

# ExhibitCity

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## NEWS

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## Two exhibits, one brand message

### IGE creates exhibits for Intervet and Schering-Plough at IPVS in South Africa

**DURBAN, South Africa** – As a major sponsor of the International Pig Veterinary Society's (IPVS) 20th World Congress in Durban, South Africa, Schering-Plough received one of just nine exhibit spaces, as did its recently acquired company, Intervet.

Located across the aisle from each other, Schering-Plough and Intervet wanted to showcase the union of the two companies and demonstrate their products to the thousands of guests visiting the exhibits each day.

For several years, Schering-Plough has relied on Inter-Global Exhibitions (IGE, [www.igegroup.com](http://www.igegroup.com)) for its international exhibits. For IPVS in Durban, Schering-Plough needed a partner with experience in South Africa and again turned to IGE. Representatives of both Schering-Plough and Intervet were impressed with IGE's exhibit design and cited "IGE's seamless ability to build locally [in South Africa]," thereby eliminating the tedious and complicated issues of shipping internationally, including customs, costs and possible

untimely arrival of properties.

At most international shows, the exhibit property is built onsite. However, with IPVS's short, two-day move-in, IGE's team in Johannesburg built many of the exhibit properties in advance, then built the remainder onsite in Durban. Building in-country thus eliminated the need to cross borders.

"The Durban Convention Center is small in comparison to others in the country and the city doesn't always have the largest labor pool readily available," said Maggie Swiekatun of IGE. "That makes it difficult to meet set up deadlines and maintain quality. Having a strong, reliable local team building and installing the booth enables us to create a quality exhibit in the tight time constraint of the show."

The two 8x12-meter exhibits were connected across the aisle by a 40-foot-long by 15-foot-wide, rectangular overhead banner displaying the combined brand message.

IGE designed the exhibits with the region's natural resources in mind. The



flooring was made from a local wood grain, built and stained onsite. Subtle elements were added, including zebra-print stripes and animal-print scarves worn by the hostesses. While in separate spaces, the cohesive design and united messaging of the two displays tied the exhibits together, announcing their union.

#### **About Inter-Global Exhibitions:**

Inter-Global Exhibitions (IGE), an

international exhibit house based in Englewood, Colo., has been providing companies with complete exhibit solutions since 1994. IGE designs have a distinctive, international style and flair; and the company offers one true global solution for effectively navigating international challenges in North and South America, Europe, Asia, Africa and Australia. IGE clients include Procter & Gamble, Nokia, Fujitsu, Bayer, EADS and Lockheed Martin. ■

