

# Exhibitions & events

Making events work harder

Maximising your presence  
on and off the stand

Project  
Neon



Photographer: Carina Johansen

# What you'll find here

Exhibitions are moments of visibility, influence, and connection. For brands competing in crowded, high-stakes industries, they're opportunities that demand clarity, preparation, and presence.

With fast-moving timelines, global logistics, and audiences expecting more than a stand and a smile, successful exhibitions require more than creativity alone - they need structure, insight, and a steady hand from start to finish.

This credentials document is designed to give you a clear view of how we support that journey. From our Event-360 approach to our global network and proven track record, it outlines how we help brands create exhibitions that cut through, communicate with purpose, and leave a lasting impression long after the lights go down.



3.

Who we are

4.

Our services

5.

Our approach:  
Event 360

7.

How we deliver

8.

Our work

16.

Why us?

# Who we are

We're a Stavanger-based marketing and communications agency with an international outlook and a passion for helping clients stand out.

From strategy to storytelling, we bring structure, creativity, and calm to the chaos of events. Our team blends insight, design, and execution to turn exhibitions into high-impact brand experiences.

For almost a decade we've been supporting clients across the energy, maritime, and technology sectors with events around the world. That experience means we understand the industry and exactly what goes into a successful exhibition.

We plan early to unlock creative freedom, stronger messaging, smarter budgets and a smoother event journey. That foresight gives you more control and far less stress. And when timelines tighten, our experience lets us move fast, delivering high-quality solutions in timeframes that would scare many.

As an extension of your team, we make the most of every moment your brand is in the spotlight, ensuring it's seen, understood and remembered, whether your ambition is local or global.

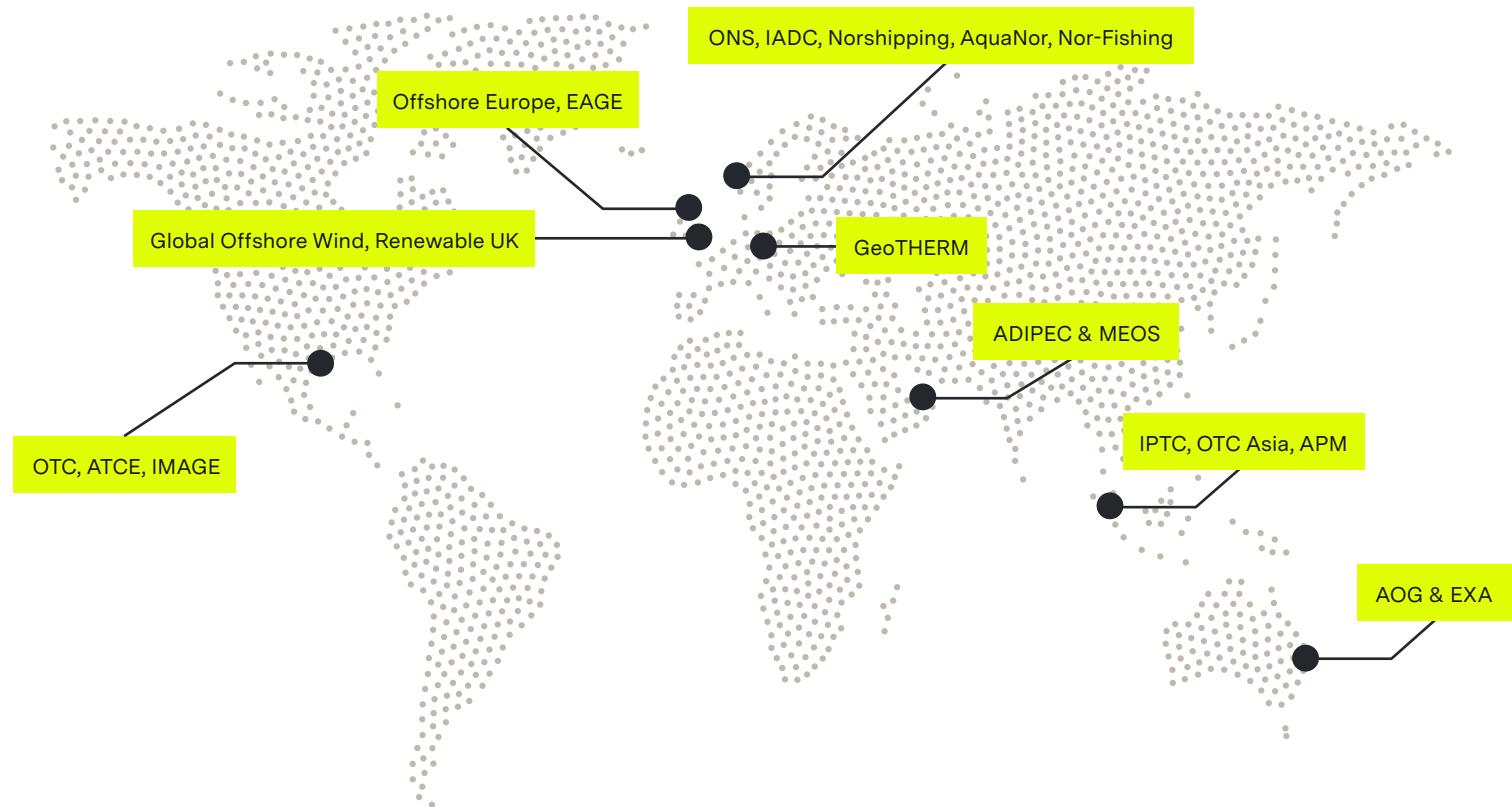


# Our services

Our services include:

- Event strategy, planning & project management
- Exhibition stand design (custom and shell schemes)
- Procurement & logistics
- Exhibitor coordination & briefing
- Event communication (before, during & after events)
- Campaign development and support
- Video production & on-site photography
- Event focused and live social media
- Press and media support
- Post-event analysis

We've supported clients at some of the world's most influential energy and technology exhibitions, including:



# Our approach

Events are an investment in visibility, connection, and credibility. To maximise your return, we take a holistic view that extends beyond the booth.

We call this Event 360.

A complete approach that covers every aspect of your exhibition journey.

## Goals, budget & planning

- Define goals
- Define budget
- Establish costs
- Control costs
- Event checklist
- Stand rota

## Infrastructure

- Stand design & layout
- Exhibitor forms
- Logistics
- Stand build
  - Custom or shell scheme solutions.
- Models
- Catering

## Event 360

## Engagement & follow up

- Sales material – Brochures, product sheets, presentations etc.
- Business cards
- Giveaways
- Screen content
- Lead capturing
- Visitor engagement techniques
- Follow up communication

## Communication

- Website updates
- Email signatures
- Press releases
- Direct mail
- Media interviews

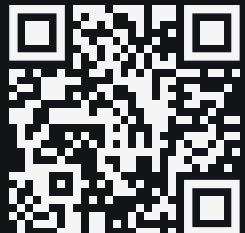
# Our approach

To support and streamline organisation, we've developed the:

## Project Neon Exhibition Checklist

It includes every aspect of the event lifecycle and provides a clear discussion framework to ensure alignment, accountability, and peace of mind that all bases are covered.

Access your copy here



Project Neon Exhibition Checklist		
Strategy		
Activity	Responsible	Status
Establish exhibition objectives		
Agree on theme or key message		
Agree budget		
Book stand		
Agree on attendees		
Stand Design & Build		
Activity	Responsible	Status
Confirm size and what's included in space cost		
Access and review exhibition manual		
Complete necessary forms - note deadlines / early bird deadlines		
Agree on stand requirements (i.e. meeting area, screen		
Agree on visitor engagement method (e.g. prizes, hashtags, game), anything needed?		
Source stand contractor (if required)		
Identify demo model & other requirements impacting design		
Identify screen hardware & software requirements		
Design stand		
Approve stand design		
Finalise stand with builder		
Register for stand build access		
Book catering (if required)		
Identify screen content		
Produce new screen content (if required)		
Purchase anything related to visitor engagement method, if needed		
Identify collateral		
Produce new collateral (if required)		
Order giveaways		
Order t-shirts / shirts / name badges for stand personnel		
Print collateral (if required)		
Arrange alignment of demo models		
Arrange alignment of printed collateral / giveaways		
Agree on sales lead capturing method		
Attendee Management		
Activity	Responsible	Status
Identify attendees		
Arrange accommodation & travel		
Check visa / medical requirements		
Register attendees / vendor		
Create stand role (if applicable)		
Check customer entertainment requirements / book		
Create exhibition briefing for staff		
Arrange attendee briefing		
Communications & Marketing		
Activity	Responsible	Status
Add exhibition to company website		
Review sponsorship / advertising opportunities		
Identify editorial / PR opportunities		
Produce & supply assets / sponsorship materials		
Produce stand route distribution list		
Create stand invite		
Issue stand invite		
Produce ed. brief / PR		
Arrange any onsite media activation		
Send internal / company communications / event		
Ensure press room receives media pack / PR		
Create social media update		
On-Site Setup		
Activity	Responsible	Status
Check stand against day 1		
Ensure demographics are working		
Ensure screens / presentations are running		
Produce giveaway bags (if required)		
Distribute collateral		
On-Site Follow-up		
Activity	Responsible	Status
Follow up on sales leads		
Produce exhibition stand report / lessons learned		
Produce internal communications share roundup		
Social media round-up of the show		
Identify whether PR or news needs to be released		
Ensure photo's released to media		

# How we deliver

## Event briefing

A discovery session to understand your goals, key messages, and stand requirements.

## Design & procurement

From banner walls to full custom builds, we design and deliver stands that attract attention and reflect your brand identity:

We partner with leading stand builders worldwide, selecting the best fit for each project. Our flexible, non-exclusive network lets us match the right expertise, budget, and logistics for every client, anywhere in the world.



## Planning & infrastructure support

We handle logistics, exhibitor portal forms, and supplier coordination – keeping you informed every step.



## Sales materials

We create all supporting content - brochures, videos, presentations, and email templates – ensuring consistency across every touchpoint.



## End-to end communication

We keep your audience engaged with tailored LinkedIn content, pre-event teasers or email invitations, and post-event storytelling. We can also engage with industry media and strategic press activity.

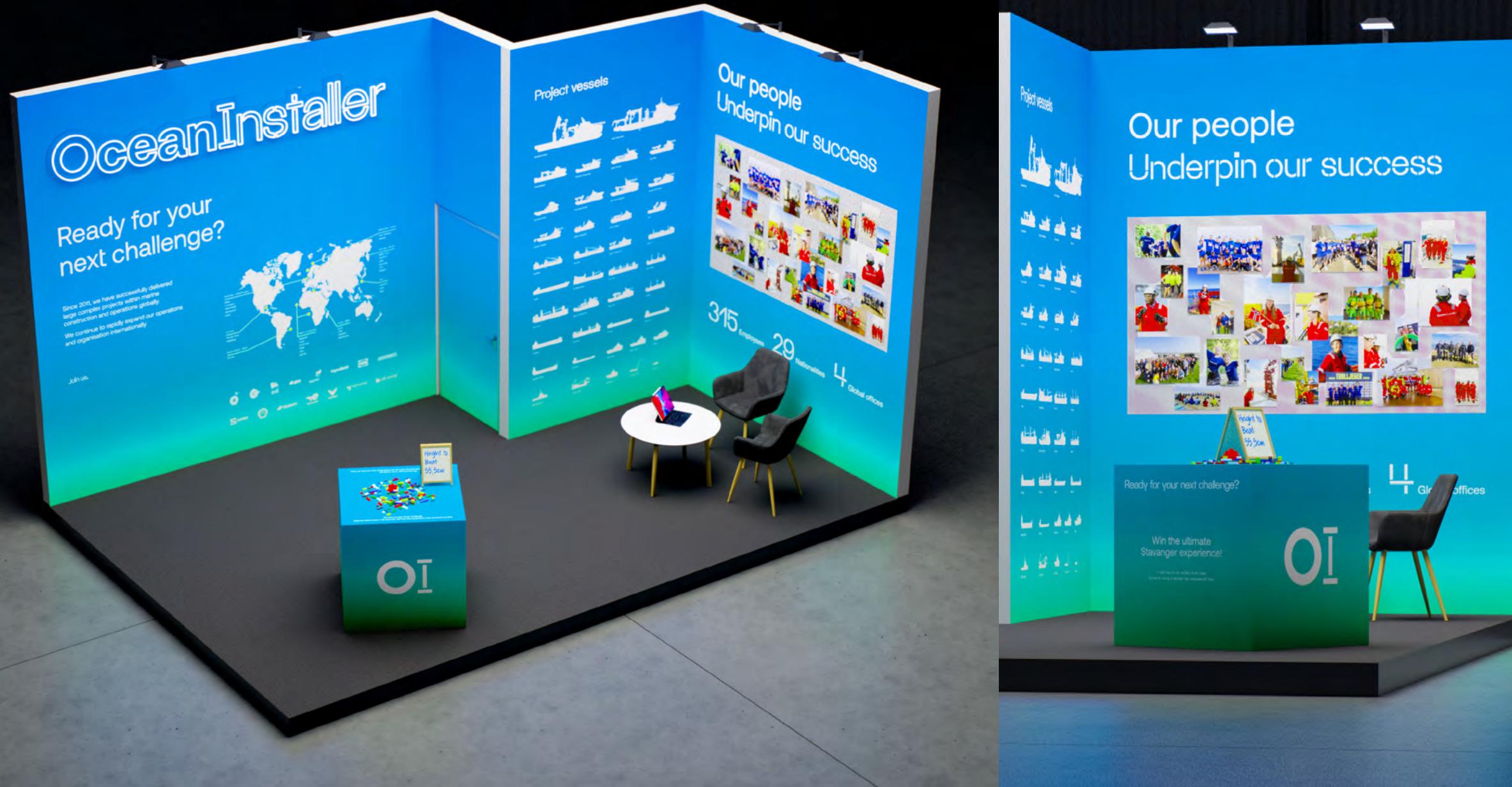


# Our work

Client: Ocean Installer  
Event: ONS 2024  
Stand: Custom build  
Goal: Focus on recruitment and showcase OI to potential recruits.

[View case study](#)





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# Our work

Client: TCO  
Event: ONS 2024  
Stand: Custom build  
Goal: Strengthen brand presence, highlight innovation and showcase glass plug technology.

[View case study](#)





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# Our work

Client:	Global Maritime
Event:	Renewable UK
Stand:	Custom build
Goal:	A simple, modern design which showcases Global Maritime's wind expertise.



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# Our work

Client: FourPhase  
Event: ONS 2022 & 2024  
Stand: Custom build  
Goal: A stand which strongly reinforced their visual identity after the launch of the new brand.

Watch video



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# Shell scheme projects



We've also supported numerous clients with professional, cost-effective shell schemes:

## Proven expertise

- Almost a decade of exhibition delivery across the globe, with specialist experience in energy, maritime, and technology.

## Holistic approach

- Our Event-360 framework ensures every aspect, from planning to post-show content, is considered and optimised.

## Personal delivery

- We're engaged, proactive and vibrant! Our positive energy and open communication make collaboration effective and (hopefully!) genuinely enjoyable.

## Creative intelligence, structured execution

- Our Event-360 framework ensures every aspect, from planning to post-show content, is considered and optimised.

## Partnership that delivers

- We act as an extension of your team, managing logistics and communication so you can focus on making connections that count.

## Global capability

- We collaborate with world-class stand builders worldwide, matching the right expertise to every project, wherever it takes place.

# Events delivered for:



**Archer**



Interwell

**izomax**



**neodrill**

**reelwell**

**ROBOXI**

SHARP REFLECTIONS  
DISCOVER MORE

**Shipshave**

**techouse**



We're proud to partner with some of the most respected names in the industry – relationships built on trust, results, and long-term collaboration.

“Project Neon made our ONS presence unforgettable. From concept to execution, they nailed every detail.”

Elisabeth Balchen Gundersen  
Business Development Manager, TCO

“Project Neon don't just take a brief – they actively contribute. Their honest feedback and proactive ideas have helped us elevate our exhibition presence in 2025, and we're excited to take it even further together in 2026.”

Josie Lancashire  
Head of Tendering and Marketing, Global Maritime

# Thank you

Let's make your next exhibition unforgettable

Get in touch:  
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Photographer: Carina Johansen