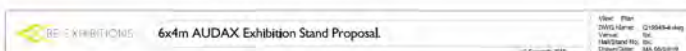
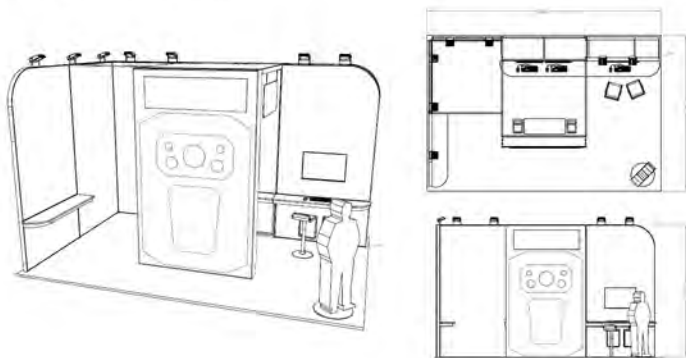


**Audax<sup>®</sup> are a global leading developer of Body Worn Video technology (BWV). The company operates at the forefront of mobile, digital evidence gathering technology. Audax work in partnership with the Police, Emergency Services and the Security Industry to provide BWV solutions that meet “evidence secure” technology requirements.**

The first UK SME Security company ever funded by the EU H2020 SME Instrument Phase 2 research and innovation programme, Audax began product demonstrations at the G8 Summit, 2005 in Gleneagles, Scotland.

Audax subsequently led the world in 2006 in a joint project with the Home Office leading to the first ever standards and guidance document for BWV being produced.



Adam Liardet's (Audax<sup>®</sup> Managing Director) initial awareness of Be Exhibitions came through Social Media, in particular, Be Exhibitions' focus on their core business values.

Preliminary dialogue between Adam Liardet and Ellen Stokes, Managing Director of Be Exhibitions, focused on the value a new exhibition stand would provide while inspiring and delivering the Audax<sup>®</sup> message at international trade shows.

**“I was about to spend a great deal of money and wanted to know it was with a company that wanted a partnership for numerous expos, not just a one hit wonder. I wanted a partnership with someone who I could trust to organise things and to keep me informed throughout the process of not just the design but the build and delivery and then the preparation for the next event.”**

**Adam Liardet, Managing Director - Audax<sup>®</sup>**

Adam sought a partnership with a trustworthy company that understood his needs and would communicate openly, honestly, quickly and effectively. Initial encounters proved that Be Exhibitions would deliver just that.

As an SME with 'customer service in their DNA', Be Exhibitions stood out from other suppliers that Audax<sup>®</sup> had opened dialogue with.



The brief:

- to design a 'master kit' solution with an exhibition stand which could be reconfigured to create different stand sizes at multiple exhibition events across Europe throughout the year;
- to include long 'floating shelves' for products to be displayed on; and
- to use enhanced graphics including bolt off features raising areas of graphics to make them stand out



"I had a vision in my mind, and I wanted to have someone who could take my detailed brief and transfer that into an exhibition stand that would have the impact and the practicalities that I required.

It is often forgotten that the expo stand is your office and place of work for the duration of an expo, and it is important that while it is your image to visitors it is also something that invigorates your team and makes them actually want to be there and be proud of. If they are happy then that will be felt by the visitors as well."

Adam Liardet, Managing Director - Audax<sup>®</sup>



On reviewing the brief, Ellen identified floating shelves would present a structural challenge and require background reinforcements to the rear of the stand at design stage.

Using the best techniques the industry had to offer, the constructed shelves were so strong they could hold the weight of an adult without compromising structural integrity of the stand.

Offering a complete design, build and project management service ensures any issues are immediately addressed and discussed directly with the client.

Ellen identified during the design and print phase that visual elements would not line up. She instructed the installers to manipulate the metalwork, ensuring all images married up and looked exceptional on completion of the build.

**"Be Exhibitions works collaboratively based on honesty and integrity and this has paid off."**

Ellen Stokes, Be Exhibitions

The final stand was a genuinely unique offering.

Adjustable and reusable in a variety of different contexts and configurations, the stand offers the flexibility (and long-term value) to present something tailored to each show, creating a strong impact through its design and imagery.

With strong ethical and environmental values, Be Exhibitions work in partnership with 'Mossy Earth' to offset carbon footprint of exhibition stands they create – something which impressed and resonated with Audax<sup>®</sup>.



“I ensured that none of my employees had seen any images of the stand in advance of them arriving as I wanted to gauge their reaction – not just to confirm that I hadn’t gone mad in my design and choice of images but also on the impact and the message that we were trying to convey.

Was it worth it? Well my team gave it a big thumbs up as did a number of visitors to the stand, so I guess that is all the validation I needed.”

Adam Liardet, Managing Director - Audax<sup>®</sup>



Committed to delivering exceptional stands, Be Exhibitions met with Audax<sup>®</sup> after the expo to review amendments or additions which would benefit their next event.

With minor tweaks made to better serve the audience and purpose of the next expo, Be Exhibitions continue to ensure only the very best stand and visuals are delivered.

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

“We have built a level of trust where I know that what I want is delivered and I can concentrate on my business knowing Be Exhibitions will take care of their speciality.”

Adam Liardet, Managing Director - Audax<sup>®</sup>

Aware that the lead-in to exhibitions can create extra work and stress, Be Exhibitions project manage the exhibition process from design to dismantlement, ensuring their expertise removes client stress allowing them to focus on their business.