

BLUEPROJECTS

**The Event Builders**

WHAT DO YOU  
NEED FOR A  
SUCCESSFUL EVENT?



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The Event Builders

# THE PERFECT SPOT, FLAWLESS IMPLEMENTATION AND EXCELLENT COMMUNICATION

## EXACTLY WHAT WE'RE SPECIALIZED IN, FOR OVER 25 YEARS

6 CFOs having dinner in a lighthouse, 30 sales staff meeting for a couple of days at a rural venue or 2,000 conference guests in Vienna? Whatever the event, it's the originality of the approach, attention to detail, appropriate tone of voice and first-class organizing that have a direct impact on its success. Exactly what Blue Projects has been specialized in for the past 25 years. We organize impactful B2B events in all shapes and sizes. This includes designing and installing an eye-catching exhibition stand and, of course, managing the merchandise that goes with it.

Well-defined objectives and seamless integration with branding are the points of departure for every event we organize. We can also give you advice, providing an effective strategy and a clear messaging platform.



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# BLUE PROJECTS. EVENT BUILDERS WITH AN INTERNATIONAL FOCUS

Our head office is in the Netherlands, surrounded by typical Dutch countryside, with Europe and the rest of the world on the horizon.

Amsterdam Airport Schiphol is round the corner, one of our neighbours is Royal FloraHolland (international trading centre for Dutch flowers and plants) is, and we've been helping international organizations put on their events throughout Europe for over 25 years.

We work with our own event specialists in Germany and France. That enables us to take

care of all organizational aspects, while helping us to overcome any cultural obstacles we may encounter in the major European countries. It's efficient and effective.

For dealing with bureaucratic procedures - like permit applications - or practical matters - like parking spaces.

As far as we're concerned, it makes no difference whether your event is in the TV studios up the road or - let's say - at the EXPO XXI in Warsaw. Or whether it's for 4 or 4,000 participants.

What it comes down to is that we always work in close contact with you, on time and within budget. And we do all we can to create an environment in which you can achieve your objectives.



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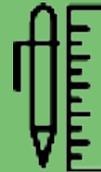
# WHAT CAN WE DO FOR YOU

## EVENT MANAGEMENT



We can coordinate your whole event. From concept to planning to implementation. Our suppliers are excellent, but we're also happy to collaborate with other companies. So if you like using particular stand builders - no problem at all. You'll also be glad to know that we always keep a tight control on your budgets and schedules.

## TRADE SHOWS



Trade show presence is a time-consuming business that costs serious amounts of money. So you want a return on your investment. Publicity, leads, sales, buzz - depending on your objectives. It all comes down to one thing: your stand's impact. For 25 years we've been designing and installing impactful and effective exhibition stands. Ones that can be used again and again.

## MERCHANDISE & LOGISTICS



Goodies are often a bit of a headache for an organization. Where do we get them? Where do we put them? Do we need more? If so, where do we order them? Yes, bit of a headache. Unless you let us arrange it all. We can support you with the buying, storage, stock management, and sending the right number to the right place at the right time. At minimum cost.

# EVENT MANAGEMENT



## THE ONLY CRITERION: MEMORABLE

We are specialized in unique and effective ideas for B2B events. Sometimes for small events, like a C-level dinner at a special location, but also for larger ones, such as a conference abroad. What they all have in common is that they are out of the ordinary.

Whatever the size, we always start by defining the objectives and the strategy. That is the starting point for all further decisions, from the budget required to media use and choosing the location.



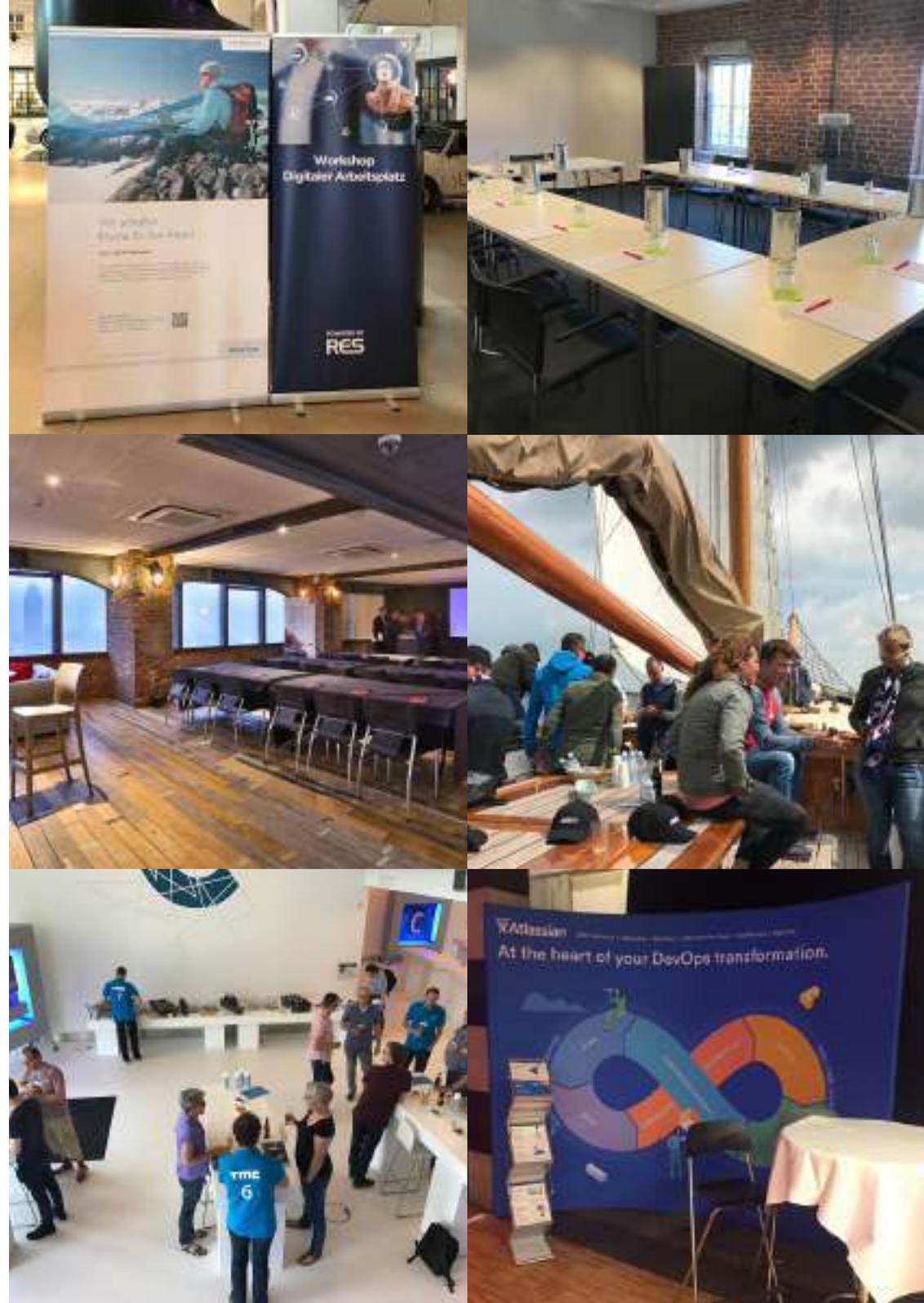
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During the organization of the event, we offer various services: Professional hospitality staff on site, online participant invitations and registration, social media feeds, databases with contact details, etc.

You can hire us for total event management or perhaps just for the invitation and registration process. It doesn't matter to us, as long as the result satisfies our only criterion: a memorable event for you and your customers.

A number of clients for which we organize events:



# TRADESHOWS



## A STAND SHOULD DO ITS JOB

All our exhibition stands are the result of a creative partnership between the event manager, graphic designer, printer, AV/video supplier and stand builders. The stands are custom designed with two things in mind. First, they must do the job. That means standing out, getting the message across and being the talk of the show. Second, the stand team has to be able to get around the stand easily. Trade show days are often long to very long, so the stand has to 'feel good'. That's why we always take the time to come up with a handy, practical stand layout. We know from experience that a handy stand is usually the most hospitable one too.

Every stand we design is for reuse: easy to store and easy to adapt to a new situation in the future.

A number of clients for which we develop stands:





# WORRY-FREE GIVEAWAYS

You cannot do without goodies at a trade show or event. But their storage and management can be a bit of a headache. The solution? Let us manage the whole giveaway process. We will find unique items from different parts of the world that strengthen your brand messaging. We'll coordinate the purchasing. We'll store everything safely and manage the stock.

Your colleagues and external partners can order whatever they need in a special webshop, and we'll make sure everything is in the right place at the right time.

A number of clients for which we handle the storage and logistics of merchandise:

**ivanti** **optiver** **DELLEMC** **ATLASSIAN**

# MERCHANDISE & LOGISTICS





RECENT  
PROJECTS  
WE'RE  
PARTICULARLY  
PROUD OF

## EVENT MANAGEMENT

**RES Software** (now **Ivanti**) asked us to facilitate six partner workshops in Germany and Switzerland. We selected the location, took care of the invitations plus the participant registration, and gave onsite support.

For **TMC** in Eindhoven, one of the business partners of software company Atlassian, we organized the 'State of the Union 2017'. More than 30 customers gathered together at a special venue to hear about the plans for Atlassian software in 2018.

Here again we were responsible for the location, invitations and participant registration plus support at the event itself.



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# TRADESHOWS

We help **Adobe Systems** (makers of Photoshop, among other things) with their presence at the annual IBC in Amsterdam.

We made the design for Adobe's 150 m<sup>2</sup> stand and every year we have it installed, working with 20 stand builders. Complete with state-of-the-art AV and video. We also coordinate the meeting rooms, organize a partner event at the Rosarium, a venue in an Amsterdam park, and arrange an executive dinner at a prestigious location in the city.

The **Atlassian** software company's 150 m<sup>2</sup> stand at the CeBIT in Hannover is also one of our designs: a unique take on the Atlassian logo. Besides creating the stand and supervising its building, we also took care of stand management, catering and lead management.

# MERCHANDISE & LOGISTICS

**Optiver** trades on four continents in financial derivatives such as options and futures. During the worldwide recruitment of talented university students, goodies are indispensable.

We store and manage these goodies for dozens of annual European events where Optiver has a presence. And we make sure that Optiver recruiters all over Europe are supplied with the right numbers of items at the right time.



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# FIRST-HAND EXPERIENCES:



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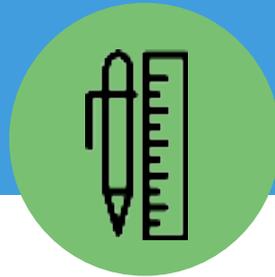
“DON'T KNOW  
WHAT WE'D DO  
WITHOUT THEM  
AT SHOWS”



I've been working with Blue Projects for some 15 years now. They play a vital role in the organization of international events. They're clever, critical and creative. And what I think is really important: they understand the software market and, if necessary, they can come up with excellent solutions in the very short term.

**Benjamin de Waal**  
EMEA Marketing Director at Ivanti

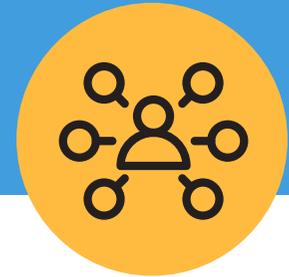
“WE GO ALL  
OVER EUROPE  
WITH BLUE  
PROJECTS”



Almost every week we're at a trade show somewhere in Europe; sometimes several shows in one week. That's a lot of pressure, which we can only handle by working with Blue Projects. They know exactly what we need – we just have to say the word. That's why we like working with them on all our partner events too. To make sure nothing goes wrong.

**Leonie de Jong**  
EMEA Field Marketing Manager at Atlassian

“PROVIDING  
LOGISTIC  
SUPPORT FOR  
OUR GOODIES”



Every year we are at dozens of events in Europe. Mostly recruitment, so that means lots and lots of goodies. And they all have to be stored, counted, packaged and delivered. Blue Projects arranges everything for us, and that saves a huge amount of time. What's more, their expertise means they know exactly how many we need for each event.

**Merle Suijkerland**  
Communications Specialist at Optiver



## BEHIND THE SCENES

Our team consists of ten permanent staff. And sometimes we even surprise ourselves by how much we can do with such a compact crew. But it's the fact that we are a small, stable team that makes us work so efficiently together.

Using our organizational talents and creativity to put on a perfect event is energizing. Especially when everything

goes as planned. (Although having to improvise at times does teach us how to be ready for anything!)

We'd love to tell you more about our work, about all the possibilities and, if you're interested, about ourselves.

Please contact Ruud Geensen, +31 6 31 04 53 63, [ruud.geensen@blueprojects.eu](mailto:ruud.geensen@blueprojects.eu).

**BLUE PROJECTS B.V.**

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THE NETHERLANDS

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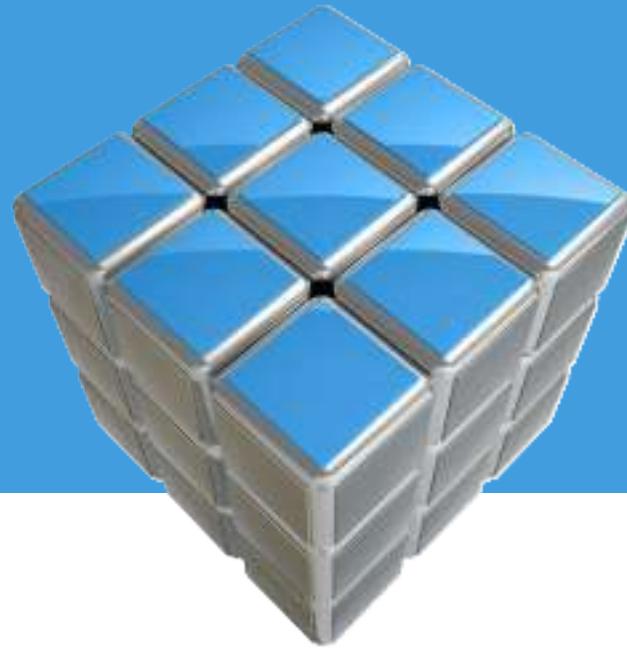
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