

UbiNetics

VERSIO creates mobile technology company's exhibition success

The Client: *Following a year of major growth, UbiNetics – a mobile technology company – wanted to make an impression at one of the most important conferences in the wireless technology calendar: GSM exhibition in February. UbiNetics was founded in January 1999 as a spin-off from PA Consulting to provide innovative and complete product development in wireless communications.*

The Brief: *VERSIO was asked to take on the challenge not only of designing UbiNetics' first ever exhibition stand, but also creating a successful marketing campaign around the GSM show itself. Said Richard Watts, sales and marketing director on December 12: 'GSM is the one event in the calendar when all the great and the good in mobile technology get together – so we need a big impact. Oh, and can you have a quote and design to me by Tuesday next!'*

The VERSIO Solution: *As UbiNetics planned a challenging worldwide exhibition schedule, VERSIO designed an adaptable – and therefore reusable – stand to project the company's corporate image and pedigree using the very latest in 3D design and materials. Working closely with Richard and his team, VERSIO developed design concepts and then presented artists' impressions to convey the look and feel of the stand. The whole exhibition space, together with powerful graphics, was then developed further to ensure the company's objectives would be met.*

The resulting stand reflected UbiNetics' significant technical capabilities in GSM and third-generation wireless technologies. Working in partnership with its suppliers, VERSIO organised delivery and installation at the Palais des Congress in Cannes, and provided additional support on-site to the sales team through multi-lingual press relations and supply of printed collateral.

We designed and produced 1000 invitations to the stand for existing UbiNetics contacts and sourced 100 business card holders as a sales promotional tool. Re-purposing existing corporate literature enabled the tight budget to be stretched to accommodate a special product brochure for distribution at the event.

VERSIO also produced 100 press packs with an updated corporate profile, four individual press releases timed to coincide with the exhibition and current product information sheets. VERSIO staff made sure the press room was continually re-stocked and more than 60 press packs were picked up by journalists. The resulting coverage was comprehensive and a delighted Richard said: 'We've really benefited from VERSIO's dedication and proactive, rapid implementation – I never thought we'd make such a tight deadline!'