



SNOWDENS

## Cereals 2010



## Event details

Cereals is the leading technical event for the UK arable industry. Over 400 leading suppliers come together over two days to update 26,500 visitors on the very latest industry products.

We have been a preferred supplier at Cereals for over x years.

## Brief

To provide main registration and conference venue. We are a preferred supplier for any of their exhibitors that require a marquee or temporary structure for their exhibition venue.

[www.snowdens.co.uk](http://www.snowdens.co.uk)



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## Specification

Conference venue – 15m x 15m Absolute Eclipse with 10m x 5m open Sided front awning.

Registration area – 6m and 9m MultiMaster, branded for HSBC

Up to 50 MultiMaster trade stands

## Challenges

Managing the quantity of trade stands on site is a challenge as there can be up to 50, all with different client requirements. Access can also be problematic as exhibitors are there building their exhibitions and other tent and ancillary suppliers are trying to get access at the same time.

## Outcome

Another successful year at Cereals. We will look forward to working on this event next year and will maintain our preferred supplier status.

