

ve  
Space  
CASE STUDY



**Sage**  
Accountex 2023

# OVERVIEW

Every year, Sage exhibit at one of the largest accounting exhibitions in the UK – Accountex.

We have worked with the team for six years, and currently preparing for our seventh, on the stand design, installation and complete project management to ensure objectives and deadlines are met.

Each year, Sage have a different message that they want to communicate to their audience. The objective for 2023 was to identify the individual businesses that were coming into the Sage family and how they would unify to be one brand.

In addition to the main exhibition, we also supported on accommodation and external dinners for the crew, key contacts and Sage influencers.

Read on to see how we did it...

Exhibition  
Stand

ExCeL London

6 years

working together  
on Accountex

Accommodation

Aloft

Hampton by Hilton

# HOW WE DELIVERED IT



## PROJECT MANAGEMENT

We oversaw the end-to-end project management, including coordination of project meetings between all parties and managed status updates to ensure the project remained on track and key milestones were met.



## DRINKS RECEPTION

Arranged the 'Drop and GO' service for: 1200 beers, 140 bottles of prosecco, 40 bottle elderflowers, 100 cans of coke/sprite, 300 champagne flutes, 10 ice baths, 6kg of ice.

This was all hid behind reception and then served when required.



## CONTRACT MANAGEMENT

The event is always held at ExCeL London, and we were responsible for the negotiation and contract management between Sage and ExCeL London.



## SUPPLIER RELATIONS

We were the main point of contact for all supplier communications, ensuring everyone met their deadlines and to allow the event to run smoothly.



## EVENT MANAGEMENT

Kim was onsite for the set and event days to oversee the smooth running of the event and that each milestone was met.



## EXTERNAL BRANDING

In addition to the stand design, we supported on all external branding to help build the excitement outside of the exhibition of what visitors should expect when inside.



## EVENT BRANDED COLLATERAL

Using Roantree, we supplied event branded collateral including disposable cups and aprons.

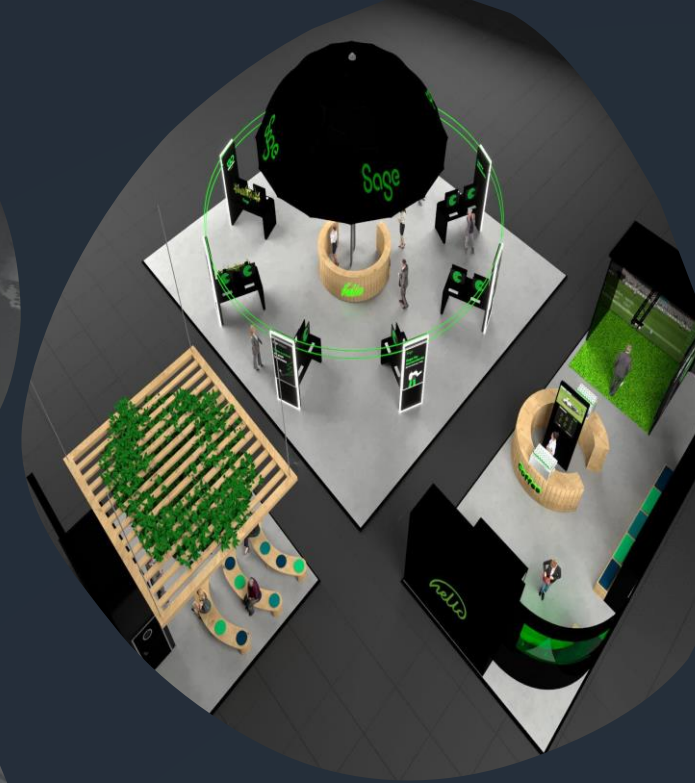


## ADDITIONAL MEETING SPACE

Sage used Accountex as an opportunity to hold their 'All hands virtual meeting' where they talk to the sage community providing a live walkthrough of the stand.

# STAND DESIGN

- We worked in collaboration with Outlook Creative for the stand design who developed the initial concepts from the brief and helped bring the visuals to life.
- There were seven key areas to the set design:
  - Welcome area with recessed screens
  - 28 demo pods with individual branding opportunities
  - Low level theatre
  - Merchandise shop
  - Seating area
  - Coffee station
  - Activation zone
- Around the edges of umbrella were the names of the different businesses coming into the Sage family.



# CHALLENGES

- The main challenge was budget. The cost of living impacted the event due to the increase in gas, electricity and wages resulting in a 15% increase in prices from ExCeL London compared to 2023.
- We worked hard on negotiations outside of the venue to ensure the client wasn't impacted, but it did mean that certain elements couldn't be included.
- Another challenge, but exciting challenge, was liaising with the security of the movement of the Guinness Six Nations Trophy through the venue and onto the Sage exhibition stand.
- As a key sponsor of the Guinness Six Nations, the trophy was used as part of the speaker sessions with key England Rugby personnel talking about their experiences.







“We absolutely love working on this event with the Sage team. Having completed our sixth year, and already starting work on the seventh, we’re able to continuously add value to the event. We understand their brand, their values and their culture, and use this experience to deliver a high quality and engaging exhibition stand each and every year.

The team are a pleasure to work with and in collaboration with our own partners, we believe we deliver as an extension of their team.”

**Kim Cavilla**  
Chief Operating Officer  
veSpace




 Elizabeth Harding • 2nd  
Events Operations Program Manager, Global Even...  
2mo • Edited • 

We certainly showed up!! #AccountexLondon 2023!






All our brands, under one umbrella!



Blood sweat and (happy!) tears go into this....but it would not happen without our amazing Sage team and our incredible suppliers who work tirelessly to make all this happen!

THANK YOU 

[The Outlook Creative Group](#)

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