With the most comprehensive breadth of live event services and technology, we partner with clients to create some of the most engaging and influential events in the world. From initial strategy to experiential design, detailed logistics to show-stopping audio visual, accommodations to insightful measurement — and every detail in between — we'll bring your vision to life.

It's showtime.
PLEXUS BELIEVE CONFERENCE

Plexus Worldwide has made a huge splash in the health and wellness industry by providing numerous synergistic products and opportunities for their passionate Ambassadors. The direct sales organization tasked our GES Events experts to create an engaging and strong retail space and three surprise product launch areas for their 2017 BELIEVE Conference.

Our creative and production teams worked closely with Plexus to design and produce a stunning space for the event. With all new branding, this is an exciting year for Plexus. They were able to connect with 10,000 attendees during this experience, and succeeded in building upon that excitement to inspire others through the Plexus lifestyle.

VENUE: MGM Grand (Las Vegas)
AUDIENCE: Plexus Ambassadors
SERVICES:
- Creative strategy and planning
- Experience and environment design (specific to a retail space)
- Graphic creation, design and production
- Multiple interactive product launches
- Production and logistics
- Installation and dismantle
Mary Kay Seminar

On a journey to take Mary Kay’s annual meeting to new levels of engagement, motivation and inspiration, GES underwent a series of in-depth explorations into the brand’s history and aspirations. In the end, Mary Kay consultants came together in a completely refreshed context, designed to inspire them with the opportunities and embolden them with new behaviors and new actions.

**Venue**
Kay Bailey Hutchison Convention Center (Dallas)

**Audience**
Mary Kay independent beauty consultants

**Services**
- Creative strategy and planning
- Environment design
- Graphic design and production
- Installation and dismantle
- Official services contractor
TABLEAU CONFERENCE

GES partnered with Tableau Software to tap into its conference attendees’ shared love of data. Through interactive environments and peer-to-peer engagement, we focused the supercharged event on what it means to be a part of the Tableau community.

VENUE  MGM Grand (Las Vegas)
AUDIENCE 9,000 data geeks and Tableau customers
SERVICES
- Creative strategy and planning
- Environment design
- Graphic design and production
- Installation and dismantle
- Official services contractor
- Interactive installations
From modest beginnings ten years ago, our partnership with Dell has grown to encompass large events and exhibits around the world. We provide planning, creative, and production that showcases Dell’s products at both client-facing and internal events. From their internal global sales kick off meetings; Field Readiness Seminar, which occurs in the Americas, EMEA and APJ, hosting 12,000 Dell Account Executives; to Dell EMC World, their expansive — and expanding — annual conference for customers worldwide.

**EVENT** Dell Field Readiness Seminar
**VENUES** Mandalay Bay (Las Vegas), Bella Center (Copenhagen), Marina Bay Sands (Singapore)

**EVENT** Dell EMC World
**VENUES** Austin Convention Center (Austin)

**PROJECT SHOWCASE**
**DELL WORLD**

Audience: CIOs, C-level Managers, Industry Leaders

Services for all events:
- Concept and design
- Floor plan design
- Structural design
- Installation and dismantle
- Graphics
- International logistics
- Show services
The Halliburton Academy is where employees gather to meet colleagues from around the world to compare notes, share ideas and honor the company’s rising stars and leaders at an awards conference that also celebrates its proud cultural diversity.

**EVENT** Halliburton Academy  
**VENUE** Grand Hyatt (San Antonio)  
**AUDIENCE** 1,000 Halliburton employees  
**SERVICES**  
- Audio, video and lighting services  
- Custom scenic and set design  
- Graphics theming, design and production  
- Project management  
- Logistics management
Project Showcase

MONEY20/20 Europe

Organized by Ascential Events, Money20/20 Europe is the region’s largest FinTech event. A vast and complex show, it needed an innovative and efficient contractor, design and build, and audio visual services to make it a success in its first year in Europe — and we delivered.

Venue: Bella Center (Copenhagen)

Audience: 3,725 visitors from 1,500 companies in 70 countries

Services:
- Feature areas design and production
- Registration desks
- Help desks shell scheme
- Electrical services
- Graphics production
- Furniture and floor coverings
- Set design and build
- Event production services
- Video services
- Lighting design and services
- RFID tracking
- Wide projected screen
- Blended projection
- Free-hanging LED screens
- Twitter wall
In partnership with National Geographic, GES designed and fabricated this groundbreaking exhibition. Follow in the footsteps of National Geographic explorers who have risked life and limb to uncover the extraordinary. Learn about endangered species and habitats and how to protect them for future generations, and dive in to new realms of scientific inquiry.

**EVENT** National Geographic Presents Earth Explorers

**VENUE** National Geographic Presents Earth Explorers exhibits in science centers and museums in locations throughout the United States, including Des Moines, Chicago, Phoenix, Orange County, Grand Rapids, Allentown and San Antonio

**AUDIENCE** Museums, science centers and special venues. Created for families and school groups.

**SERVICES**
- Custom scenic design and fabrication
- Audio and video production
- Lighting, augmented reality
- Ongoing touring operations
The all-new mountaintop experience at the Banff Gondola delivers breathtaking views along with a memorable interactive adventure, including a holistic and family-friendly interpretive floor, a specialty cinema, all-new food and beverage offerings and an expanded rooftop viewing deck.

**Event** Above Banff

**Venue** Banff Gondola (Banff)

**Audience** Domestic and international visitors of all ages and demographics

**Services**
- Creative concept
- Custom scenic design and fabrication
- Music and video production
- Lighting
- Installation and final finishes
RON ARAD’S CURTAIN CALL

The Roundhouse is one of the most stunning live performance spaces in the world. The venue re-commissioned Curtain Call for its 50th anniversary. The incredible floor-to-ceiling curtain was made from silicone rods suspended from a ring, creating a giant canvas for film, live performance and audience interaction.

VENUE: The Roundhouse (London)
AUDIENCE 9,000 entertainment lovers
SERVICES
- Blended projection
- Set installation
- Video
The Ice Palaces were designed to be refreshed each year with new themes and content, giving shoppers a new and exciting experience each holiday season. Major studio partners from Disney/Pixar, Twentieth Century Fox and Warner Bros. joined us to refresh each successive holiday experience, allowing Taubman to earn record attendance, shopping center loyalty and media coverage. Themes included Frozen, The Peanuts Movie, Ice Age, Narnia: Voyage of the Dawn Treader and BBC Earth.

**EVENT** Ice Palaces

**VENUE** Taubman shopping centers nationwide

**AUDIENCE** Millions of holiday shoppers

**SERVICES**
- Experience design and production
- Lighting, audio and video production
- Supervision and installation
Bell Helicopter’s goal at HAI HELI-EXPO 2017 was to position the company as one of the most innovative brands in the world and reinforce its current position as a leading manufacturer of vertical lift aircraft. In addition, Bell wanted to build anticipation and demand for its products and services while providing customers with an unforgettable experience. To accomplish this, Bell Helicopter unveiled a concept aircraft of the future, the FCX-001. Bell Helicopter partnered with GES, ON Services and Maximilian Productions to produce and orchestrate a dramatic, theatrical reveal of Bell Helicopter’s FCX-001, complete with an augmented reality experience for visitors. Hourly mission takeovers were coordinated, including custom-produced videos, audio and lighting sequences. Four of the current aircraft were on display, and multiple virtual reality simulators gave visitors an opportunity to experience the performance and leading technology of Bell Helicopter’s exceptional aircraft.

**EVENT**  HAI HELI-EXPO 2017

**VENUE**  Kay Baily Hutchison Convention Center (Dallas)

**AUDIENCE**  Commercial and Military Rotary Aircraft buyers

**SERVICES**
- Creative strategy
- Experience design
- Project management
- Exhibit design, fabrication and installation
- Graphics theming, design and production
- Audio-visual equipment rental and installation
- Lighting and audio services
- Logistics management
The Houston LIVE experience at Super Bowl LI captured the essence of Houston told through a story encompassing performance art, local cuisine, science and industry, and cultural diversity. Driven by the theme “Celebration, Inspiration and Energy,” GES partnered with Orlando-based IDEAS to create a street festival atmosphere that included a 35,000-square-foot tented pavilion housing sponsor exhibits and performance areas. The centerpiece of the experience was Future Flight, a virtual-reality ride created in tandem with NASA that simulated a trip to Mars while thrilling visitors with a 65-foot drop tower plunge that landed them on the 50-yard line of NRG Stadium.

**EVENT** Super Bowl LIVE fan experience

**ACTIVATION** Houston LIVE

**VENUE** Discovery Green (Houston)

**AUDIENCE** Houston residents, Super Bowl LI visitors

**SERVICES**
- Creative strategy
- Experience design
- Project management
- Pavilion/exhibit design, fabrication and installation
- Graphics theming, design and production
- Technical direction and support
- Audio-visual equipment rental and installation
- Staging and lighting
- Video production
- Logistics management
ASCO 2016 was Merck & Co.'s opportunity to present key data highlighting their recently FDA-approved product, Keytruda, at the premier educational and research trade show for oncology specialists. This promising treatment of melanoma and non-small cell lung cancer (NSCLC) provided Merck an additional opportunity to reinforce their position as a leader in the therapeutic area. Merck Oncology's exhibit and marketing team in partnership with the GES program account team, along with GES trade show and GES ExpoServices, executed a highly successful attendee experience. The educational tools and interactive pipeline data highlighted the current treatment approvals as well as the drug's potential for improved patient outcomes, extending audience visits for more than 2x the average length of time.

Further, the launch of Keytruda coincided with the selection of GES as Merck's partner for management of their overall global exhibit program and the execution of a 5+ year master services agreement through 2020.

EVENT: ASCO 2016
VENUE: McCormick Place (Chicago)
AUDIENCE: Oncology specialists
SERVICES:
- Account management
- Creative strategy
- Exhibit design, fabrication and installation
- Project management
- Construction/rentals
- Graphics design and production
- Staging and electrical management
- Installation and dismantle
- Show services
- Audio-visual technical direction, networking, equipment rental and installation
- Lighting services
- Logistics management
In true champion style, we created an impressive LED-lit, lion-head entrance archway; sponsor themed areas, such as a Lidl-sponsored athlete’s “grocery store” complete with checkout counters for last-minute essentials; a changing room equipped with a built-in running track and much more.

**EVENT** Team GB Kitting Out

**VENUE** The NEC (Birmingham)

**AUDIENCE** 800 sporting professionals

**SERVICES**
- Feature area
- Event consultation
- Audio visual services
- Signage and wayfinding
- Lighting design
- Design studio services
- Graphics

**PROJECT SHOWCASE**

TEAM GB
FARNBOROUGH INTERNATIONAL AIRSHOW

A week-long event that combines a major trade exhibition for the aerospace and defense industries with a public airshow, Farnborough International Airshow is one of the world’s most prestigious and recognizable names, and GES has supported the show for more than 20 years. In addition to providing core services for the event, we provided 19 premium chalets and pavilions for major global brands in the aerospace and defense industries.

VENUE  Farnborough Airport (Farnborough)
AUDIENCE  1,500 exhibitors from 52 countries

SERVICES
- Shell scheme
- Electrical services
- Flooring and furniture
- Graphics production
- Stand fittings
- Custom exhibits
- Chalets and pavilions
MINExpo International® 2016 was focused on making it possible for the mining industry to meet the challenges and capitalize on the opportunities in a rapidly changing world in need of metals, minerals and energy. It is the largest show of its kind in the world, with 800,000 square feet and 12 indoor and outdoor halls, drawing a truly international audience representing all major mining regions of the world.

EVENT MINExpo International®
VENUE Las Vegas Convention Center (Las Vegas)
AUDIENCE 46,000 mining industry professionals

SERVICES
- Official services contractor
- Event accommodations by onPeak
- Graphic production
- Furnishings
- Carpet
- Electrical services
- Installation and dismantle
- Custom exhibit design, build, rental
- Overhead rigging
- Shipping
- Material handling
- General cleaning
- Heavy equipment cleaning
- Painting and detailing
- Pre-assembly of large machinery
- Crane work
International Association of Exhibitions & Events – Expo! Expo!

Expo! Expo!, IAEE’s Annual Meeting & Exhibition is the “show for shows.” Exhibition and events industry professionals attend this premier event to learn about the latest industry trends and network. GES provided official contractor services, as well extensive audio visual services.

**Event:** IAEE Expo! Expo! Annual Meeting & Exhibition  
**Venue:** Anaheim Convention Center (Anaheim)  
**Audience:** 2,300 attendees  
**Services:**  
- Official services contractor  
- Audio visual and content management by ON Services  
- Creative services  
- Graphic production  
- Furnishings  
- Carpet  
- Installation and dismantle  
- Custom exhibit design, build and rental  
- Shipping  
- Material handling
The Western Veterinary Conference (WVC) consists of over five days of veterinary educational programs, world-renowned speakers, cutting edge lectures, compelling symposia and engaging workshops in a premier setting. In addition to official show services, GES provided full AV production, speaker/content management for more than 30 educational sessions and introduced an upgraded electronic experience of the exhibit hall scavenger hunt via the conference app.

**EVENT:** WVC Annual Conference  
**VENUE:** Mandalay Bay (Las Vegas)  
**AUDIENCE:** 15,000 veterinary professionals

**SERVICES**
- Official services contractor  
- Audio visual by On Services, a GES company  
- Speaker and content management by On Services, a GES company  
- Conference app execution by On Services, a GES company  
- Creative services  
- Graphic production  
- Furnishings  
- Carpet  
- Installation and dismantle  
- Custom exhibit design, build and rental  
- Shipping  
- Material handling  
- Warehousing
We delivered a truly breathtaking Champagne Bar to welcome visitors, a show-branded restaurant, VIP lounge, English tea networking room, sales lounge, and the International Jewellery London (IJL) inspiration theater, complete with round-the-clock audio visual services.

**EVENT**: International Jewellery London

**VENUE**: Olympia (London)

**AUDIENCE**: 11,000 buyers from 64 countries

**SERVICES**
- Signage and wayfinding
- Audio visual
- Lighting design
- Event consultation
- Feature area
- Design studio services

**PROJECT SHOWCASE**

INTERNATIONAL JEWELLERY LONDON
CPMA annual conference and trade show is the largest event dedicated to the fresh food industry in Canada. Their 92nd event was the most heavily attended in CPMA’s history with a sold out exhibit floor. GES delivered everything from show services and design to logistics and material handling.

VENUE: Metro Toronto Convention Centre, South Building (Toronto)

AUDIENCE: They welcomed more than 4,000 visitors from across the supply chain and 33 countries.

SERVICES
- Installation and dismantle
- Materials handling
- Graphic design and production
- International customs and logistics
- Show services
- Custom exhibit design
- Flooring and furniture
- In-Booth forklift
SIAL CANADA

SIAL Canada is the leading show in the agri-food industry, with more than 1,000 national and international exhibitors from 50 countries hosting over 15,000 buyers from Canada, the United States and 60 other countries. The world’s leading international food exhibition network, SIAL Group offers a three-day trade show with market intelligence, a unique expertise that identifies the most innovative food markets, and effectively creates business opportunities in a B2B environment.

VENUE: Enercare Centre (Toronto)

AUDIENCE: A national trade show that offers a complete range of food products for the retail, catering and food processing industry.

SERVICES:
- Installation and dismantle
- Material handling
- Graphic design and production
- Show services
- Custom exhibit design
- Flooring and furniture
- In-booth forklift
Over 1,300 of Toronto’s established and emerging trade professionals attended the first North American edition of the highly-successful global innovation and design event, representing the best in architectural design and innovation. This two-day event focused on innovation showcasing the industry’s most exciting new products, materials and applications from 76 exhibitors from across Europe and North America. There were also seminars throughout the show.

**VENUE** Enercare Centre (Toronto)

**AUDIENCE** Attendees were trade professionals from the architecture and design fields in Toronto. Over 1,300 attended.

**SERVICES**
- Installation and dismantle
- Material handling
- Graphic design and production
- International customs and logistics
- Show services
- Custom exhibit design
- Flooring and furniture

**PROJECT SHOWCASE**

**ARCHITECT @WORK CANADA**
HITEC TORONTO

World’s largest hospitality technology show that brings the brightest minds & hottest technology from around the world to one place. This four-day conference and three-day exhibition focuses on the latest trends in hospitality technology, products and services.

VENUE
Metro Toronto Convention Centre, South Building (Toronto)

AUDIENCE
Attendees are primarily technology professionals from hotels, hotel management companies, clubs, resorts and related hospitality properties. Average conference size is over 6,000 people.

SERVICES
- Installation and dismantle
- Material Handling
- Graphic design and production
- International customs and logistics
- Show services
- Custom exhibit design
- Flooring and furniture
The Prospectors & Developers Association of Canada (PDAC) is the leading voice of the mineral exploration and development community. The annual PDAC Convention is regarded as the premier international event for the mineral industry.

VENUE Metro Toronto Convention Centre (Toronto)

AUDIENCE 25,000 mineral exploration professionals from 125 countries

SERVICES
- Furnishings and carpet
- Custom booths
- Exhibit rentals
- Graphics production
- Installation and dismantling labor
- Material handling services
- Transportation and logistics
- Electrical services
THE WORKS BY ACKLANDS-GRAINGER

The Works is Canada’s largest industrial supply trade show. It takes place annually and hosts upwards of 3,500 attendees as a one-stop shop to learn about Acklands-Grainger’s products and services.

VENUE Vancouver Convention Center (Vancouver)

AUDIENCE 3,500 attendees

SERVICES
- Official services contractor
- Furnishings
- Custom design booths
- Graphic design and production
- Carpet and under padding
- Exhibit rentals and accessories
- Custom booth designs
- Environmental displays
- Installation and dismantling labor
- Material handling services and ground transportation
- Customs management
- Advance warehouse

PROJECT SHOWCASE

The Works
For an event of this scale, we built 25 separate facilities, including speaker support and accounting offices, child services, transport ticket desks, six congress areas, a medical journal poster area and a multi-function world village complete with a medical library, networking and hospitality areas.

**EVENT** ERS International Congress

**VENUE** ExCel London (London)

**AUDIENCE** 20,000 medical and scientific experts

**SERVICES**
- Audio visual services
- Event consultation
- Feature areas
- Lighting design
- Signage and wayfinding
- Installation and fabrication
For the world’s largest education show, we constructed five soundproof theater rooms, information offices, three hospitality areas, staging and construction of a 1,000 seat arena centerpiece, event registration and a GES exhibitor support office.

**VENUE**
ExCel London (London)

**AUDIENCE**
34,500 individuals from 138 countries

**SERVICES**
- Feature area
- Signage and wayfinding
- Audio visual services
- Event consultation

- Lighting design
- Design studio services
- Installation and fabrication
CPhI Worldwide, together with co-located events, hosts more than 36,000 visiting professionals over three days. With more than 2,500 exhibitors from 150+ countries, every sector of the pharmaceutical market is represented under one roof for engaging networking and educational seminars.

**EVENT** CPhI Worldwide

**VENUE** Fira de Barcelona, Gran Via (Barcelona)

**AUDIENCE** 36,000 pharmaceutical professionals

**SERVICES & TECHNOLOGY**

- Registration
- On-site badging & welcome experience
- Seminar scanning
- Lead retrieval — 2,500+ apps deployed
- Event intelligence
Leveraging the use of innovative technology, rock-solid industry relationships and unmatched customer service, HAI and onPeak partnered together to provide event participants with a one-of-a-kind hotel experience.

VENUE: Kay Bailey Hutchison Convention Center (Dallas)

AUDIENCE: Over 17,000 attendees

SERVICES & TECHNOLOGY:
- Event accommodations with onPeak
- Hotel sourcing & contracting
- Room block management
- Rate integrity tracking
- Exhibitor, group and VIP services
- Marketing and design services
- Group booking automation and bell curve booking options
- Automated staff tools
- Advanced, real-time reporting
- On-site services
- Post-show analysis and reporting
GES is your face-to-face marketing partner.

We have partnered with clients all over the world to create unforgettable events and experiences, offering the most comprehensive breadth of live event services and technology.

With unrivaled knowledge, powerful technology and reliable execution, GES puts strategic thinking, creativity and proven experience to work for you. We work as an extension of your own team to create experiences that excite and engage attendees while elevating your business and your brand.

Tap into GES’ full suite of pre-event, on-site and post-event services — ranging from creative design and strategy to logistics and production, audio visual and engagement to measurement tools. Our capabilities include:

- Events
- Exhibitions
- Exhibits
- Audio visual services
- Event accommodations
- Measurement, registration and data services

With more than 90 years of experience in the live events industry, we have the expertise to help you deliver results.
For more information about what GES offers, visit our website or contact us directly at:
800.475.2098
ges.com
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