

**YOU DREAM.**  
**WE DESIGN.**  
**WE BUILD.**

EXPERIENTIAL. EXHIBITION. RETAIL. ORGANISER SERVICES. OUTDOOR.



# THIS IS B2.

WE DESIGN AND PRODUCE EXCEPTIONAL LIVE EVENTS, DELIVERED ACROSS A RANGE OF SECTORS, ON A GLOBAL LEVEL. OUR TEAM OF EXPERIENCED DESIGNERS, PROJECT MANAGERS AND TECHNICIANS BREATHE LIFE INTO EVERY EVENT, ADDING AN EXTRA LEVEL OF MAGIC TO PRODUCT LAUNCHES, EXHIBITION STANDS, BRAND ACTIVATIONS, POP-UP RETAIL ENVIRONMENTS, CONFERENCES AND OUTDOOR EVENTS.

WE AIM TO TAKE YOUR IDEAS, CREATE SHOW STOPPING DESIGN CONCEPTS, AND DELIVER FLAWLESS EVENTS THAT INSPIRE AUDIENCES, ATTRACT ATTENTION AND INCREASE BRAND AWARENESS.

PEOPLE LIKE WORKING WITH US – AS A GROUP WE HAVE A BROAD WEALTH OF KNOWLEDGE BUILT OVER MANY YEARS WITHIN THE INDUSTRY. WE ARE A SMALL AND DEDICATED TEAM WHO WILL RUN THROUGH BRICK WALLS, SOLVE PROBLEMS, GET THE COFFEES IN AND MAKE YOU LAUGH. OUR PHONES ARE ALWAYS ON AND OUR ADVICE FREE.

# EXPERIENTIAL.

OUR TEAM ARE USUALLY FOUND CREATING INSPIRATIONAL BUILDS WITHIN CITY CENTRES, AT RAILWAY STATIONS, IN SHOPPING CENTRES AND AIRPORTS, WHERE WE ARE HELPING EXPERIENTIAL AGENCIES TAKE THE BIGGEST AND BEST CONSUMER BRANDS DIRECTLY TO THE PUBLIC.

WE UNDERSTAND THE COMPLEXITIES, THE RULES AND REGULATIONS INVOLVED IN WORKING WITH THE PUBLIC, IN PUBLIC AREAS AND ARE APPROVED CONTRACTORS AT MANY MAJOR UK VENUES.

WE OFFER OUR CLIENTS A FULL SUPPORT PACKAGE – ASSISTING WITH CREATIVE FOR PITCHES, PREPARATION OF FINAL VISUALS AND PRODUCTION OF WORKING DRAWINGS AND H&S SUBMISSIONS.

WE'VE RECENTLY DELIVERED AWARD WINNING IN-STORE DISPLAYS, POP UP SHOPS, SCULPTURAL INSTALLATIONS, SAMPLING CAMPAIGNS AND A TOURING CHRISTMAS EXTRAVAGANZA.



BACARDI

BACARDI LIVE BILLBOARD

SOUTH BANK, LONDON

WHAT'S YOUR FLAVOUR?

GRAB A  
**RASPBERRY**  
FROZEN COCKTAIL



GRAB A  
**COCONUT**  
FROZEN COCKTAIL





MKTG / LACOSTE

HERITAGE LAUNCH EVENT

WESTFIELD, LONDON





MKTG / FACEBOOK

WORLD CUP LAUNCH

COVENT GARDEN, LONDON





SHELTER / M&S

CHRISTMAS FOOD LAUNCH

WATERLOO STATION, LONDON





MKTG / ARMANI EXCHANGE

STORE LAUNCH

WESTFIELD, LONDON





MKTG / PACO RABANNE

CHRISTMAS TOUR

VARIOUS UK LOCATIONS



# EXHIBITIONS.

WHETHER YOU ARE PLANNING A 30M<sup>2</sup> OR 300M<sup>2</sup> STAND, OUR ETHOS AND DESIGN PROCESS IS THE SAME. USING A BESPOKE DESIGN BRIEF TEMPLATE, WE LEARN EVERYTHING POSSIBLE ABOUT OUR CLIENT'S PRODUCT OR SERVICE, GOALS AND REASON FOR EXHIBITING.

WE THEN RESEARCH THE EVENT, TRYING TO UNDERSTAND VISITOR PROFILES AND ASSESSING WHERE OUR CLIENT'S COMPETITORS ARE POSITIONING THEMSELVES. THIS RESEARCH GIVES US THE INSIGHT WE NEED TO ENSURE WE ARE HELPING OUR CLIENT PITCH THEMSELVES PERFECTLY WITHIN THE EVENT.

OUR IN HOUSE DESIGN TEAM HAVE VARIED EXPERIENCE AND BACKGROUNDS, WITH DIFFERING SKILL SETS. THIS ALLOWS US TO HAND-PICK THE RIGHT DESIGNER FOR EACH PROJECT, AND ENSURES THAT WE MEET THE BRIEF PERFECTLY, TIME AFTER TIME.

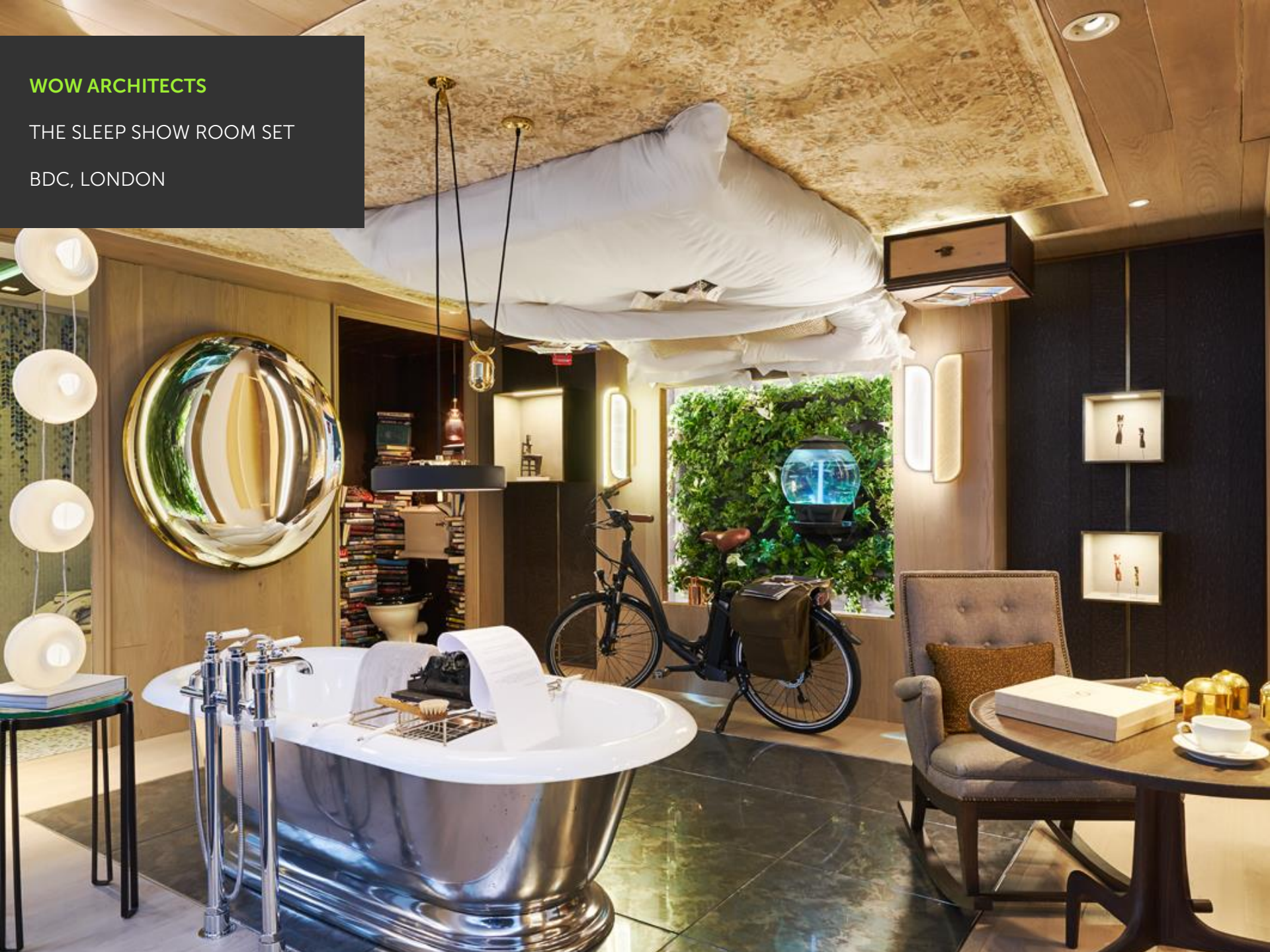
WE HAVE A FULLY EQUIPPED JOINERY WORKSHOP, AND LARGE STOCKS OF SUSTAINABLE BUILD SYSTEMS.



WOW ARCHITECTS

THE SLEEP SHOW ROOM SET

BDC, LONDON





XYZ REALITY

DIGITAL CONSTRUCTION WEEK

EXCEL, LONDON





ORIGINAL BTC

100% DESIGN

OLYMPIA, LONDON





MKTG / GANAPATI

ICE TOTALLY GAMING

EXCEL, LONDON





ALLPLAN

DIGITAL CONSTRUCTION

EXCEL, LONDON



# RETAIL.

B2 WORK WITH A NUMBER OF CLIENTS ON THE DESIGN AND DELIVERY OF TEMPORARY RETAIL ENVIRONMENTS AND PROMOTIONAL RETAIL INSTALLATIONS.

LEAVING FULL, PERMANENT RETAIL FIT-OUTS TO THE EXPERTS, OUR EVENT AND EXHIBITION PEDIGREE AND SKILLS ARE PERFECTLY SUITED TO THE DELIVERY OF POP-UP STORES AND RETAIL ACTIVATIONS.

WITH MANY BRANDS NOW CHOOSING TO TEST THE WATERS IN A SHOPPING VENUE, RATHER THAN JUMPING INTO A FULL FIT-OUT, B2 CAN PROVIDE A FULL SURVEY, DESIGN CONCEPTS THROUGH TO FINAL VISUALS AND DRAWINGS AND THEN THE ENTIRE INSTALLATION SERVICE.

IN ADDITION, WE HAVE ALSO BEEN CONTRACTED TO STRIP OUT STORES AT THE END OF TENANCY AND RETURN THEM TO 'WHITE BOX' STATUS.

B2 ARE A REGISTERED CONTRACTOR WITH WESTFIELD AND INTU.



CKREATIVE / DON PAPA RUM

DUTY FREE DISPLAY

LUTON AIPORT







MKTG / CADBURY'S

HEROES PICK & MIX ACTIVATION

LAKE SIDE / MEADOWHALL



## RESOLUTION / VIRGIN HOLIDAYS

VIRGIN VOYAGES POP UP STORE

MEADOWHALL, SHEFFIELD





REEBOK

UFC POP-UP INSTALLATION

SPORTS DIRECT, LONDON





**RESOLUTION / TOPSHOP**

NEW STORE LAUNCH EVENT

TRAFFORD CENTRE, MANCHESTER



# ORGANISER SERVICES.

AS AN EXHIBITION AND EVENT ORGANISER, THERE ARE MANY GREAT REASONS TO CONSIDER DITCHING THE USUAL SUPPLIERS AND TAKE A LOOK AT B2.

WE HOLD OVER 3000 METRES OF HIGH QUALITY OCTANORM SHELL SCHEME SYSTEM, A LARGE STOCK OF PLUG AND PLAY LIGHTING AND ELECTRICAL EQUIPMENT AND ENDLESS ACCESSORIES AND DISPLAY SYSTEMS. IN ADDITION TO SHELL SCHEME AND ELECTRICS, OUR ORGANISER SERVICES OFFERING INCLUDES A FULL RANGE OF FLOORCOVERINGS, AN EXTENSIVE EVENT FURNITURE RANGE, GRAPHIC DESIGN AND PRODUCTION AND ACCESS TO THE HIGHEST QUALITY AV EQUIPMENT.

MANY CAN PROVIDE THE ELEMENTS REQUIRED TO DELIVER AN ENTIRE SHOW, BUT THE KEY IS HAVING AN EXPERIENCED, PROFESSIONAL AND PERSONABLE TEAM TO RUN THE EVENT. OUR TEAM ARE THERE AT EVERY STEP, OFFERING THE SKILLS AND SUPPORT TO RUN A TRULY SUCCESSFUL AND STRESS-FREE EVENT.

IN ADDITION TO THE FULL RANGE OF SHOW SERVICES, WE EXCEL WHEN IT COMES TO FEATURE BUILD – WE'VE DELIVERED CATWALKS, MAIN STAGES, BARS, DISCOVERY ZONES AND VIP AREA'S FOR SOME OF THE UK'S LARGEST AND WELL KNOWN EVENTS.



NHS ENGLAND

CARE EXPO MAIN STAGE

MANCHESTER





STELLATUS / NETSUITE

SUITECONNECT

PARK PLAZA, LONDON





NHS ENGLAND

CARE EXPO  
MANCHESTER



**MEDIA TEN**

UK CONSTRUCTION WEEK STAGE

BIRMINGHAM





# OUTDOOR.

YOU FIND THE SITE, AND WE WILL TRANSFORM IT AND DELIVER YOUR VISION.

WITH OVER 25 YEARS JOINT EXPERIENCE IN LARGE OUTDOOR EVENTS, WE ARE CONFIDENT THAT WE CAN BREATHE LIFE INTO OUTDOOR PROJECTS OF ANY SIZE

UTILISING OUR IN HOUSE EXPERTISE AND STRATEGIC PARTNERSHIPS WE WILL DESIGN AND DELIVER THE EVENT, INCLUDING MANAGEMENT OF SECURITY, LOCAL AUTHORITY AND HIGHWAY CONSULTATIONS, SAG MEETINGS, POWER AND FULL INFRASTRUCTURE SERVICES.

OUR OUTDOOR EVENTS TEAM HAVE RECENTLY DELIVERED HIGH PROFILE PROJECTS SUCH AS THE RAF100 TOUR, THE FAN VILLAGE AT THE BRITISH GRAND PRIX, TOURS WITH SIR TOM JONES, PALOMA FAITH AND LITTLE MIX AND BEEN HEAVILY INVOLVED IN THE LONDON 2012 OLYMPICS, PAN AMERICAN GAMES IN CANADA AND THE CORONATION FESTIVAL AT BUCKINGHAM PALACE.

## FORMULA ONE

BRITISH GP FAN VILLAGE

SILVERSTONE





BRAY LEINO / ROYAL AIR FORCE

RAF100 TOUR

VARIOUS UK LOCATIONS





# THE CURE FOR THE HOUSING EMERGENCY

Directions: build  
150,000 new social  
homes every year



Help them  
find a home –  
ask your MP  
to demand  
more social  
housing

Shelter

## SHELTER

GIANT PILL BOTTLE ACTIVATION

VARIOUS UK LOCATIONS