



CASE STUDY : HAMILTON FRASER

SECTOR: **Financial services**

OBJECTIVE: **To create portable exhibition stand**

CALDERSTONE SERVICE: **Large format**

THE STORY:

Hamilton Fraser provides specialist insurance services throughout the UK and overseas. They only deal with the UK's leading insurers and their success over the last 15 years has been largely down to their unique approach to insurance – a blend of traditional values and state of the art administration.

Calderstone was tasked with supplying a cost-effective exhibition stand complete with suitable graphics for one of their brands, Cosmetic Insurance.

The specification included 1 x Impact pop-up stand (3 x 3 panel format), 1 x set of graphics to fit the concave surface of the stand including roll ends and table wrap, 1 x table/case with wood effect top and 1 x set of lights. Each panel is the same dimension 673mm x 2225mm – 3 front panels plus 2 ends, giving a total graphic size of 3365mm wide x 2225mm high.

The stand was used initially at the FACE Conference but, owing to its portability, can easily be transported and displayed at other events in the future.



In the short time we have worked with Calderstone it feels they have quickly become an extension of our marketing team. Our account manager Barry is very attentive and ready to go the extra mile to ensure a job is delivered on time and to the high standard we expect.



Owen Woods, Marketing Manager, Hamilton Fraser

