



Sage

Accountex 2026

CASE STUDY





Client: Sage

Event: Accountex 2026 – Exhibition Stand

Audience: 16,000+ Attendees

Location: Excel London

Agency Role: Logistics, Event Management, Project Management





OVERVIEW

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

We have worked with the team for nine years and are currently preparing for our tenth! Delivering full 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 2026 was to amplify the Making Tax Digital campaign alongside Sage Copilot.

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





OVERVIEW

Key to the event's success was ensuring that we secured the best branding opportunities within the Excel event space.

Working with the stand designers, we needed to carefully consider the best stand location in the new Hall location and make recommendations for purchasing branding opportunities that would provide maximum return on investment. There were several activations across the site, reinforcing Sage's brand presence. These included:

- Sage VIP Lounge
- Sage - The Green Room
- Digital Screens in the Concourse
- Branded entrance

We also took the entertainment into the evening, hosting a party with DJ on the stand – making this year our most successful post show drinks ever!



THE RESULT

Here are just a few highlights:

- Thousands of accountants and bookkeepers spoken to over 2 days
- Over 2,000 cups of coffee served
- 50 packed content sessions across the theatres delivered
- Hundreds of drinks served at the Sage Bar alongside our Sage DJ
- Customs House taken over – making a bold statement with branding at the Excel entrance