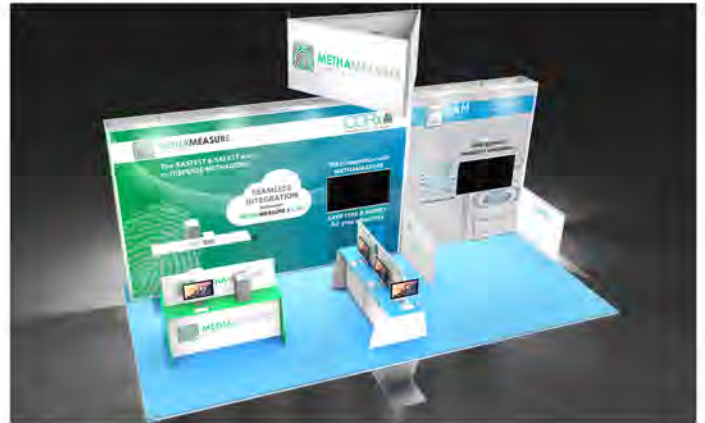


**MethaMeasure is the most commonly used computerised methadone dispensing system in the world. The system helps pharmacies, clinics and correctional facilities to dispense methadone quickly, accurately and safely.**

Since 2004, MethaMeasure have been taking the United Kingdom, Europe and parts of North America by storm.

The concept; to allow physicians, pharmacists and health care professionals to dispense methadone to patients safely and reliably.

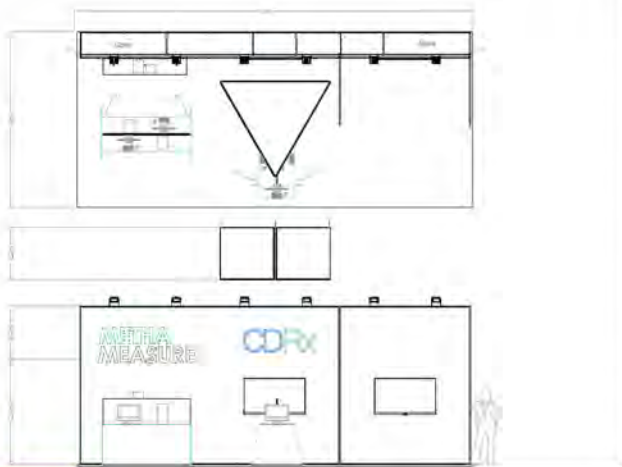
Accredited by the National Pharmacy Association (NPA), MethaMeasure continually make advances in the delivery and accessibility of methadone.



First time exhibitors at The Pharmacy Show in 2017, MethaMeasure required a trusted, reliable and efficient stand supplier.

Providing exceptional stand examples and a client focused feel, Be Exhibitions' website led to an enquiry from Stephen Rattigan, Technical Operations, MethaMeasure.

Receptive to MethaMeasure's needs and stand aspirations, Ellen Stokes, Founder and Owner of BeExhibitions provided a quick and comprehensive quote.



**The brief:**

- to design a stand to promote three products with impact at height
- showcase two different brands, connected but clearly separate to onlookers

Ellen presented MethaMeasure with a convincing proposal uniquely tailored to the brief.

The proposal included 3-D plans and graphics so Stephen and the team at MethaMeasure could clearly visualise how their products and brands would be displayed with pride.

'It was our first time taking a space only stand and we wanted it to be easy. The whole process of getting the stand designed and receiving a quote was quick and comprehensive.

Everything was well explained as well as being very easy.'

**Stephen Rattigan**  
**Technical Operations, MethaMeasure**

'The way that Be Exhibitions operates is completely customer focused. Questions are answered promptly, you're listened to as a client and communication is fantastic. The process is so easy, and nothing is ever an issue.'

**Stephen Rattigan - Technical Operations, MethaMeasure**

The final stand design matched the initial brief, consisting of:

- an open 3-sided stand with separate areas for brands marketed;
- bespoke desks;
- a clear identity for each brand whilst maintaining a consistent overall feel;
- a triangular rig banner ensuring visible branding from every angle.

Carefully considering the graphic design element, a seamless merging of brand colours for MethaMeasure and CDRx could be achieved.

Consumers identified the obvious link between the brands whilst observing their separate identities.

Be Exhibitions incorporated bespoke pantone sprayed counters in the design and build, offering a unique finish.

'The relationship has definitely added value to our exhibition presence. The exhibition stand had the overall impact we required and delivered our brand message.'

We released a new product and on both days our stand was swamped with delegates.

Something we wanted to achieve.'

**Stephen Rattigan**  
Technical Operations, MethaMeasure



Honesty, integrity and direct communication are key to Be Exhibitions' values ensuring only the best stands are created.

*'Developing the stand for MethaMeasure was quite straightforward as the client knew exactly what they wanted. The biggest challenge was making sure the design clearly defined the separate brands. The stand had a great draw of people.'*

**Ellen Stokes, Be Exhibitions**



## BE EXHIBITION'S VALUES

**Honesty & Integrity • Personal Touch • Value • Client Focused  
Quality & Sustainability**



Following the success of their first exhibition partnership, Be Exhibitions were re-commissioned to design and install MethaMeasure's next stand. Enhancements included:

- Small separation walling to distinguish the brands
- Incorporation of furniture
- Maintenance of rigged banner
- Updated banner for new branding

'We have worked with Be Exhibitions two years in a row for our exhibition stand at The Pharmacy Show. Each year has been easy and stress-free in terms of the stand build. Organising an exhibition plus doing the standard day job takes up a lot of my time, to know that the stand is in good hands means that I can focus my time on all the other associated jobs.'

Nothing has ever been an issue with Ellen and Be Exhibitions, even those last-minute changes!

Stephen Rattigan – Technical Operations, MethaMeasure

Offering the complete project management service, Ellen and the team deliver a seamless service including the design, delivery, installation and dismantlement of all exhibition stands.

Be Exhibitions are proud to use exhibition stands which are carbon neutral and sustainably constructed.

Be Exhibitions provide quality products which do not damage the environment.

With exceptional sector knowledge, and a focus on the client's needs and ambitions, Ellen has formed an excellent relationship with MethaMeasure.

Be Exhibitions are honoured to have a continuing, successful relationship in creating, enhancing and encapsulating MethaMeasure's vision with professional service and outstanding communication.

