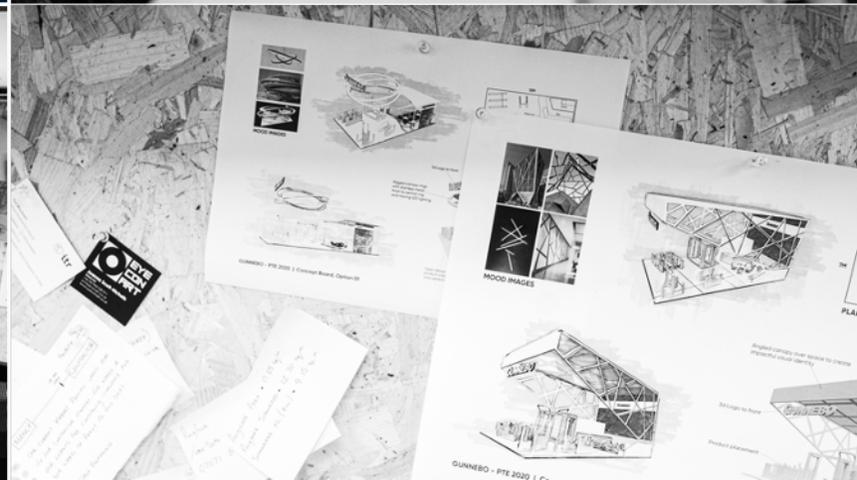




B/S/H/

RFP RESPONSE
KBB, NEC Birmingham
6-9 March 2022

06 OCTOBER 2021
v.1



Thank You

for inviting Priority to tender for your exhibition booth at KBB 2022.

The following slides illustrate our creative thought process, as well as a clear and logical interpretation of your brief. We have factored in that you will have plenty of feedback and want to make some changes to the concept should Priority be awarded the tender. A timeline at the end of the presentation highlights a selection of key milestones to ensure the smooth delivery of your project.

We hope that our designs excite you, fulfil all your requirements, and ultimately provide you with an experience that continues to see BSH as the leaders and pioneers within The Home Appliance Industry.

Team Priority

ABOUT US

Our Priority

We're a bunch of creators, storytellers, and all-around problem solvers that design and build unique brand experiences.

The foundation of our agency is built on putting people first. We get to know your brand, your audience and your intentions before making you something truly memorable.



priority

OUR SERVICES

The Total Experience*

* It's our mantra. Simply put, we guide you from initial concept through to final delivery... Beginning to end.



CREATIVE

- 2D Graphic Design/Artwork
- 3D Design/Visualization
- Technical CAD drawings
- Brand strategy



DIGITAL

- Digital Content Creation
- Immersive Experiential
- ROI Analytics
- AV Management



PRODUCTION

- Inhouse Bespoke & Modular Construction
- Project Management
- Graphic Production



LOGISTICS

- Transportation
- Onsite support
- Refurbishment
- Storage

RELATIONSHIPS

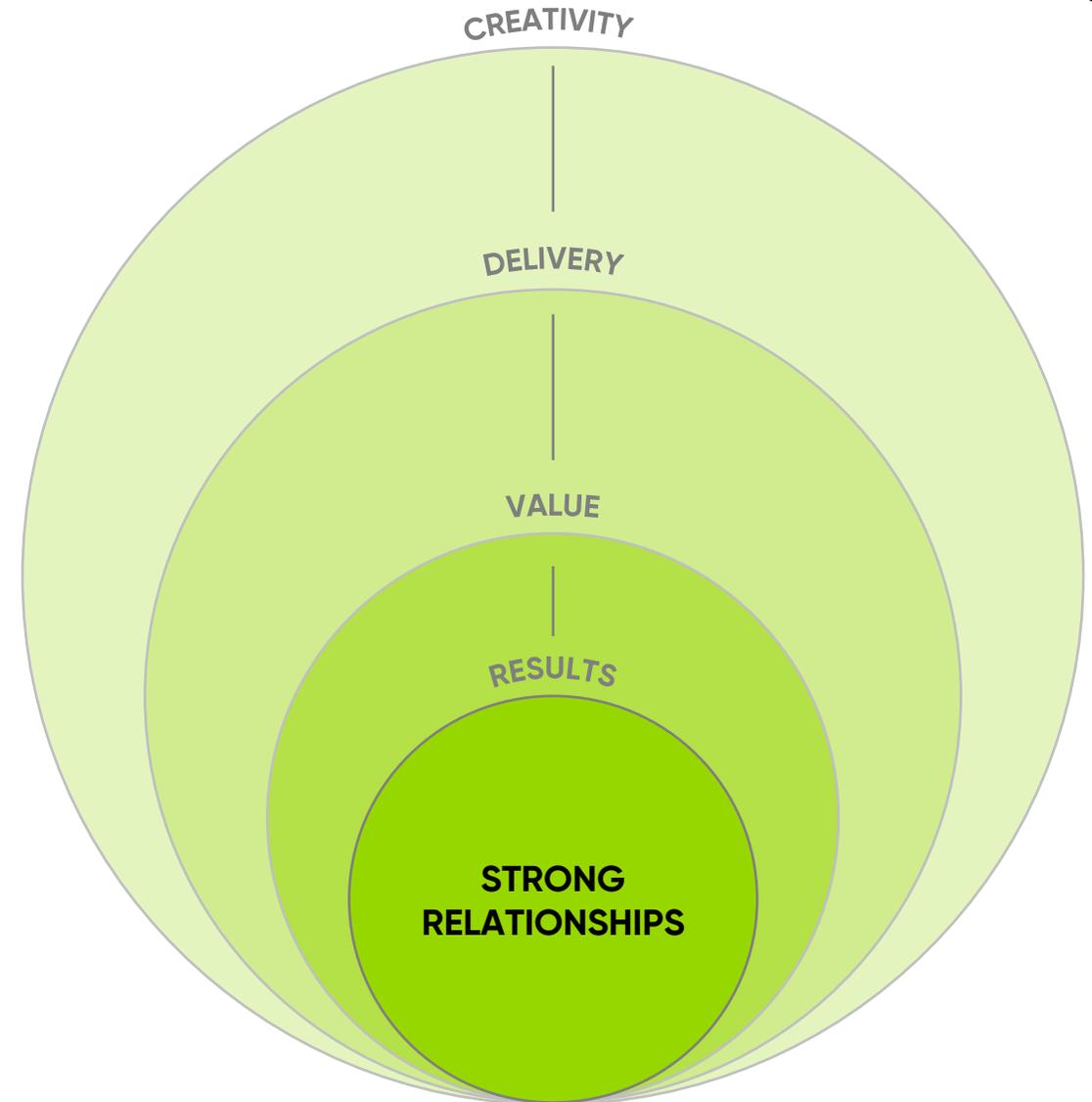
At Priority we try not to complicate things by employing over elaborate strategies. Our strong client relationships are built using these for key principals:

Creativity – Here's where our blue sky thinking is rationalised into tangible and immersive environments using physical and digital mediums.

Delivery – It's not just about getting your booth to site, on time and without fuss. It's having complete confidence in the team delivering it at all levels.

Value – Our account and creative teams will provide expertise and drive your experience to it's full potential.

Results – We work tirelessly to make sure your objectives are met so that you can focus on your job.



OUR NETWORK

Global Experts

Together we've worked with some of the most recognized global brands.

With years of combined experience in the live events industry we've travelled millions of miles and successfully delivered projects in Europe, The Americas, The Middle East and Asia.

We have long standing partnerships with carefully selected global agencies and build partners to ensure we can support our clients wherever and whenever.



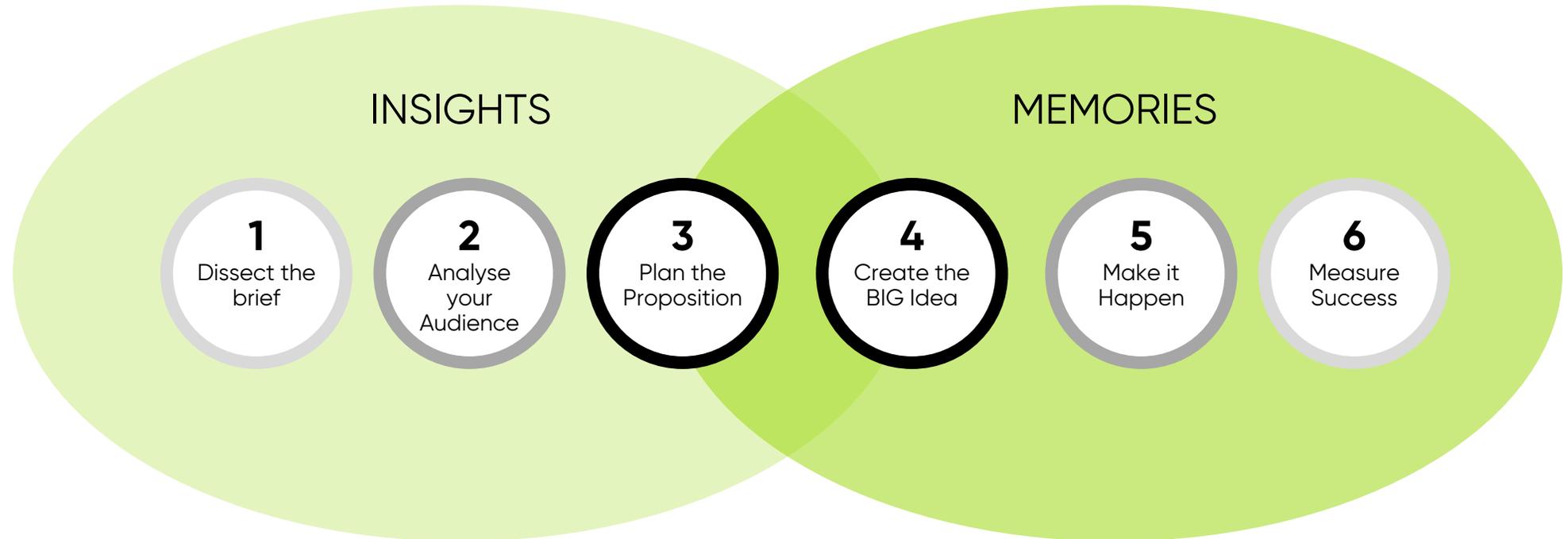
INSIGHTS

The Power of Insights

Our creative and account teams are insight driven. We study your business, your messaging and your target audience to best decide the emotional or cognitive shift needed to create a valuable return on your investment.



OUR APPROACH TO THE BRIEF



Driven by insights and memories, our approach is designed to give you a truly unique booth and delegate experience.

THE CREATIVE PROPOSAL

CREATIVE ENGAGEMENT

We begin our creative and engagement process by assessing the type of delegate and their current level of engagement with your brand.

We place them into x3 categories:

SKIMMERS

No existing relationship. Casual passers-by, little or no intention to visit the booth.

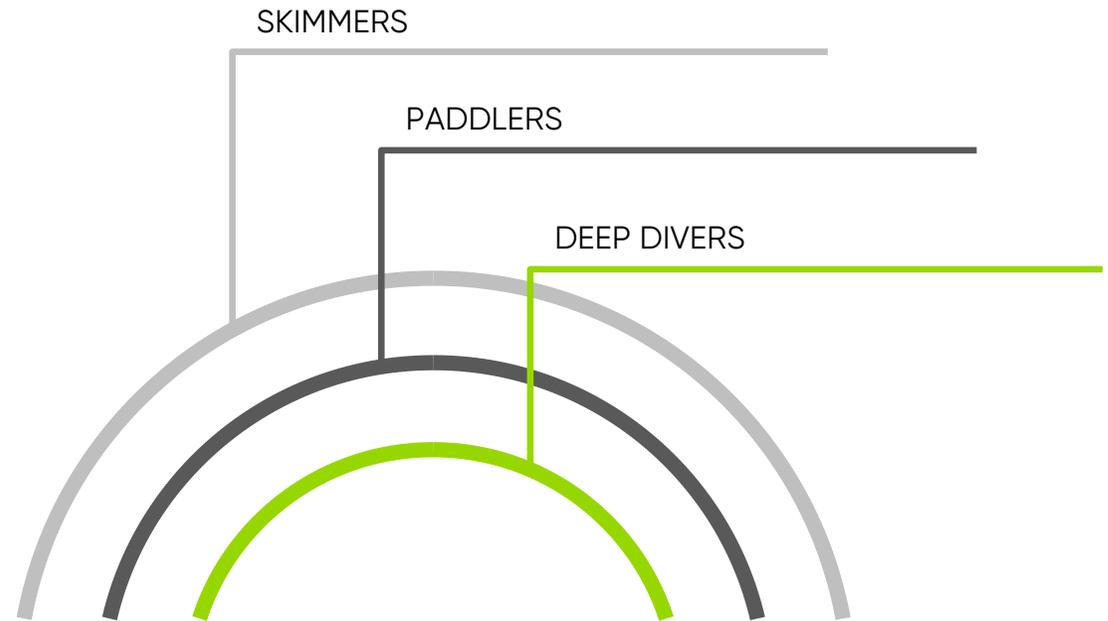
PADDLERS

Casual relationship. Delegates aware of brand, likely to come to the booth to gain a little more information.

DEEP DIVERS

Committed relationship. Delegates plan to attend the booth and are likely to want to engage in conversation with booth staff.

We then use this information to dictate the level of engagement of our booth activities and their placement on the booth.



IN A WORD

Before committing to the design we take a step back.

It's very important that we understand what you are trying to achieve and how we can best implement it.

The following words have been extracted from your brief and

Immersive

Expertise

Visually-Imposing

Curious

Informative

Unique

Digitalisation

Courageous

WOW!

MOOD PALETTE

Before committing to the design and what it will look like, we take a step back.

It's fundamental that we understand what you are trying to achieve and how we can best implement it.

The following mood images are what we have taken from our understanding of the brief and our conversations with you to date.



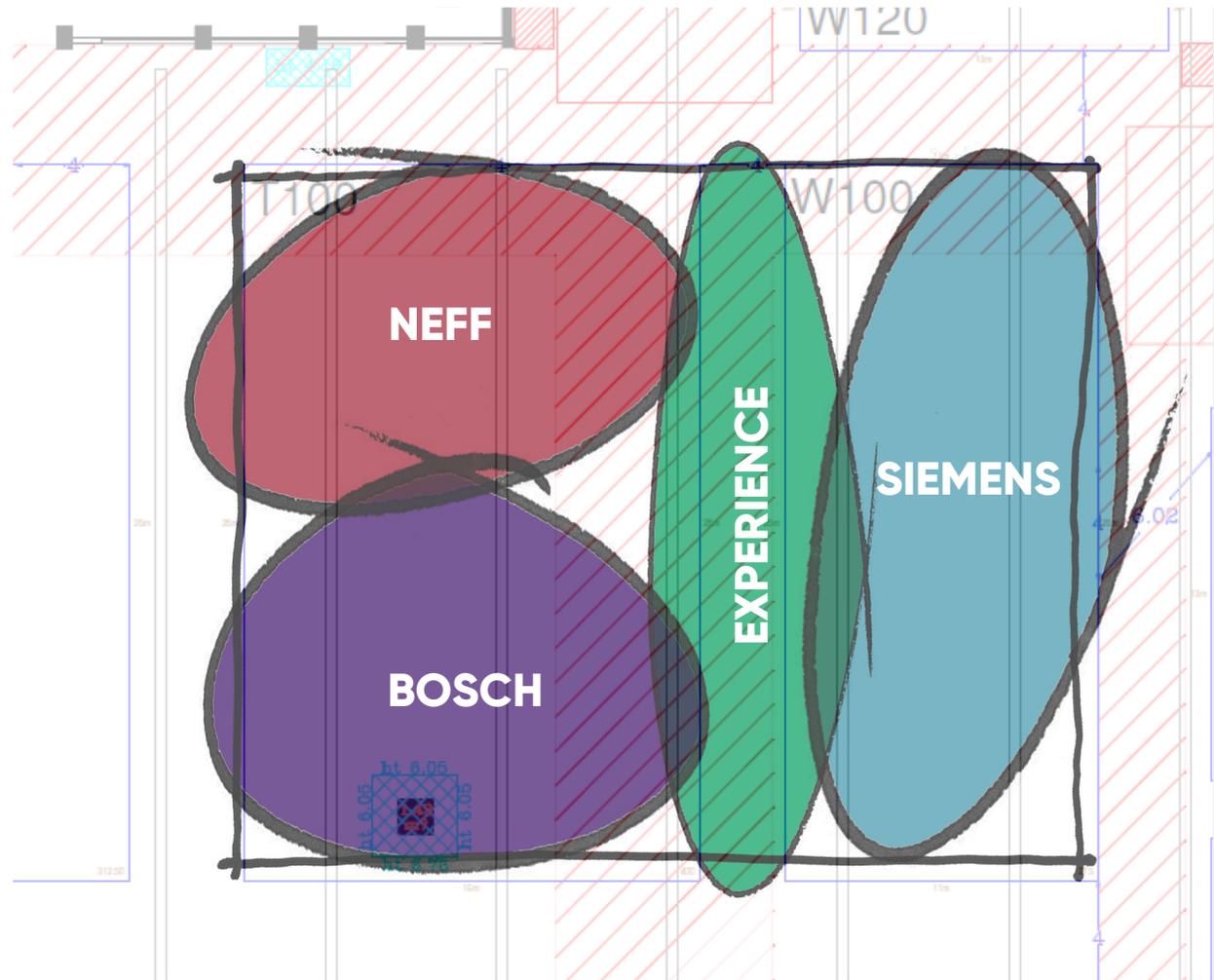
SPATIAL ARRANGEMENT

At Priority, we love a challenge. We also like taking the improbable and making it very much possible.

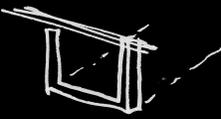
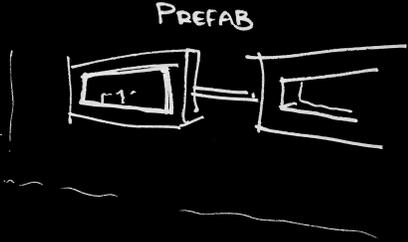
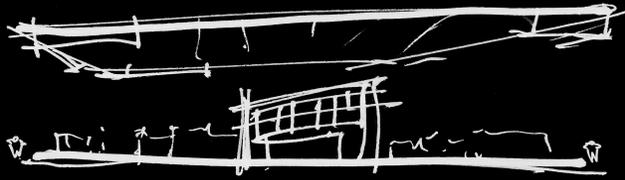
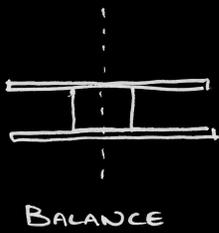
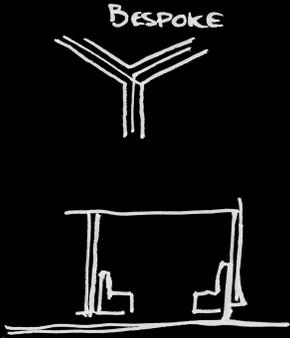
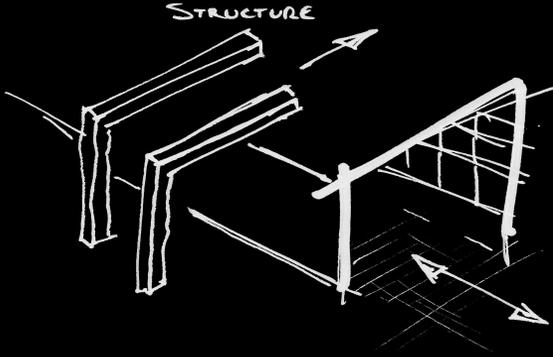
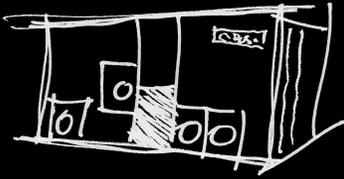
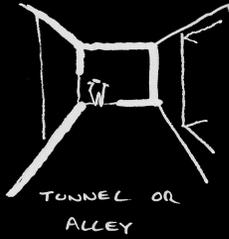
We sought to create the 'Wow factor' by blending physical scale and digital prowess.

The beautifully balanced Architecture houses a practical layout. Whilst dominant in its grandeur, we feel it will certainly set the right impression for your guests.

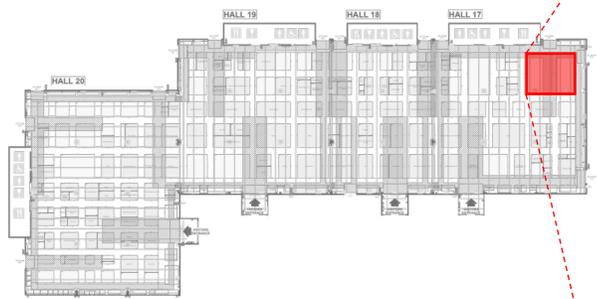
We've also come up with a clever solution to make use of the central aisle space.



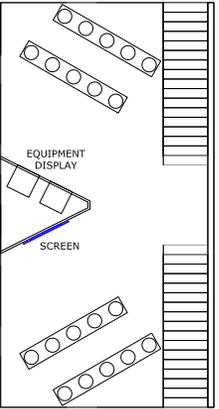
DOODLES



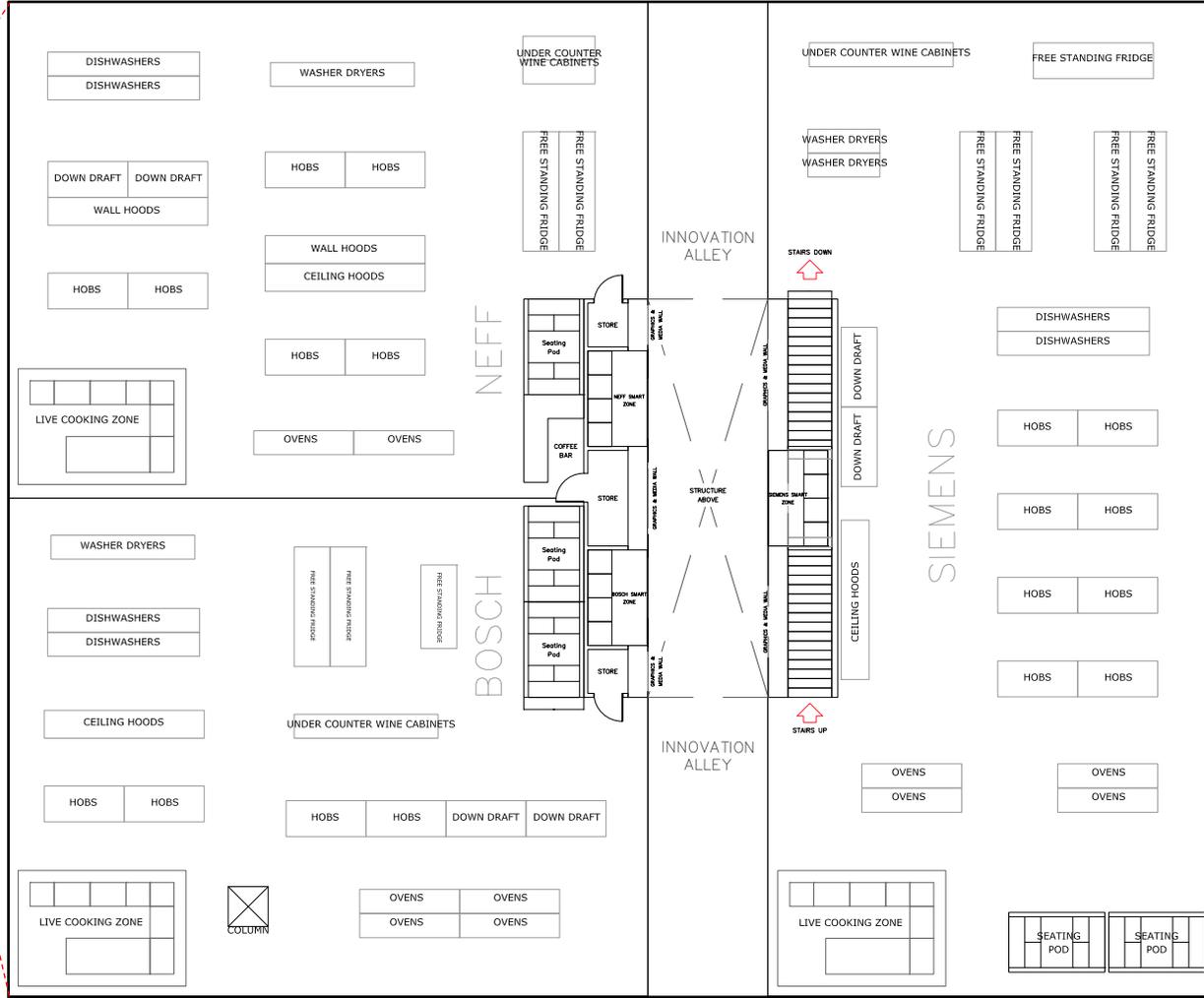
BOOTH LAYOUT

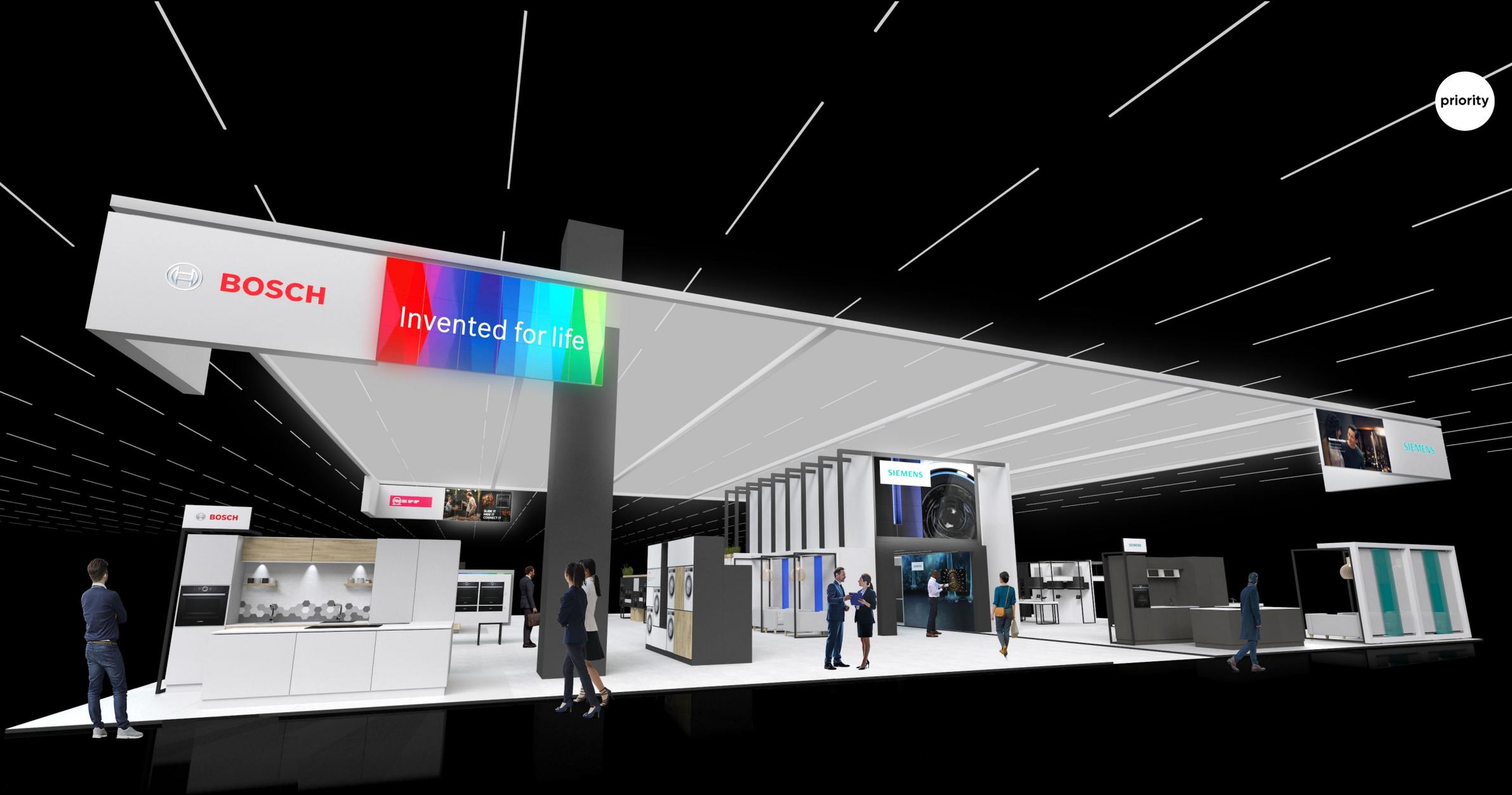


Hall Plan



SIEMENS VIP ROOM





 **BOSCH**

Invented for life

 **BOSCH**

SIEMENS



SIEMENS

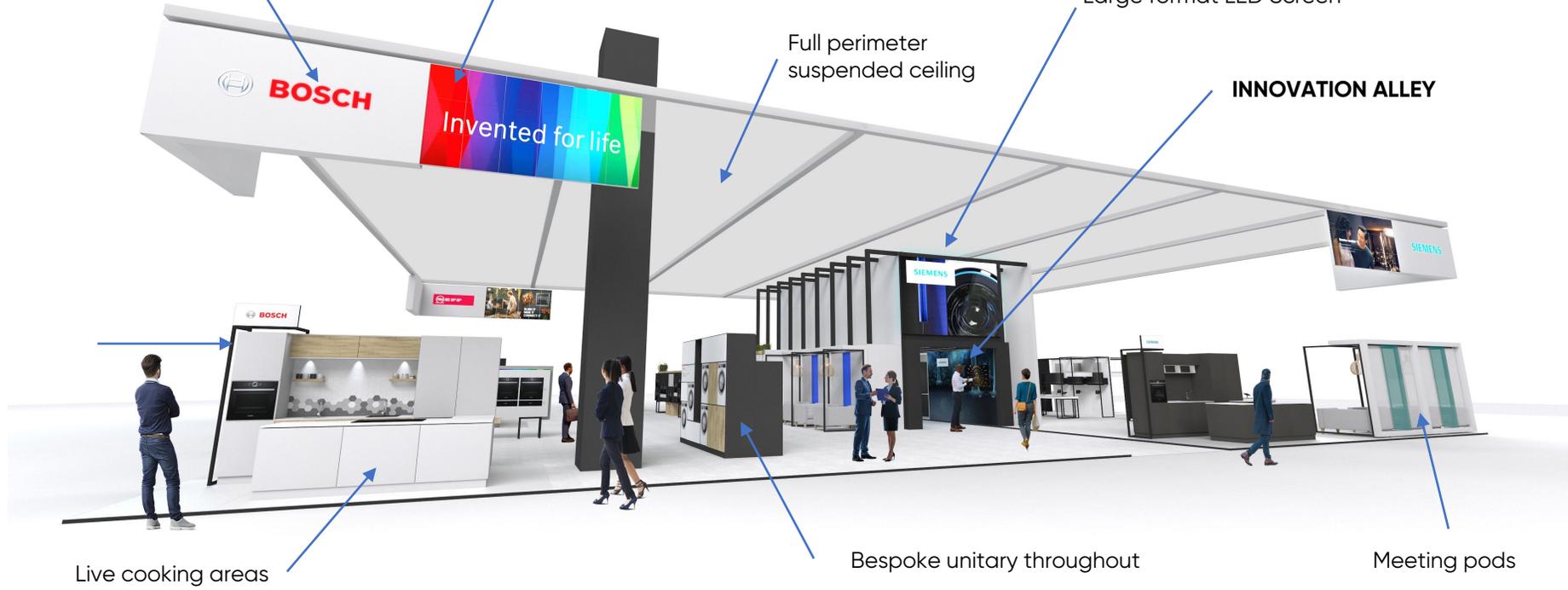
Uncluttered and prominent Brand signage in keeping with existing CI

3m x 1.5m high level LED screens to flank each brand

Large format LED Screen

Full perimeter suspended ceiling

INNOVATION ALLEY



Live cooking areas

Bespoke unitary throughout

Meeting pods

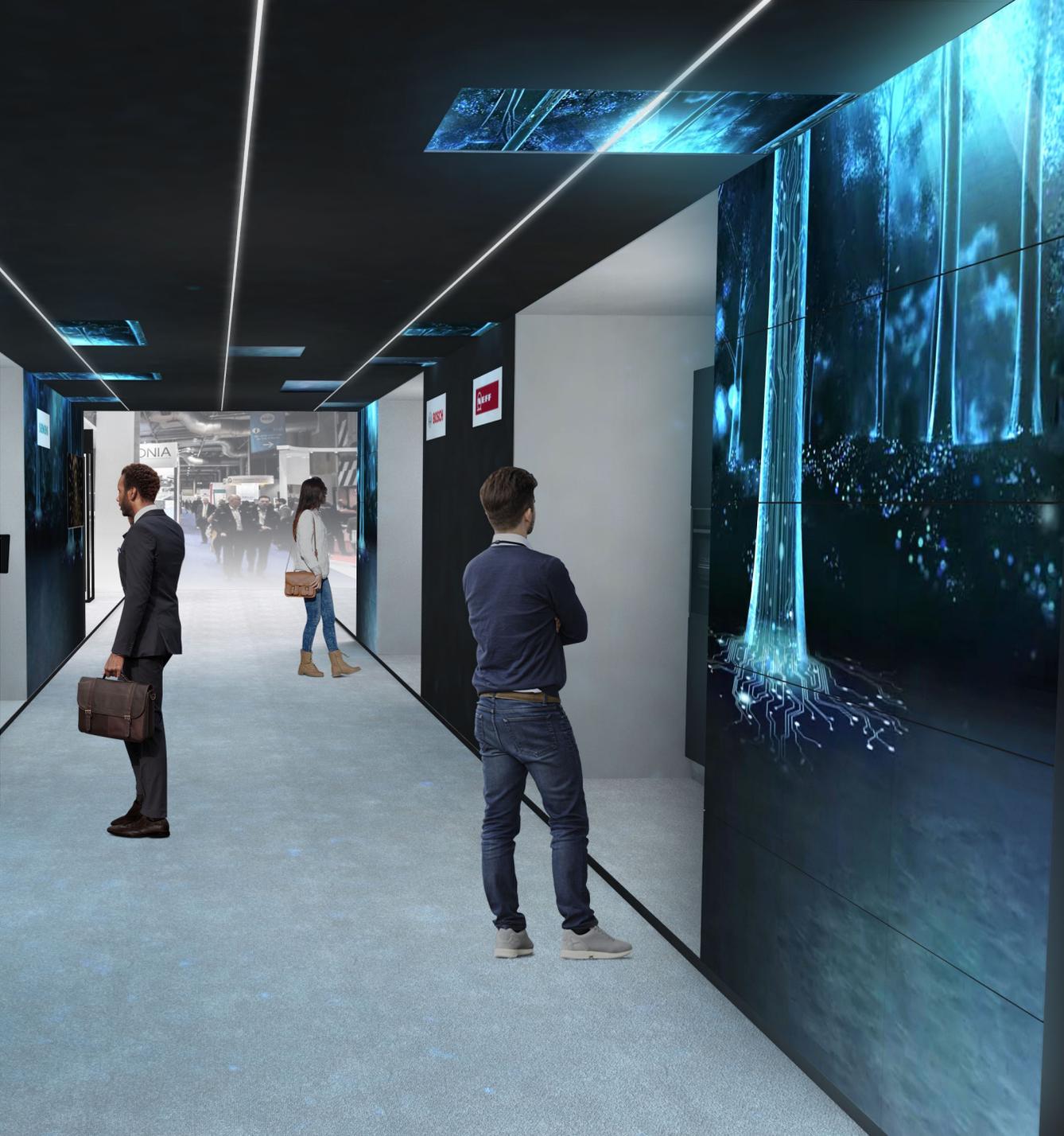
* Please note we have not illustrated the full product inventory as this may change depending on feedback

INNOVATION ALLEY

At the heart of the booth lies something rather special.

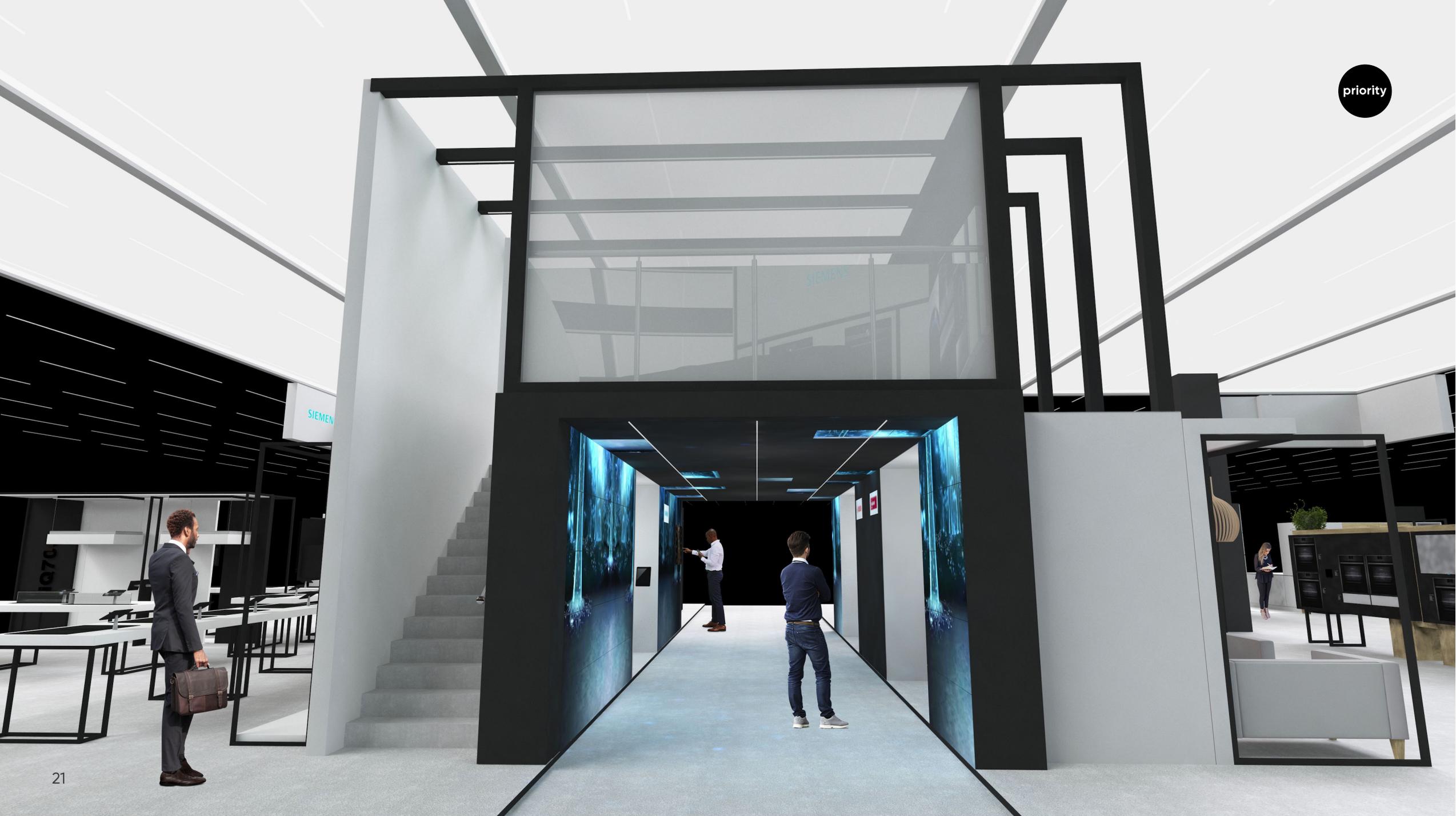
Innovation Alley is a sensory experience showcasing the very best that the three brands have to offer. Rich in immersive content and scented by the smell of fresh baking, Innovation Alley allows guests to get up close and personal with each brand.

The Kitchens will be fully working, and Wi-Fi enabled to offer you the perfect backdrop for the multi sale pitch to your customers. Tethered iPads will trigger content of your choosing.



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BRAND SPACE



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 **BOSCH**

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BRAND SPACE









BRAND SPACE

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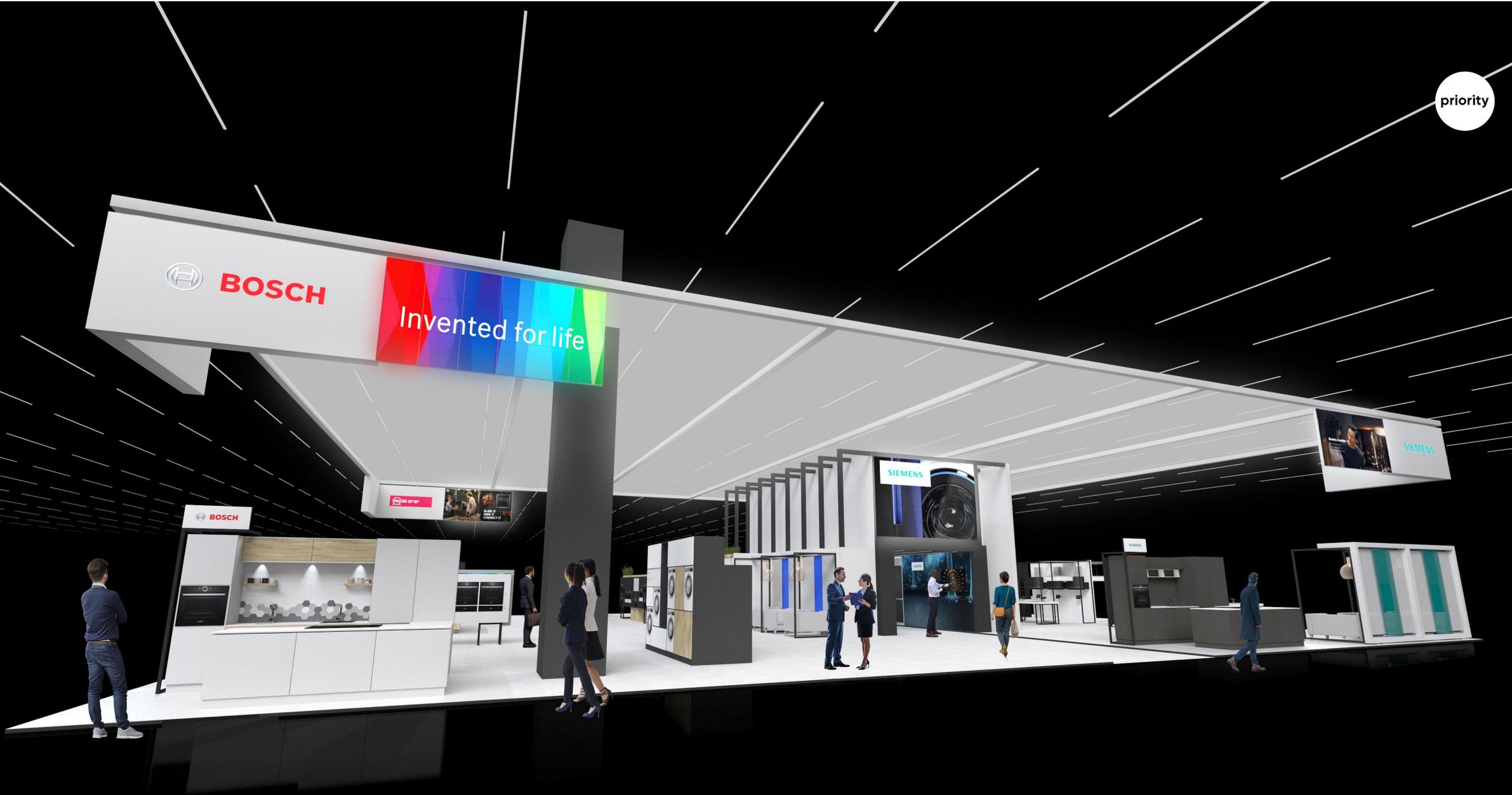
SIEMENS  priority



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priority





 **BOSCH**

Invented for life

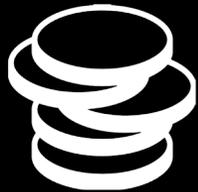
 **BOSCH**

SIEMENS

SIEMENS

We want to share with you some ideas that are **excluded** of our preliminary costings.

These concepts are marked with the below symbol at the bottom of the page. If you like them then we'd be happy to explore these with you further.



ADDITIONAL IDEAS

THE BIG FIVE-O

For Neff's UK Anniversary, why not collaborate with the best of British design.

What better way to celebrate 50 years than with Artisan clock maker [Newgate](#). Limited to only 50 units, this clock will embellish the aesthetic of any kitchen. Perhaps a giveaway to your best customers or even a prize draw through data capture.

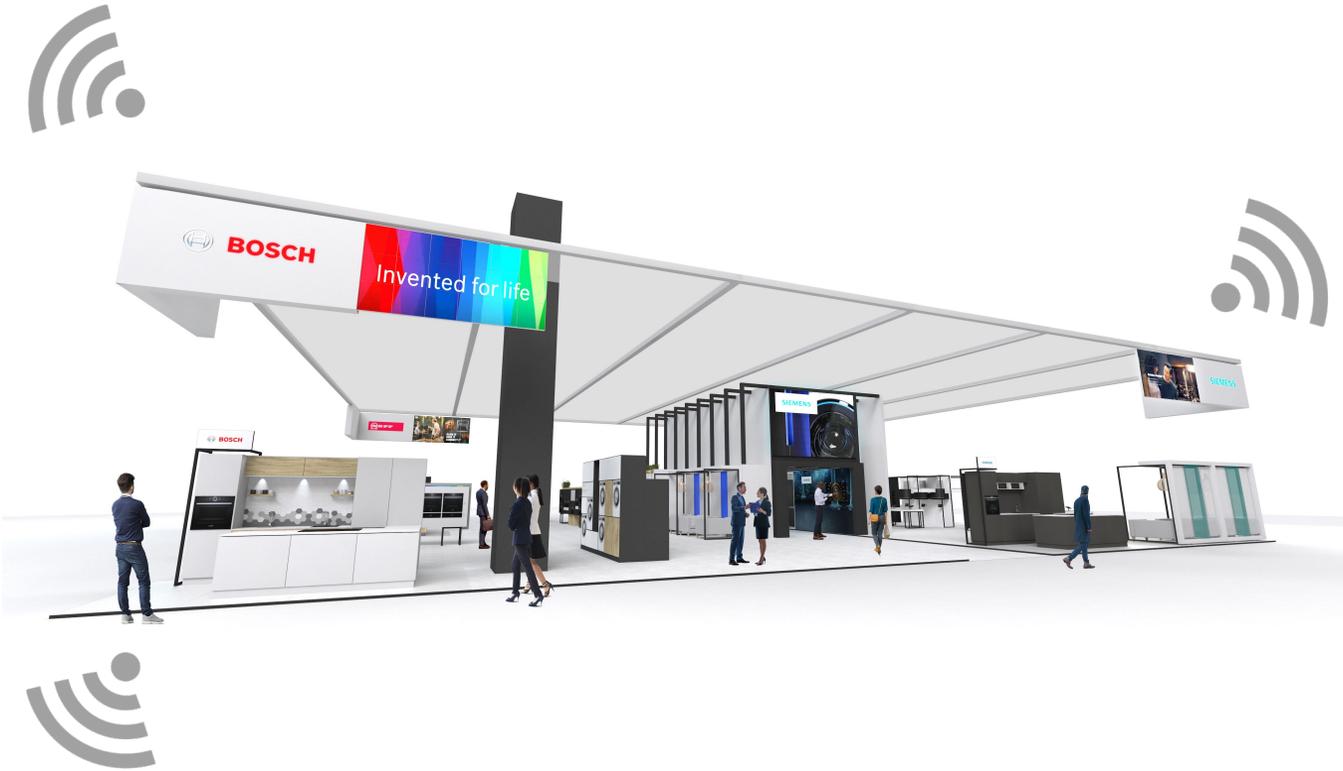
Imagine owning a Neff X Conran N90 Oven. Each one uniquely numbered from this limited run of fifty units. The TFT plastic display would be replaced with sapphire coated crystal and finished in a sumptuous bronze surround. For total exclusivity units can only be purchased through Conran's Flagship Store in Chelsea.



SPATIAL ANALYTICS

In recent years we have seen a noticeable shift in how clients like to measure their return on investment. Using our spatial analytics solutions we help them benchmark and improve their marketing spend.

Our sensors deliver real-time **insights** into how delegates interact with the booth. A simple to understand dashboard tells you at a glance how people are moving around your booth, what's **capturing their attention**, how long they stay around for, and the routes they take. All this means you can address any decisions post-event about what worked well and how to enhance weaker areas.

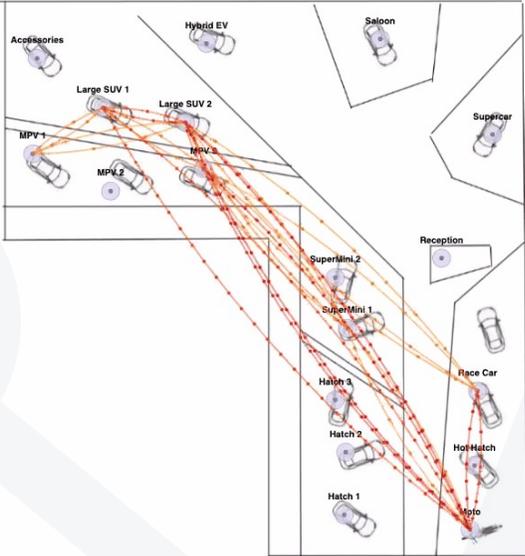


SPATIAL ANALYTICS

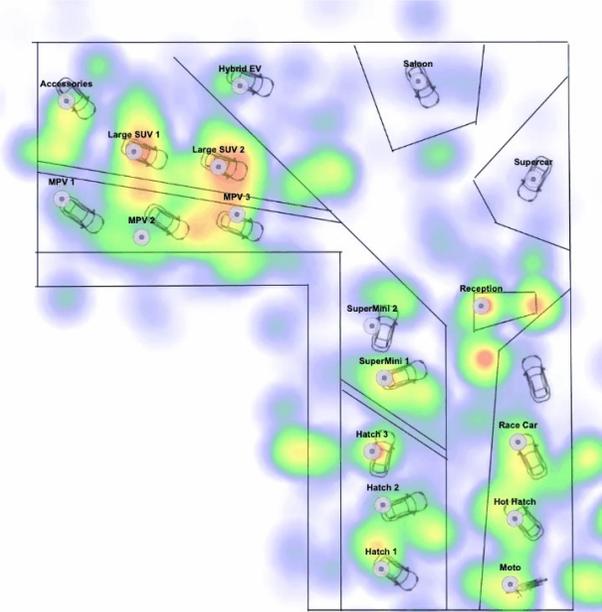
Our Sensors can count the following:

- Number of Visitors
- Dwell Times
- Heatmaps
- Visitor Movement
- Points of Interaction

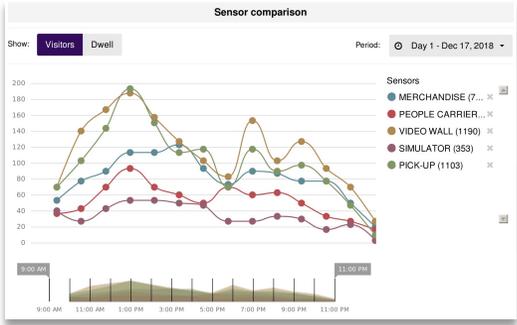
This data is presented through a single view dashboard available on a tablet or smartphone.



VISITOR MOVEMENT



HEAT MAPS



Estimate for 14 sensors.
Circa £13,000



SELFIECCINOS

Let's face it, coffee on an exhibition booth can be the same old same old.

Create something memorable and sharable with printed coffee. It encourages visitors and attendees to share your business's branding on their social media platforms.

Using the SmartServe App, guests can also take a predetermined survey to help record vital data whilst their beverage is being prepared.



Unlimited Coffee, All days
Circa £12,500



priority

AUGMENTED ALLEY



Add in an immersive layer of storytelling with our brilliant AR solution. Users lift up the iPad over various areas of the kitchen, They can move the iPad towards the part of the kitchen that they would like to see and tap on the appliances, this will open a video, image gallery or text about the appliance. Each Kitchen can have up to seven appliance's to tap into.



AR for Three Zones
Circa £30,000



PROJECT PLANNING



FINANCIAL PROPOSAL

FINANCIAL BREAKDOWN

Cost in £

B/S/H @ KBB 2022

▪ Creative Development, Technical Drawings & PM expenses	£21,700
▪ Construction of stand as visualised including workshop labour & product display install labour	£377,860
▪ Graphic Production and layouts	£37,600
▪ Equipment Hire including floor covering/furniture hire/AV	£93,300
▪ Crew for installation & dismantling stand fitting other than product display install	£63,700
▪ Transportation & Logistics	£29,640
▪ Venue electrical supply, rigging points , Internet & Wi-Fi ,water & waste supply, security during build up & break down	Est. £80,200
▪ EXCLUSIONS – Digital content development / Graphic design / Art direction	-

TOTAL

£704,000

Possible Savings to be made

▪ Removal of first floor deck (Structure and Innovation Alley to remain)	£32,000
▪ Reduction of rigging & lighting quantities by 50%	£16,500
▪ Removal of fabric to entire rigging area	£8,500
▪ Removal of high level digital screens to 4 x corners of rigging	£28,000

NEXT STEPS

Brief:

- ✓ Receive client brief (via asset management system or email)
- ✓ Hold a meeting/TC with BSH to discuss the brief, objectives, and any other outputs required for the presentation.

Presentation:

- ✓ PRIORITY to provide presentation and associated costings.
- **If successful, PRIORITY to make any changes required to design/budget and re-present. We propose a collaborative workshop based at you premises to streamline the process.**

Kick-off project:

- Client to raise PO
- PRIORITY to invoice pre-production (50%)
- Arrange kick-off meeting/TC according to timeline using Smartsheet project management tool

Delivery:

- **PRIORITY** to manage design, production, site orders, budget & delivery
- Weekly client comms with delivery and budget updates, frequency.
- Pre-event scope creep up to 10% allowed without new PO, all additional costs to be agreed in writing
- Pre-event scope creep above 10%, client to provide new PO
- On-site invoice for 40%.
- Additional on-site requirements to be signed for by client / agreed in writing

Post-production:

- De-brief with client
- Reconcile budgets and final billing of 10% or remaining amount (credit note if applicable)
- Post-event survey sent to **B/S/H** project owner

THANK YOU

B/S/H/

We look forward to answering any questions that you may have.

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