

# An EMS triple hit at Broadband World Forum



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October 17, 2012, 6:57 am -- [/EPR NETWORK/](#) -- Justin Isles (Client Services Director at Event Marketing Solutions) shares his latest client news from the technology sector.

In a couple of weeks' time, three of our technology clients will take their [display trailers](#) on the road to exhibit at the world's largest broadband conference and exhibition, Broadband World Forum.

Taking place at the RAI Exhibition Centre in Amsterdam, the event promises to showcase the best in strategy, technology and innovation, attracting in excess of 7,500 participants with 300 visionary speakers and panellists, and more than 200 exhibitors.

It is a must-attend event for those at the forefront of revolutionary broadband technologies, applications, solutions and services, but we have found that an increasing number of companies from this sector are blending their trade show programmes with VIP customer events.

Over the last few years our mobile trailers have been working hard for [technology companies](#), providing a cost and time-effective platform to demonstrate their products and services as well as meet and greet current and future international clients.

Being mobile has proved particularly effective for this sector, as it often involves heavy, cumbersome equipment. Without a live, hands-on demonstration, the technology too can be relatively complex and difficult to get to grips with.

By transforming an [exhibition truck](#) into a branded, high-tech showroom, technology companies have been able to create a versatile

and flexible roadshow schedule, taking in major trade shows, as well as delivering bespoke one-to-one sessions to customers – right on their doorsteps.

Businesses are benefiting a great deal from this approach, as it proves to generate greater return on investment and keeps the event calendar going well beyond the trade show schedule. It also provides the opportunity to target and explore new territories, beyond those found on the major exhibition circuit.

We have spent many years designing and delivering sophisticated roadshow exhibitions and campaigns across multiple territories on behalf of our clients. We have used our knowledge to design and fit out high-tech exhibition trailers with bespoke storage and transportation for valuable technology, and provided multilingual branding wraps.

It all comes together for us when we see three of our clients taking centre stage at one of the world's most prestigious technology shows. Each has a unique offering, but all of them have used 'mobile' event marketing solutions to deliver their message in the most effective and impactful way. It's fantastic to be a part of that and we look forward to a successful three days.

To find out more about the Broadband World Forum visit <http://www.broadbandworldforum.com/>

Or to see how EMS helps technology brands to connect with new audiences and demonstrate products through the use of bespoke mobile exhibition trailers watch <http://youtu.be/zLhJ1xpGDMQ>

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