

EXHIBITIONS. EXHIBITS. EVENTS.





**EPIC.
EXTRAORDINARY.
ENGAGING.**



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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.



SERVICES

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

PROJECT SHOWCASE

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





PROJECT SHOWCASE

DELL WORLD

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)

AUDIENCE CIOs, C-level
Managers, Industry Leaders

SERVICES

- Concept and design
- Floor plan design
- Structural design
- Installation and dismantle
- Graphics
- International logistics
- Show services

PROJECT SHOWCASE

HALLIBURTON

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





SERVICES

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

PROJECT SHOWCASE

NATIONAL GEOGRAPHIC

In partnership with National Geographic, GES designed and fabricated this ground breaking 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 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





PROJECT SHOWCASE

BREWSTER TRAVEL CANADA

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

VENUES 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

PROJECT SHOWCASE

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





PROJECT SHOWCASE

THE TAUBMAN COMPANY

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

PROJECT SHOWCASE

BELL HELICOPTER

"FCX-001: VISION OF THE FUTURE OF ROTORCRAFT"

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





PROJECT SHOWCASE

HOUSTON LIVE FEATURING FUTURE FLIGHT

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

VENUES 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

PROJECT SHOWCASE

MERCK & CO. “ASCO 2016”

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 | ▪ Construction/rentals | ▪ Audio-visual technical direction, networking, equipment rental and installation |
| ▪ Creative strategy | ▪ Graphics design and production | ▪ Lighting services |
| ▪ Exhibit design, fabrication and installation | ▪ Staging and electrical management | ▪ Logistics management |
| ▪ Project management | ▪ Installation and dismantle | |
| | ▪ Show services | |





PROJECT SHOWCASE

TEAM GB

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

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 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





PROJECT SHOWCASE

NATIONAL MINING ASSOCIATION

"MINEXPO INTERNATIONAL"

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®

VENUES 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

PROJECT SHOWCASE

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 contracting 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





PROJECT SHOWCASE

SNOWSPORTS INDUSTRIES AMERICA

"SIA SNOW SHOW"

For more than six decades, the SIA Snow Show has been bringing the entire snow sports market together in one place, making it the most important trade event for the entire industry. Showcasing the latest trends, innovations, product lines and styles, the SIA Snow Show represents the only global event where 1,000 brands are presented in an authentic environment both on and off the snow... all powered by the passion and culture of snow sports.

EVENT SIA Snow Show

VENUES Colorado Convention Center (Denver)

AUDIENCE 18,000 snow lovers

SERVICES

- Official services contractor
- Event accommodations by onPeak
- Audio visual by ON Services
- Registration
- Creative services
- Graphics production
- Furnishings
- Carpet
- Installation and dismantle
- Custom exhibit design, build and rental
- Shipping
- Material handling
- Warehousing

PROJECT SHOWCASE

INTERNATIONAL JEWELLERY LONDON

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 show-branded countries

SERVICES

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





PROJECT SHOWCASE

PROSPECTORS & DEVELOPERS ASSOCIATION OF CANADA

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.

VENUES 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

PROJECT SHOWCASE

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



PROJECT SHOWCASE

BETT

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.

EVENT Bett

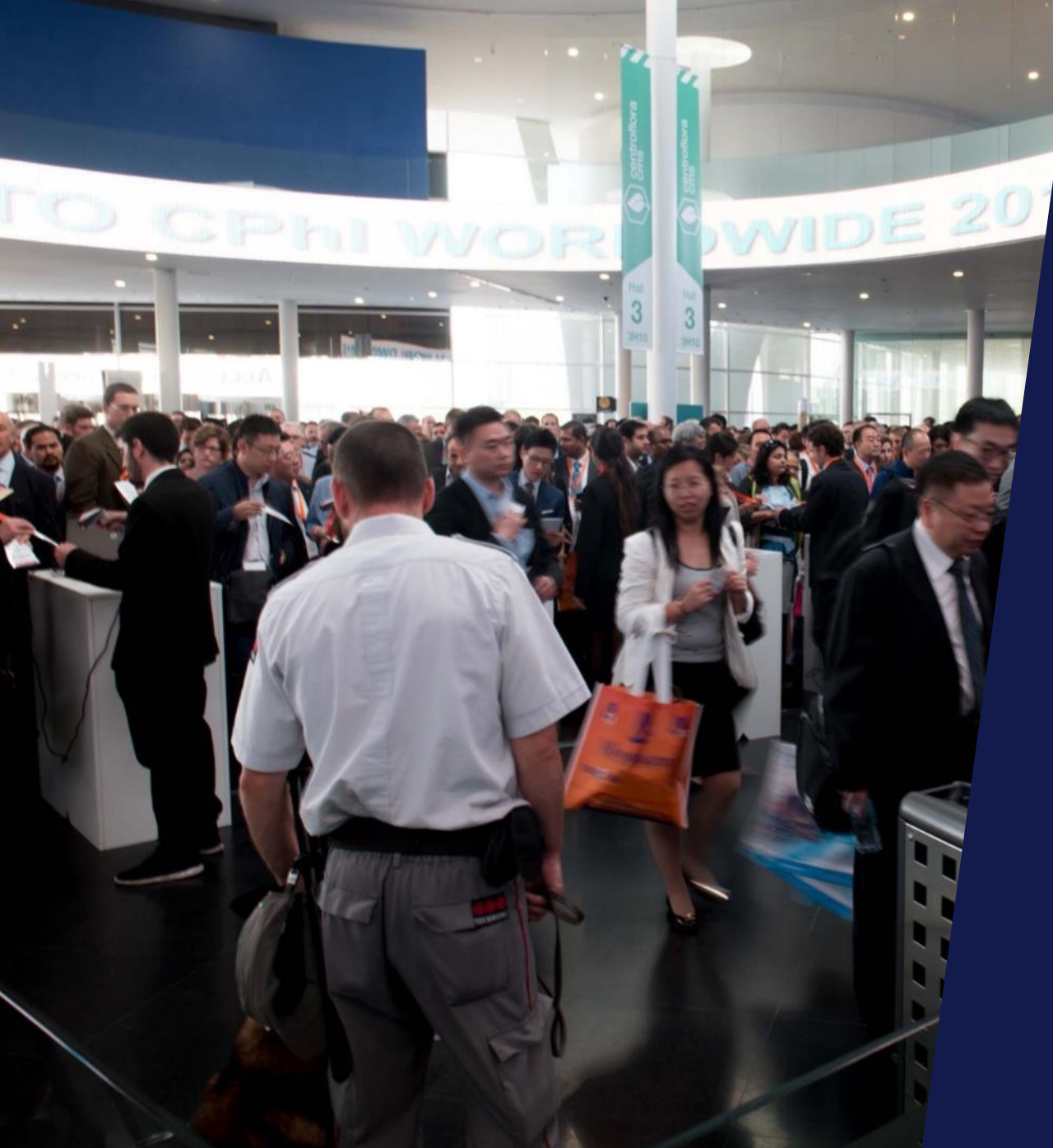
VENUE ExCel London (London)

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





PROJECT SHOWCASE

UBM EMEA CPHI WORLDWIDE

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

VENUES Fira de Barcelona, Gran Via (Barcelona)

AUDIENCE 36,000 pharmaceutical professionals

SERVICES

- Registration
- On-site badging & welcome experience
- Seminar scanning
- Lead retrieval — 2,500+ apps deployed
- Event intelligence

PROJECT SHOWCASE

HAI HELI-EXPO

Simple. Savvy. Event Accommodations.

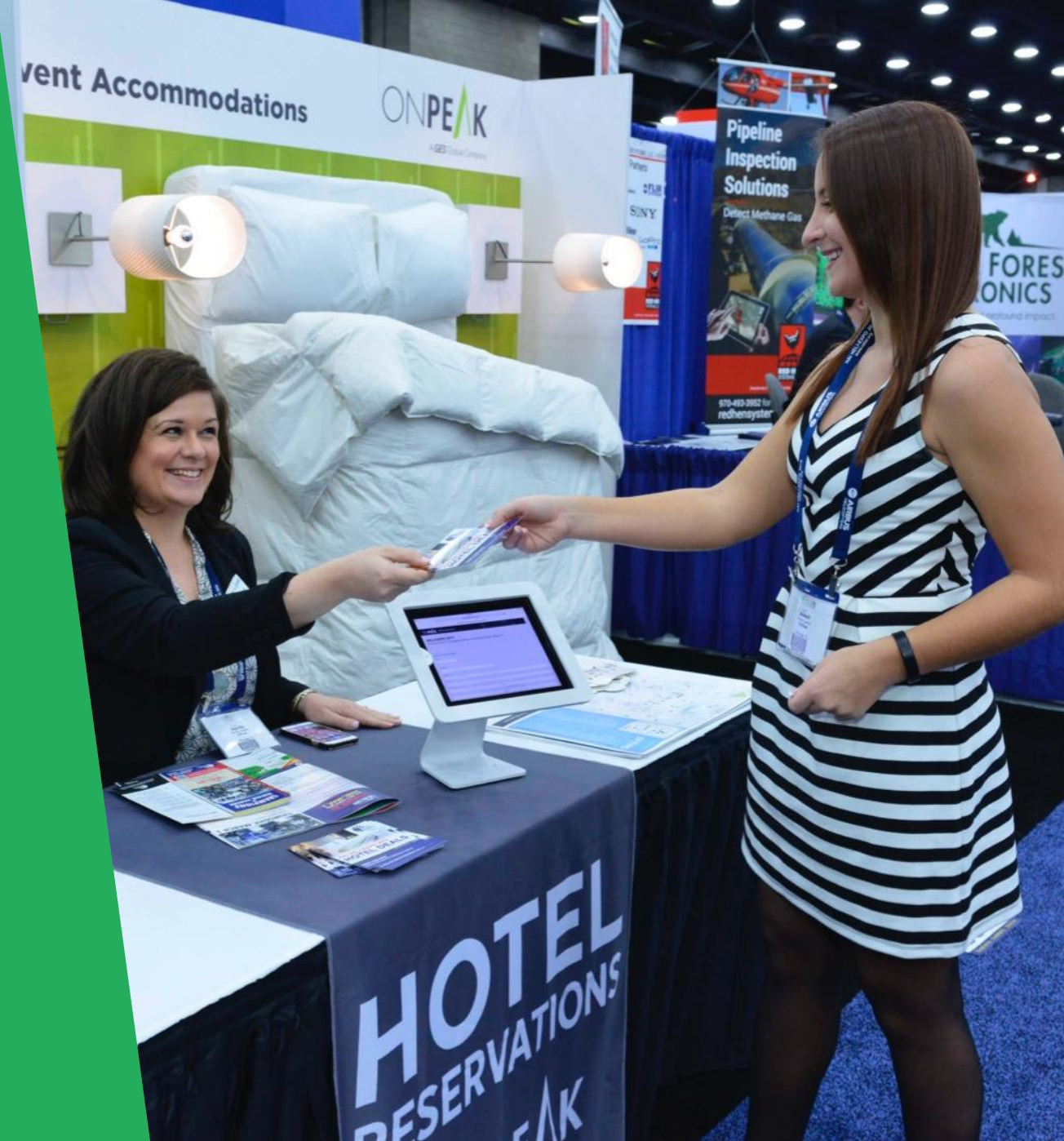
Leveraging the use of innovative technology, rock-solid industry relationships and unmatched customer service, HAI and onPeak partnered together to provide event participants with a one-of-a-kind hotel experience.

VENUE Kay Bailey Hutchison Convention Center (Dallas)

AUDIENCE Over 17,000 attendees

SERVICES

- 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





OVERVIEW

GES

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.



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