in the next few pages we will explain how Apex can help work in partnership with you to lighten the load by using the expert knowledge we have gathered over the decades. Whether you want help with certain elements of your event, or the event in its entirety, Apex will work as part of your team to ensure your event is successful and well regarded.

Roadshows are a great option if you have a message to deliver all over the country. You are taking your event to your delegates which if the delegates are from within your own organisation, can work out to be extremely beneficial in terms of:

- Accommodation & travel costs
- Taking people out of their daily business for less time

Apex enjoy doing roadshows as we get to spend more time with the people and the event itself as it travels around to different venues. Roadshows have all the challenges of a static event with a few more thrown in for good measure, but we have it all covered:

- Consistent standards
- Time management
- Technical transportation & venue access
- Venue quirks, as they are all different



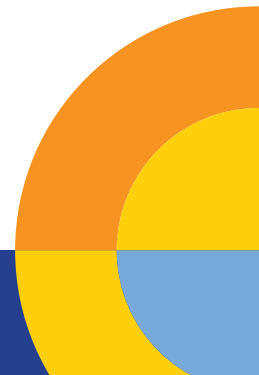


Awards & Gala Dinners: Glitz & glamour, a theme or a classic dinner

Apex will take either a simple gala dinner or complicated awards theme or brief and turn it into an event that will give your guests an unforgettable night. Whether in the UK or abroad, from a traditional theme right through to a high tech specification, from 80 guests to 3000, from a small to a mega budget we have the solutions to deliver the right event for you.

Your dedicated Account Manager will discuss your brief and company ethos with you in order to create a detailed event proposal. We will work with you and your team to ensure an event that will exceed your expectations and engage your audience. Whether you would like help with certain elements of your event or the event in its entirety our events team are creative, passionate and dedicated to make your event run seamlessly and will advise on the most cost effective way to transform your venue.

- Venue finding
- Event production & management
- Stage set design & production
- Online Invitations & guest management
- Live entertainment
- Technical support
- Theming & props
- Special effects
- Speakers & presenters
- Table centres & dance floors
- Video production





Event Production: Lights, camera, action!

Our creative production team have created some wonderful events, sometimes in very unique venues. Here are just a few of the elements that we provide that can help enhance your event.

LIGHTING & EFFECTS

Lighting makes an event feel special. From a basic conference to a glamorous, glitzy awards ceremony and everything in between, we have the lighting to create the effects you will want to see:

- Set washes
- Strobe
- Lasers
- Gobos
- Confetti canons & balloon drops
- Follow spots
- CO² flares
- Indoor pyrotechnics

VIDEO PRODUCTION

Our creative team working hand in hand with our cameramen can come up with ideas and produce:

- VT's for use at the opening of your event and throughout
- Film the event itself and produce footage for you to use on your intranet, for marketing or as an opener for a future event.

VISION & STAGE SET DESIGN

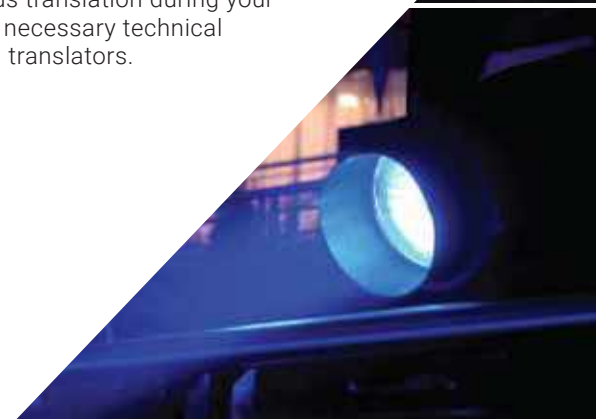
From a simple front projector and screen through to plasma screens and rear projected bespoke stage sets, designed with the look and feel you want to portray for your brand, style and budget. We will even supply visuals before the event so that you can see in detail how the space will look when your delegates enter the room.

SOUND

If you need a PA System for 50 people, or, you need to fill a massive space with sound for 100's of people, we have the right sound system for you.

TRANSLATION

We can provide simultaneous translation during your event which includes all the necessary technical equipment and professional translators.





Event Theming: Have you considered theming your event?

Event theming pulls together many elements to create an overall look, mood and feeling. The above images are from some of our past events that capture just a few of these elements.

Apex will help you decide on a theme for your event and provide you with visuals that make your chosen theme come to life within your event venue. From dancers dressed in a style that reflects your event theme through to props, table styling, actors, singers, entertainers, VT & presentation styling, collateral, backdrops, draping and lighting we have the knowledge that makes for an immersive experience for your delegates.





Entertainment: Have you considered entertainment at your event?

The photos above are a selection of acts we have worked with in the past however we don't represent any acts/entertainment or dancers. This allows us to provide a totally impartial service when offering suggestions. We base our recommendations on industry knowledge and tried and tested acts combined with the brief and ethos of your event.

Whether you would like a single dancer or a troupe, a standard magician or one that uses digital technology, a single laser violinist or a whole orchestra to name but a few ideas, we will provide you with a selection of options to suit all budgets.

ENTERTAINMENT MANAGEMENT

Apex will nurture the relationship between the client and entertainer through pre-event briefing calls and meetings along with communicating all requirements. At your event we will ensure that they are looked after and guide them through any necessary rehearsals and the event itself.

If you already have your entertainment in place then we are happy to manage them on your behalf, arranging all logistics including transportation and accommodation, briefings, event information packs where necessary and rehearsals to name but a few elements.



Agenda building and event content strategy

If you want people to attend your events, you have to give them something worth giving up their valuable time for. So, ensuring the right content is crucial when it comes to shaping your agenda. You need to find the right messages to attract and influence your audience.

Using our agenda building tool, which we have developed using our many years of experience, we can ensure you cover the right topics, in the right way. Allocating the right speaker and amount of time to each one. But it doesn't stop there. We can also identify what type of content you need, generate this collateral, and find the best ways to promote it to your attendees.

Ultimately, it's about making sure you deliver those all-important communications in a way that informs, impresses, entertains, and motivates.

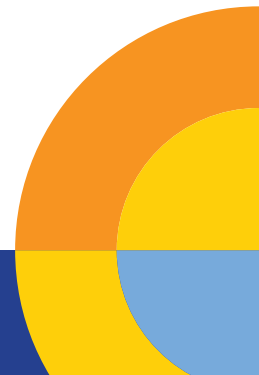
EVENT FORMATTING

Most conferences still follow the traditional plenary & breakout sessions format. However, there are a number of event structures that might serve your audience better. These range from contemporary adaptations of tried and tested styles, to highly innovative and tailored formats that are designed for a specific audience or communications need.

At Apex, we never make any assumptions about what format your event should take. Instead, we start by looking at your event (and its history), your target audience, your business objectives, and your communications culture.

Armed with this information we then work with you to re-engineer your conference agenda and format to achieve:

- Better uptake of invitations
- Better delegate interaction
- More effective communication of key messages
- Better overall feedback and delegate satisfaction.





Speakers, Hosts, Facilitators & Celebrities: A top quality speaker doesn't have to be an expensive one

The photos above are a few of the celebrities we have worked with in the past however we do not represent any speakers or artists as this allows us to provide a totally impartial service when offering suggestions. We base our recommendations on industry knowledge combined with the brief and ethos of your company and event.

Whether you would like a celebrity to host your event, a public sector speaker, after dinner speaker or a professional facilitator to get the most out of your delegates we will be able to provide you with a selection of options to suit all budgets.

SPEAKER MANAGEMENT

Apex will nurture the relationship between the client and speaker through pre-event briefing calls and meetings along with communicating all requirements. At your event we will ensure that they are looked after and guide them through any necessary rehearsals and the event itself.

If you already have your speakers in place then we are happy to manage them on your behalf, arranging all logistics including transportation and accommodation, briefings, producing speaker information packs where necessary and rehearsals to name but a few elements.



Voting Systems & Complimentary Technology

BASIC OPTION

Basic interactive keypad voting system

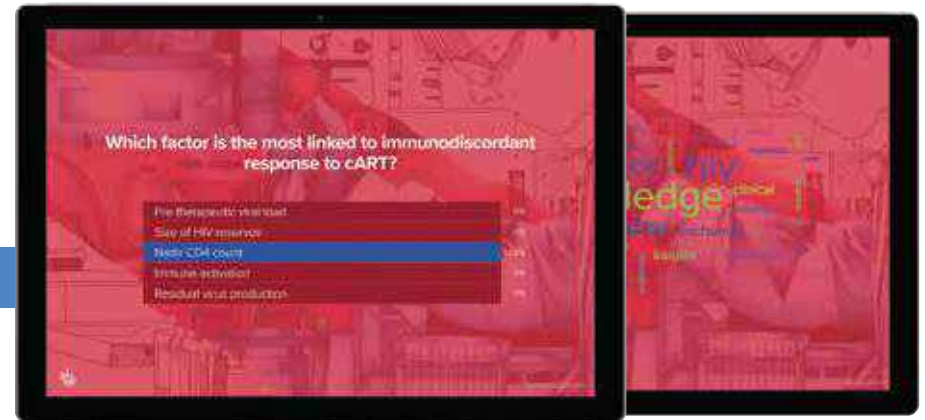
- Very simple to use
- Presenter reads the questions and options that are being shown to the delegates on the PowerPoint presentation and then asks them to vote by pressing the corresponding number on their keypad.



ADVANCED OPTION

The benefits of this system are:

- More functionality than a basic interactive keypad
- Makes delegates feel involved in the event through questions, polls, word clouds, selfies, feedback forms, surveys, workshop booking, randomisers, gamification, pulse and so much more
- Uses the delegates own mobile phone/tablet/laptop so no need for extra kit
- Delegates can ask questions in their native language and it will be translated into English
- Use your corporate branding
- Break the ice in the lead up to the event, at the event, or both
- Improve retention of information
- Get your audiences opinions & questions
- Continue contact after the event
- Enable the audience to view speaker biographies



Why use the system before your event?

- Learn about your audience's identity and their views before the meeting starts
- Collect information about audience expectations and what they think are key issues and questions
- Early audience engagement helps build relationships
- Drive elements of your agenda based on early engagement and feedback

Why use the system during your event?

- Allow audiences to ask questions and improve their understanding of any subject matter
- Stimulate and respond to live discussion and collaboration
- Monitor your audience's real-time emotional response
- Refer to documents you upload to the materials screen
- Randomly select audience members for active participation

Why use the system after your event?

- Check which attendees retained your meeting's key messages
- Get feedback and post-event assessment of the value of your event
- Generate new leads and marketing information
- Use the Meeting Report for easy data analysis and CSV downloads



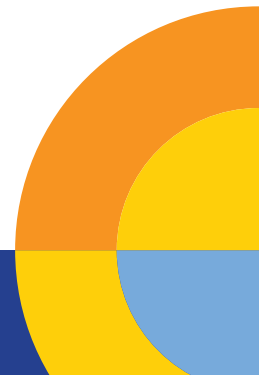


Social Media:

Social Media & Event Marketing, we can help!

Apex can assist and manage your online interactions and content across all your social media and marketing platforms such as Facebook, Twitter, Instagram, LinkedIn, Mailchimp, and YouTube in order to increase your audience engagement and visibility. With over 80% of the world's population having a least one social media account each it is an important part of the event organising process. Apex can manage all or some of the elements listed below for your forthcoming event:

- Creating all relevant social media and marketing platform accounts if none are already in place
- Creating a social media schedule to keep your content consistent and relevant
- Developing and posting content over all utilised platforms
- Responding to followers and event specific queries
- Tracking performance and engagement
- Designing and distributing HTML emailers to send to your database
- Posting images and videos during your live event to increase engagement





Exhibition Management:

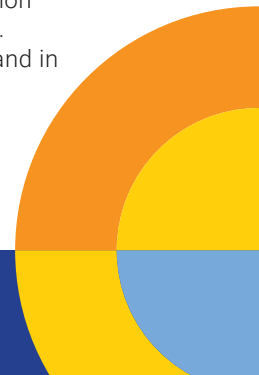
Full management or just the elements you need help with

Whether you want to organise a small trade fair or a large scale expo with hundreds of exhibitors, Apex can manage the entire exhibition process from start to finish. We take away the stress that comes with organising an exhibition and we leave no stone unturned in both the pre-production and the on-site show management! In preparation for your exhibition Apex can deal with all or just some elements such as:

- Booking and managing exhibition contractors to install carpet, shell scheme systems and electrics
- Designing and managing your technical exhibition floor plan
- Advising on the creation of stand and sponsorship packages and generating a fee structure
- Advising and assisting in the selling & marketing of exhibition space and sponsorship opportunities

- Managing all exhibitor enquiries and requirements
- Handling all venue and exhibition health and safety procedures
- Traffic Management during the build and derig
- Managing the set-up and de-rigging of the exhibition from start to finish
- Online & on-site visitor and exhibitor registration, badging & collateral design & production

The Apex team consists of individuals who adapt to changing situations, think on their feet and problem solve which is key in a fast paced exhibition environment. We understand how important strict deadlines are when building an exhibition and we ensure your event is ready to go live on time and to a high standard. However large or small your event may be Apex keeps your event on track and in budget to ensure it is a huge success.





Exhibition Stand Design & Building:

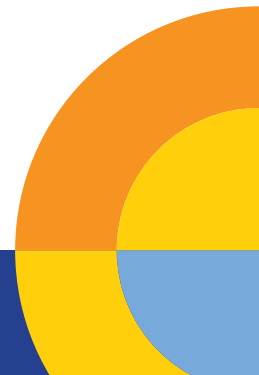
Creative exhibition displays

Apex creates and delivers award-winning custom built and modular exhibition stands that look fantastic and help you win customers whatever your budget.

With 30 years' experience behind us, we offer the complete service for your event:

- Advice and guidance about how to improve exhibition success in terms of footfall, exhibitor engagement and new business development. We know what works, and more importantly what doesn't.
- A comprehensive design and delivery package from major international bespoke projects to individual and reusable modular systems, all designed with the same creative flair.

- Storage, warehousing and maintenance of your stand for re-configuration and re-use at future shows.
- We set no boundaries on scale or geography. Large or small, UK or worldwide; the disciplines, creative thinking and organisational skills are the same.
- Exciting technology, from video walls and iPad apps to touch screens, holographic imagery, augmented reality and oculus rift style virtual environment software.



Please contact our events team to discuss how we can support your next project



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