



YOUR NEXT EXHIBITION "STAND" MIGHT BE ON AN HGV.

How we turned a stand brief into an
award-winning Mobile Innovation Centre.

SWIPE



A woman with short blonde hair, wearing a light pink blouse and a blue lanyard, is walking away from the camera through a crowded trade show. She has a black bag slung over her shoulder. The background is filled with other attendees and bright, blurred lights from the exhibition hall.

STANDS ARE GREAT... UNTIL THE SHOW ENDS.

Fixed location with locked dates and shared footfall.

Your best conversations and brand interactions shouldn't be limited to one hall, one week.

If the goal is building momentum with the right people,
mobility is a strategy.



REPOST 



**SHEARD
PACKAGING**

SHEARD CAME TO US WITH A MODULAR STAND BRIEF.

beMatrix is a re-usable modular frame system, ideal for many exhibition stand builds.

But the real ask wasn't re-usable walls, it was **fast repeatable access to the right people.**



REPOST 



WE CHANGED ONE THING: THE QUESTION.

Instead of focusing on **“What should we build?”**
we simply asked **“What must it achieve?”**

- ✓ Get decision-makers hands-on with demos
- ✓ Bring technical and design teams into the room
- ✓ Open doors after the show
- ✓ Create a repeatable platform (not a one-off moment)



REPOST 



THE BREAKTHROUGH: TAKE THE "STAND" TO THEM.

SHEARD'S CHALLENGE

Getting the right audience to one venue can be limiting, so the activation proves its value at the show, then scales on the road to reach the people who missed it.





MEET SHEARD'S MiC

MOBILE INNOVATION CENTRE

A 40-foot expandable HGV trailer creating a 60m² mobile showcase/workspace.

ACTIVATION FEATURES

Bright, open environment, glazed floor-to-ceiling

"Hollywood / F1 style" mobile format built for practical road use

Designed to replicate key services from Sheard, on the road



REPOST





A TRAILER ISN'T THE ASSET. THE REPEATABILITY IS.

Because it's not a static build, it's a platform you can deploy repeatedly, making a cost-effective, scalable experience possible wherever your audience is.



THIS IS WHY TRAILERS WIN

THE ACTIVATION MATH

MODEL SHIFT =

(Speed x Scale x Mobility) x Re-use

We didn't change the budget, we changed the model.



SPEED

Fast deployment and reset turns one trailer into many live activations weekly.

SCALE

Room to show, workshop, and host, turning talk into decisions faster.

MOBILITY

Show floor to roadshow, the experience goes where audiences are.

THE DEPLOYMENT LOOP
Show > Site > HQ

RE-USE IS THE MULTIPLIER

Re-use turns one activation into a programme.

IF RE-USE IS LOW, BUILD A STAND. HIGH RE-USE JUSTIFIES THE MODEL SHIFT.



REPOST

Packaging Innovations & Empack
MOST INNOVATIVE STAND

**2026
WINNER**

A SUCCESSFUL MiC DEBUT

AWARD-WINNING MOMENTUM

Sheard called out “**real momentum**” around MiC on LinkedIn and shared they won **Most Innovative Stand** at **Packaging Innovations & Empack**.





Follow us for more...

FRAMEWORKS YOU CAN STEAL.

REPOST 

SHARE YOUR BRIEF.

We work across a **range of budgets** and can tailor the scope to fit. We deliver everything from **simple activations** to **flagship experiences**, and from launches in a **single city** to **global roll-outs** across any industry.

Full name*

Company*

Email address*

Phone number incl. country code

Your message*

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