



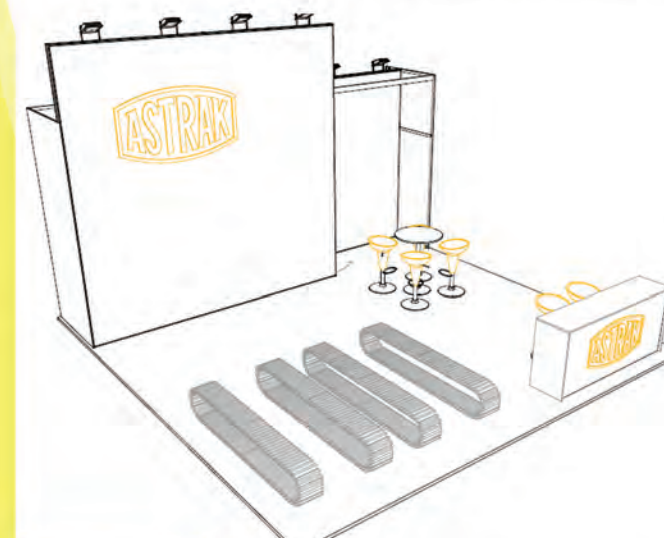
bid writing • branding • lead generation • marketing • social media • web design

Astrak are a market leading supplier of quality undercarriage parts and GET products for earth moving equipment.

Driven by extraordinary customer service, Astrak's vision is to be the best supplier of undercarriage parts in Europe.

Their mission; to increase customer profitability through quality, value products, fast delivery time and maximising machine uptime.

Astrak's values of honesty & sincerity, total customer focus, continual improvement and delivering pro-active social value underpin everything they deliver and achieve.



Be Exhibitions' initial engagement with Astrak was at an exhibition in Paris, where Be Exhibitions founder, Ellen Stokes was providing stand project management services for another client.

Ellen identified both the financial and service value Be Exhibitions could offer Astrak with their design & build total project management approach and contacted Munir Caine, Astrak Group's Marketing Manager.

Impressed with the Be Exhibitions proposition, and with Intermat 2018 (An international exhibition for Construction and Infrastructure for building public works equipment) approaching, Ellen was asked to present a proposal.

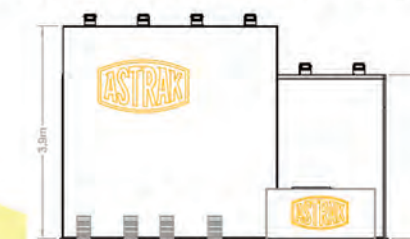
"Of all the companies that submitted a proposal for our 3 stands at Intermat, Be Exhibitions was the most comprehensive and asked the right questions when putting their quote together. They came in on budget too which helped."

Munir Caine, Marketing Manager
Astrak Group

The brief was to design, develop and build three stands for Intermat 2018 consisting of a main 6m x 6m stand that delivered the 'wow', along with two 6m x 3m shell scheme stands that delivered an outstanding brand image.

Ellen presented Astrak with a comprehensive proposal, specifically tailored to the brief provided including Be Exhibitions' trademark 3d-plans and graphics.

Compiling a comprehensive proposal and quotation for the exhibiting stands and providing a realistic budget, Be Exhibitions set about creating an iconic exhibition of precision and pride.



Be the brand • Be the stand • Be the exhibition



The final stand design delivered the following brief:

- Seamless graphics;
- A meeting area with furniture
- A reception counter;
- Walk-in concealed storage;
- Consistency with Astrak's brand guidelines

"Astrak wanted to match their brand colour in wrapped graphics for the front counter. To ensure consistency in branding, we also wrapped all MDF tops and sides for a polished, high-quality finish throughout."

Ellen Stokes – Be Exhibitions

"Ellen has been great, she always answers the phone or replies to my emails within the hour. She always knows exactly what is going on with the project and on the rare occasion that she doesn't, she is always very quick to find out and get back to me."

Munir Caine

Collaboration and teamwork ensured any challenges which occurred were dealt with professionally and quickly.

"On one occasion, the client team arrived onsite and the organiser had got the shell scheme stands the wrong way. The team had to pull up the pre-laid carpet and swap all the graphics and furniture."

It was a fix completed within half an hour."

With their complete project management service, Be Exhibitions ensured a seamless process from design to the delivery of the Astrak stand at Intermat 2018.



The Be Exhibitions service includes the complete delivery, installation and dismantlement of all exhibitions stands.

This allowed the Astrak team to focus on marketing and lead generation without the stresses involved in managing event logistics.

"Exceeding customer expectations and building trust and rapport are key to success and the foundation of Be Exhibitions."

A critical part of being commissioned by Astrak was providing a fantastic service even before employment."



Be the brand • Be the stand • Be the exhibition

"The level of communication and transparency is what sets Be Exhibitions apart from the competition. I also feel that Ellen is always looking to help you wherever and whenever she can. In only a few months, we have used Be Exhibitions for two of our major events this year and she is currently working on our third one in Germany in September."

Munir Caine



Be Exhibitions and Astrak continue to enjoy a successful and fruitful partnership with Ellen and her team ensuring Astrak can exhibit with ease providing absolute certainty that every detail is discussed and included.

Following successful exhibitions at Intermat 2018 and Hillhead 2018 (above), Be Exhibitions have been commissioned to design and project manage a third major event for Astrak in Germany in September 2018.

With exceptional sector knowledge, Ellen has formed an excellent client relationship with Munir Caine and the Astrak team based on prompt proactive and professional service and outstanding communication.

The level of customer service is excellent and very hard to find these days. To sum up the service, I wrote Ellen an email before the show in Paris, saying "Thank you again for all your work on Intermat, I can honestly say you've turned a migraine into a breeze! It is still a statement that I am very happy to stand by! "

Munir Caine

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