

Custom Build

Want something that's all about you?



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welcome to CUSTOM BUILD

Custom Build is our tailor-made design and build service for stands as original as your brand.

Whatever your goals, custom build is where we get distinctively and unmistakably YOU!

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Section: 01

born collaborators

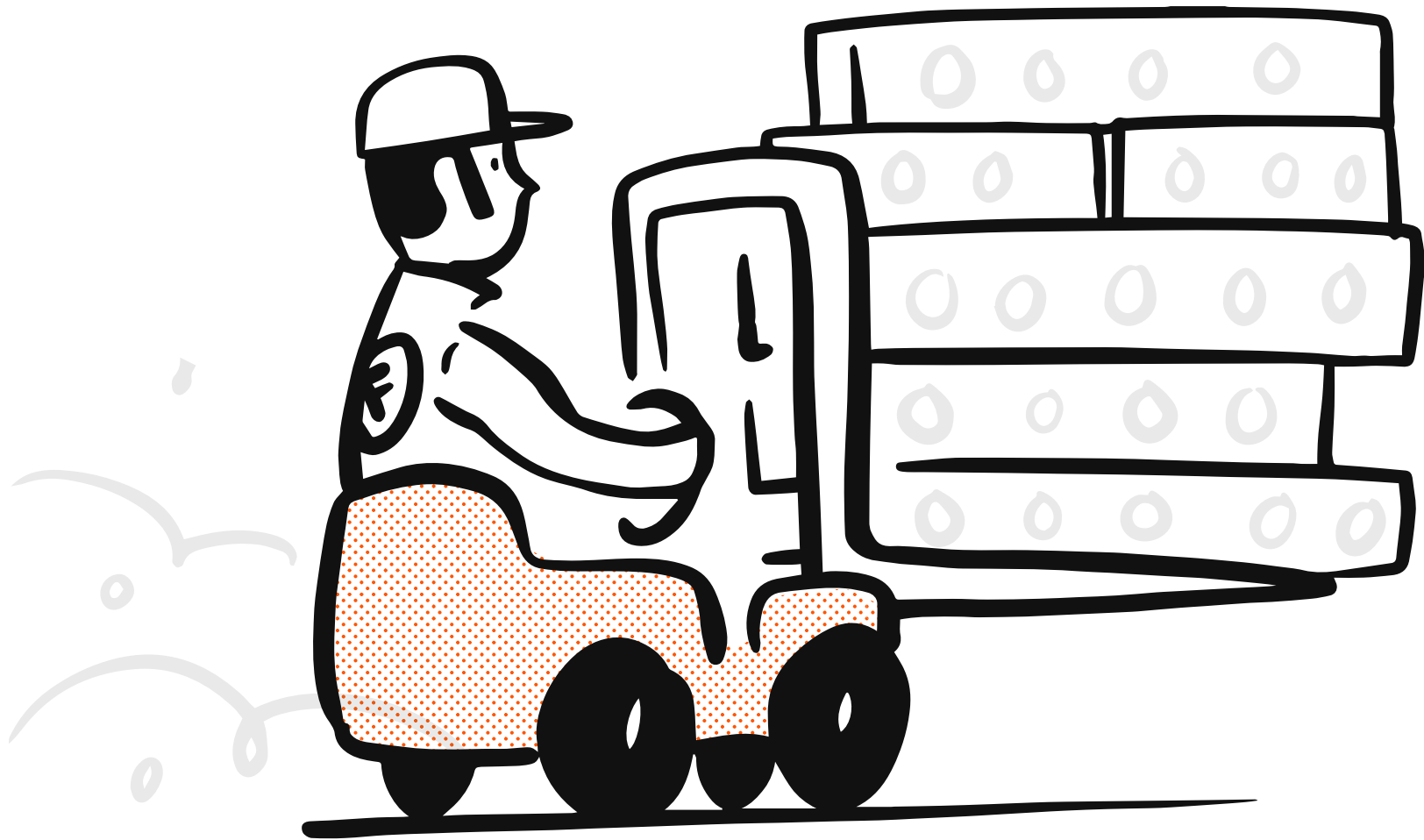
This is our core brand idea.
It sums up how we work and gives a promise of
what the Full Circle experience will be like.

you've got this.
we've got this.



FOUNded With a MISSION!

To bring out the best in all of us, whatever the situation.



[← Back to Explore](#)

In events, there's plenty of pressure. Let's face it, we love the pressure. Especially when it's taking it away from you!

But navigating it with a smile requires trust - trust in your supplier, your team, and your ideas.

Our focus is on building the kind of proper, nurturing, collaborative partnerships that you can rely on.

And with the benefit of all our knowledge and experience behind you, rest assured knowing your stand build is in safe hands - on time, all the time.

Full Circle is your partner through every twist and turn.

Section: 03

meet the team...
behind the teams...
behind the scenes!

We are mega proud to
be owned by a tight-knit
management team here at
Full Circle, and double-mega-
triple proud to be one of the
largest exhibition and event
contractors in the country.



Relationships

We prioritise building real friendships and relationships with our customers.



All In

We are 100% committed to success. We have skin in the game.

We relish challenges in our fun and focused, energetic way.

A large, stylized white letter 'E' centered on an orange square background.

Expertise

We are established experts, but never stop building and sharing the expertise and ideas that our customers rely on.

Loyalty

We value and trust loyalty above all else.

We promise positive, enjoyable experiences with laughter along the way.



Section: 05

Want something that's all about you?

Our Custom Design & Build stands are our tailor-made service for stands as original as your brand.



Need something
re-useable and
sustainable?

Practical
and perfect?

Want something
wild and
wonderful?

Whatever your goals,
custom build is where
we get distinctive and
unmistakably

you!

Section: 06

Client Services

Our client services team are like your personal stand guru's, making sure your vision is brought to life, by not only meeting but exceeding expectations - because "wow" is the name of the game.

Our team work with you, to understand you.

We believe that partnership is the key to success, and aim to build meaningful relationships to bring your vision to life seamlessly.



Some might say we're
BORN COLLABORATORS..



meet the sales team



rick hill

- 40% Dad
- 10% Wine Drinker
- 20% Chef
- 20% Joker
- 10% Optimus



bradley drew

- 40% Optimist
- 20% MMA enthusiast
- 20% Beer Drinker
- 10% Socialite
- 10% Couch Potato



Charli SUMMER-bedford

- 25% Events whizz
- 25% Real Housewives
- 20% Cats
- 15% Good vibes
- 15% Negronis



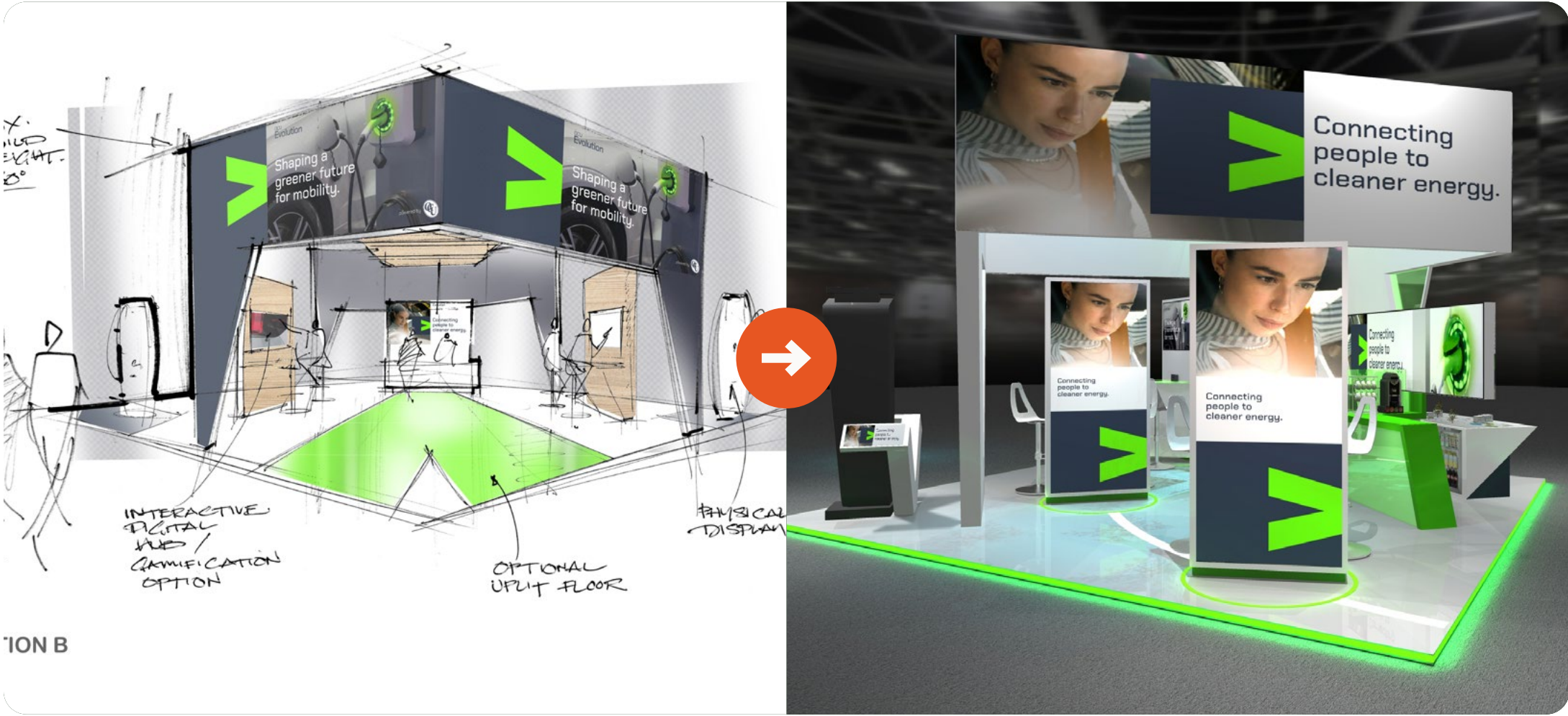
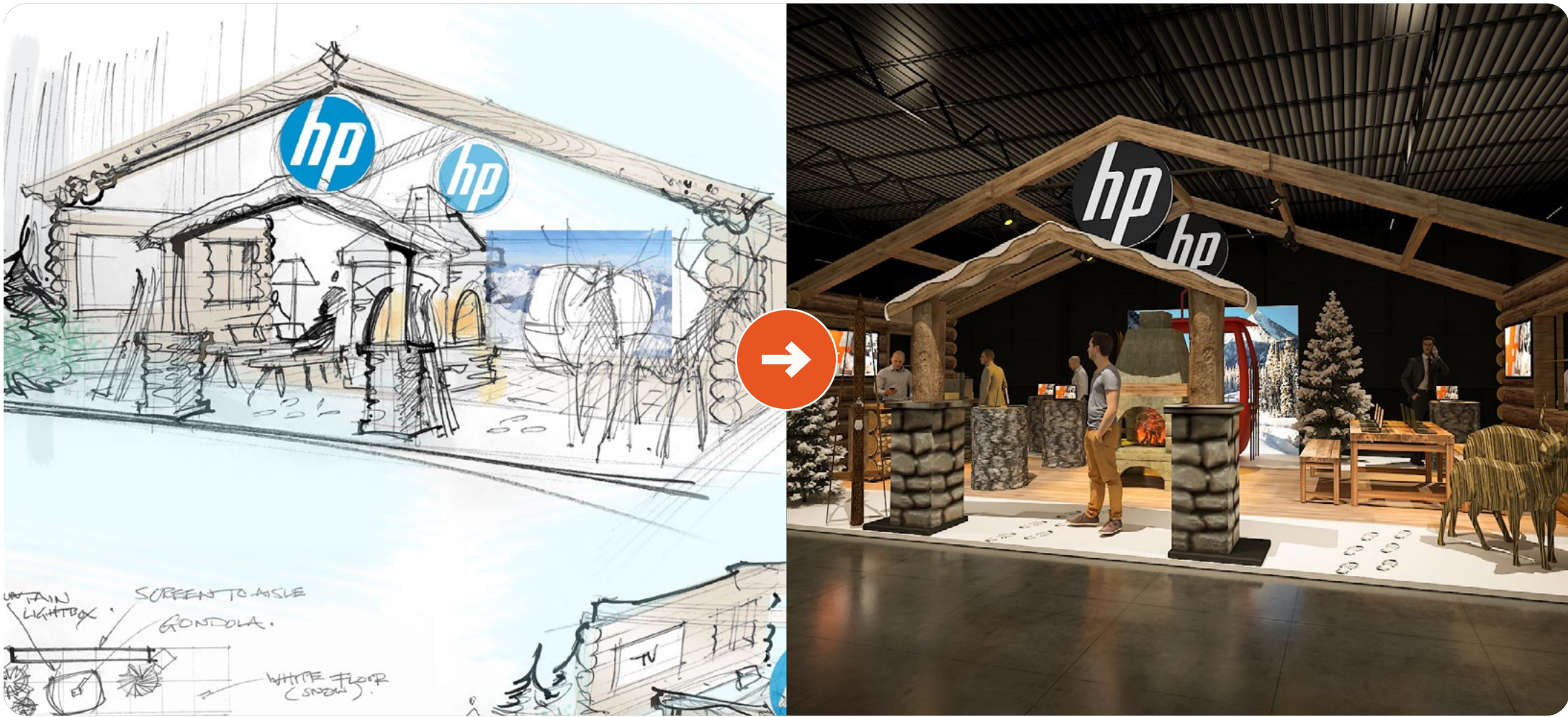
Jacob CAWLfield

- 30% Dog Lover
- 20% Music Lover
- 20% Sales Goggins
- 20% Expo Aficionado
- 10% Gym Bro

Section: 07a

creative design

Our in-house design studio is where your wildest stand dreams come to life. We'll work our magic to make sure your brand dazzles at your next exhibition.



At the heart of every brand is a story that deserves to be told as uniquely as it was created.

Our expert team of designers know how to turn your vision to reality, no matter how big or small.

Every detail is considered, because we know what really matters: the feeling of your brand in every element of a stand.



We collaborate with you until the very end, ensuring that we create exhibition stands that really speak your language!



meet the design team



**abigail
basford**

- 35% Creative
- 30% Perfectionist
- 20% Cocktail Lover
- 10% Cat Lover
- 5% Friends Fan



**magda
hurrell**

- 40% Creative
- 20% Arts & Crafts
- 20% Nature Lover
- 10% Ballroom Dancer
- 10% Daydreamer



**amy
jones**

- 40% Idea Generator
- 20% Nerd
- 20% Salad Connoisseur
- 10% Troubleshooter
- 10% Reality TV



Section: 08a

project management

Our project managers are the unsung heroes who juggle everything from red tape to perfecting the final touches on your stand. Think of them as your stand's personal bodyguard!

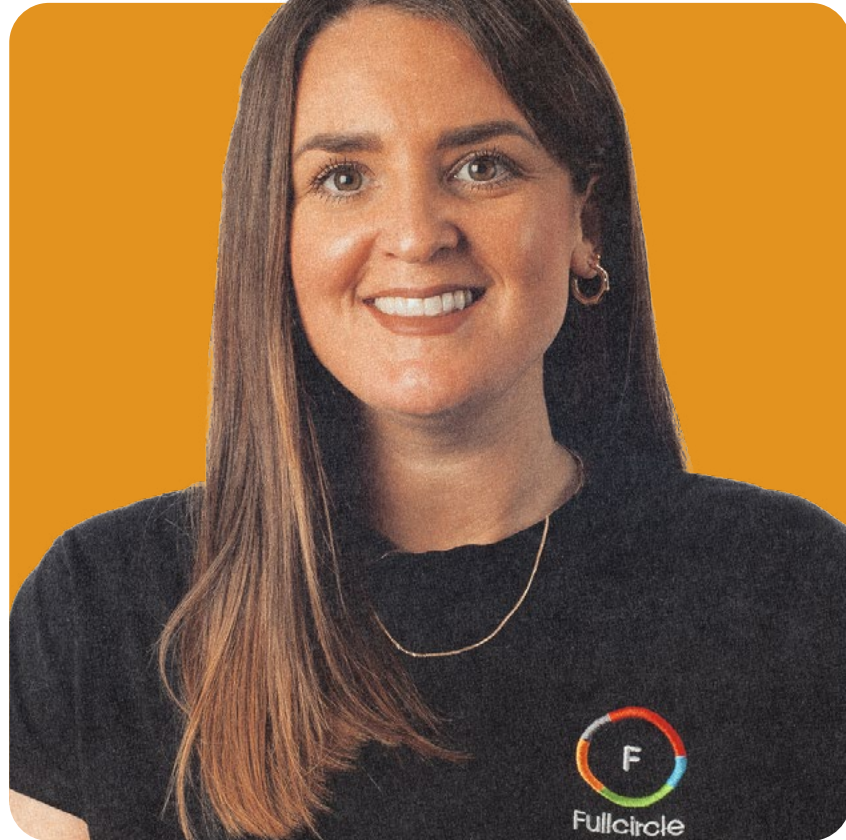
Exhibitions are a jigsaw of moving parts and people- your project manager is always there to help you pick up the pieces.

We thrive under pressure, that's why our teams are raring to make your stand a reality.

Organisers, production, health and safety - we've got it covered. Bring the idea, leave the particulars to us!

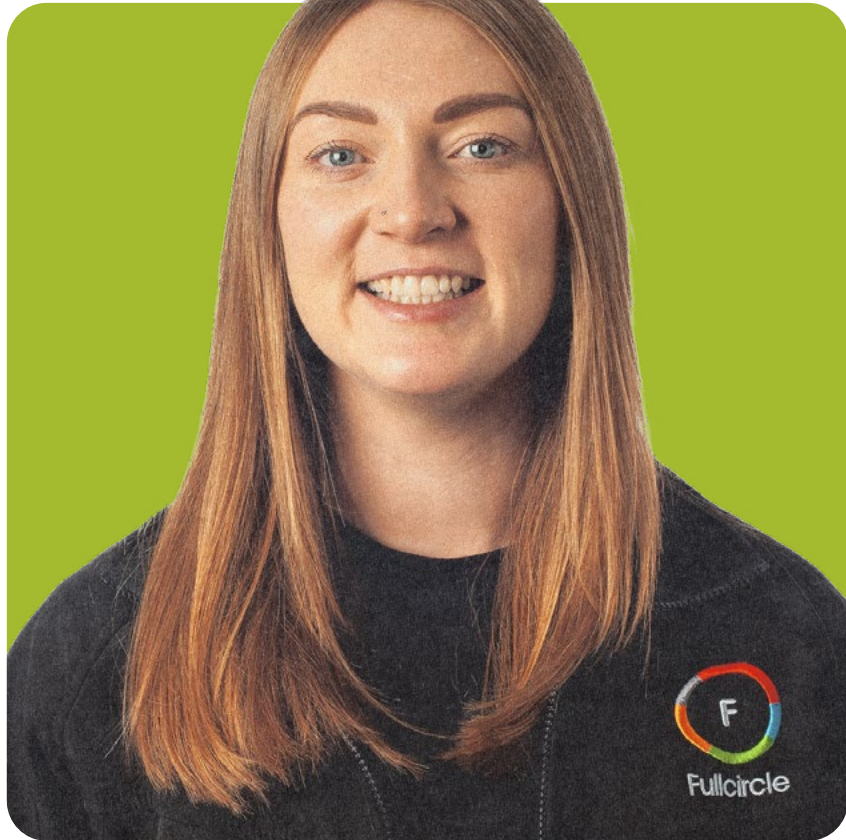


meet the projects team



**sarah
Copas**

- 30% Creative
- 30% Food
- 20% Wine
- 10% Outdoors
- 10% Arts



**Frankie
West**

- 30% Music Lover
- 30% Foodie
- 20% Traveller
- 10% Football Fan
- 10% Yogi



**Natalie
Celot**

- 40% Operational Magician
- 20% Team Tactician
- 20% Wine Connoisseur
- 10% Runner
- 10% Galactic Dreamer





products & services



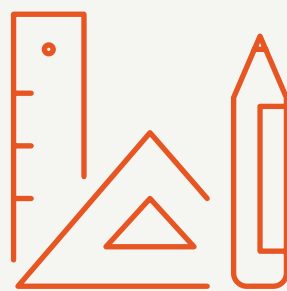
FLOORING

Step onto style with our range of finishes for every space, with eco-friendly choices to keep things green.



ELECTRICAL & LIGHTING

Our top-of-the-line LED systems are curated to your project, whilst meeting the highest sustainability standards.



GRAPHICS & PRINT

Armed with the latest tech, our in-house graphics team are capable of everything from precision vinyls to huge fabric prints.



AUDIO VISUAL

When it comes to AV, we're all about the latest gear, with 4K technology.



FURNITURE

Whatever the vision, we've got the piece for the look from over 500 furniture lines.

Section: 10

Health & Safety

Your dedicated project manager will ensure all your RAMS (Risk Assessment Method Statements) are sorted and get everything signed off so you're good to go.



Liability & Documentation

We handle all the heavy lifting:

- ☒ Full Risk Assessment? Check.
- ☒ Method Statements? You Bet.
- ☒ Construction Plan? Absolutely.
- ☒ Structural Calculations? All Squared Away.

With us, you're fully covered from every angle

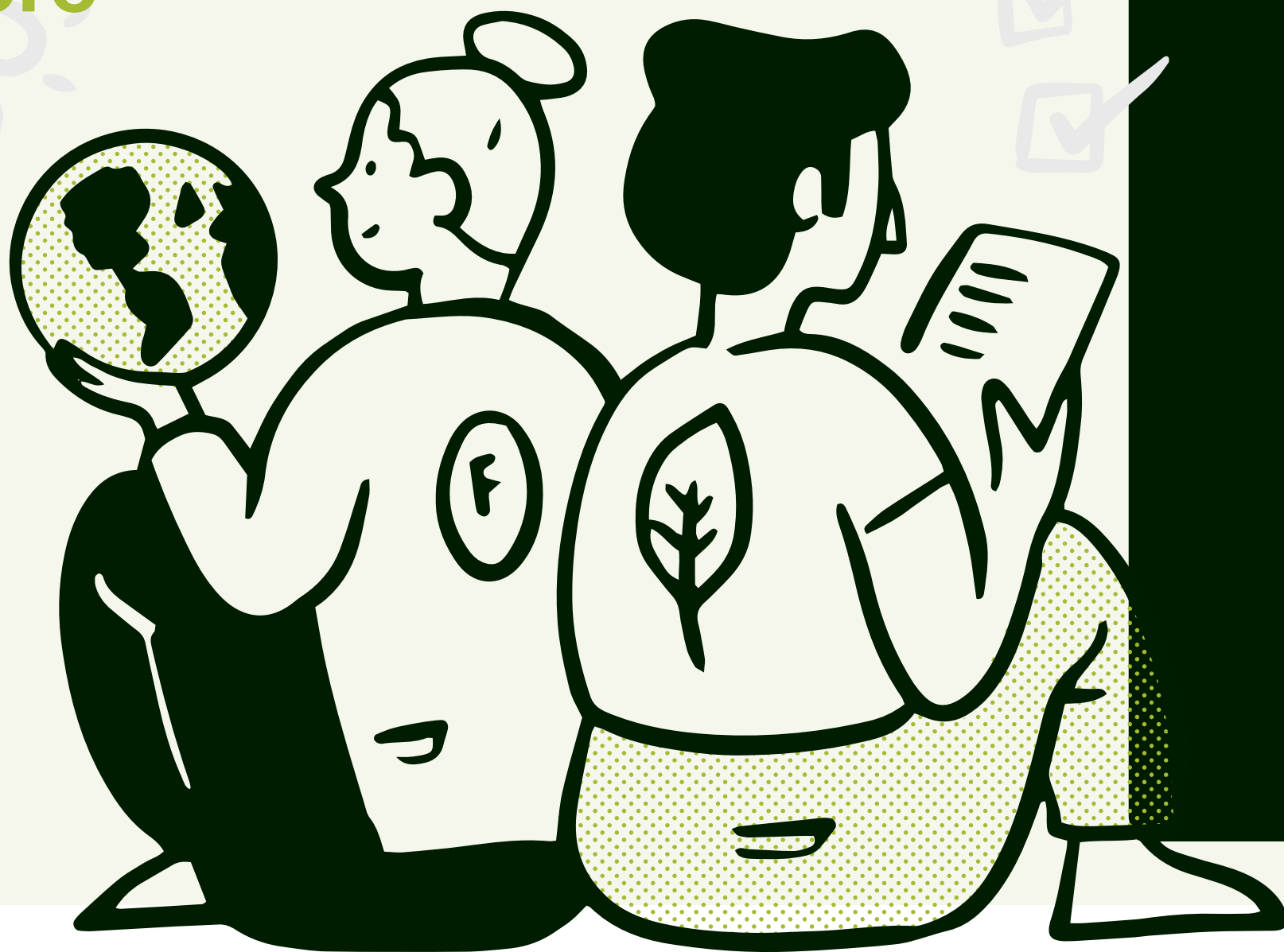
safety first. always!

Green

is at the forefront

of what we do here, with our green team leading the charge for a more sustainable exhibition future

We are dedicated to constantly reviewing and evolving our practices with the pursuit of sustainability at the forefront of what we do.

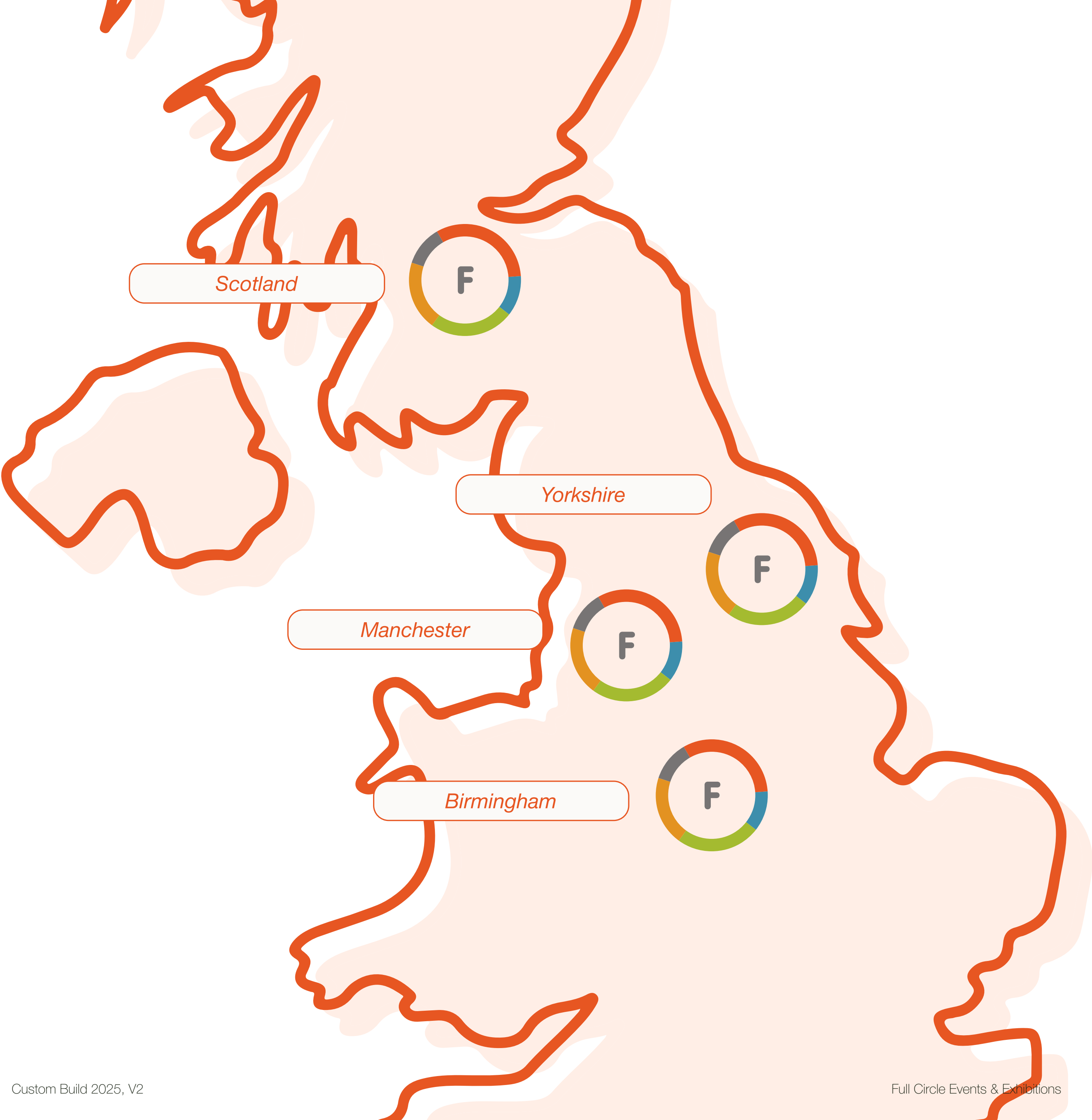


Improving the sustainability of the exhibition and events industry is an urgent matter that all stakeholders must partake in, and we are committed to doing our part in helping the event industry navigate a more sustainable future, whilst teaching and learning along the way.

Section: 12

Where we are!

Our four bases across the nation give us arterial access to every major venue. Our stock and resources span the country, covering you for every show, every time.



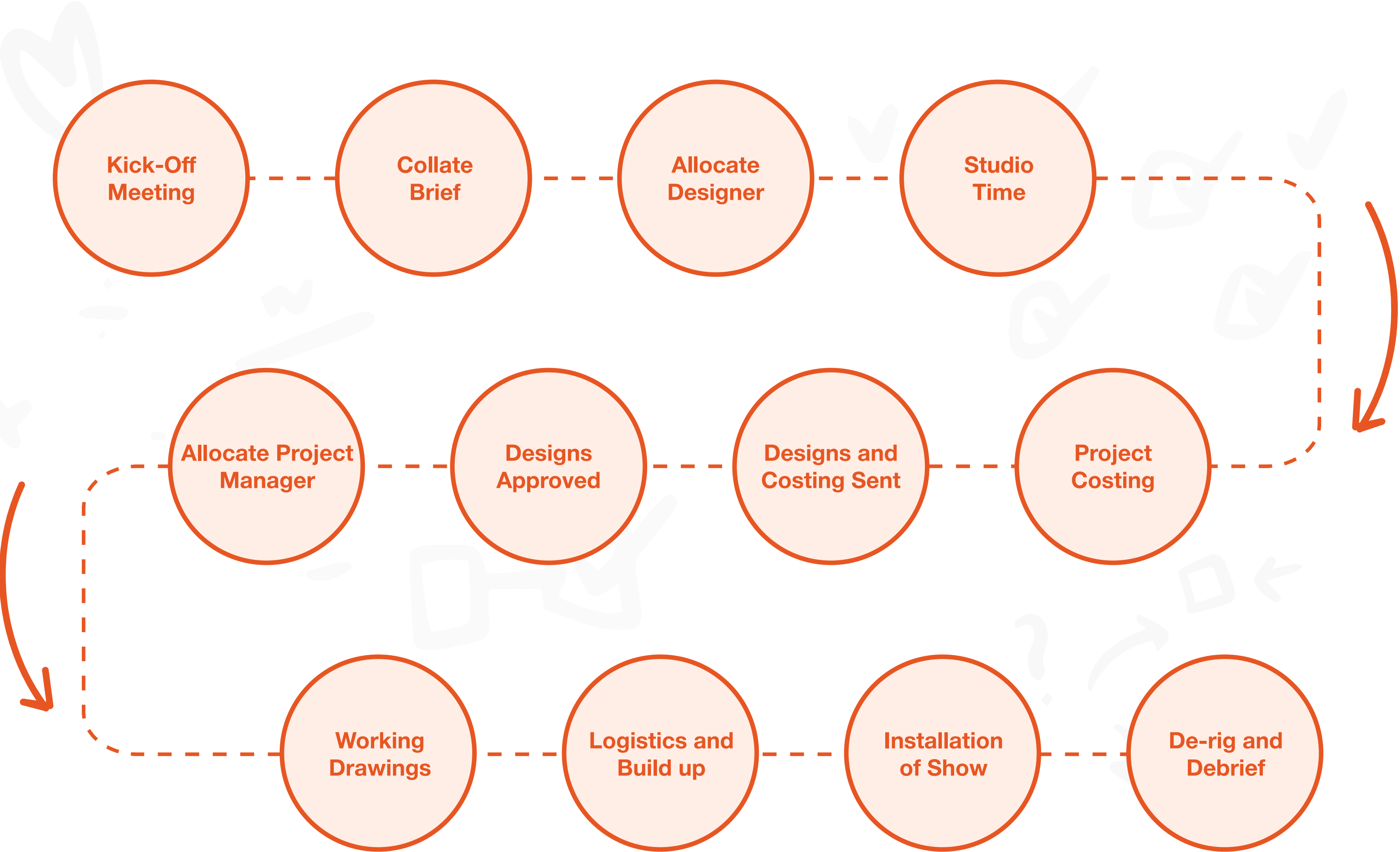
Section: **13**

Where we go!

We proudly serve clients worldwide, with past projects across Europe, Asia and the Middle East. Our expertise spans globally, meaning we can execute seamless shows across continents.



Project timeline



We offer a comprehensive solution for project delivery, giving you less to stress about. Our timeline process provides a structured, cost-effective method to get your vision off the ground.

Born collaborators, we developed our model over years of success with clients, organisers, suppliers and contractors.

Every project gets its own micro schedule, managed by your stand’s gurus and bodyguards.

Let us worry about the deadlines,

efficiency is in our bones.

WELCOME TO CASE STUDIES!

Take a deep dive into our projects and case studies and see firsthand how we've transformed bold, creative visions into stunning realities.

From wild ideas to show-stopping results, we've turned concepts into experiences that leave a lasting impact. Check out how we bring imagination to life and turn every challenge into a chance to wow!



Bell Group

What did we do about it?

Custom build stand.

The client's aim was to boost brand visibility, showcase services, and create a functional space for client interactions, all while reinforcing their brand identity throughout the design.

The solution?

- Designed prominent branding with a strong corporate message.
- Developed a large, overhead circular banner for maximum visibility.
- Utilised full-height imagery to effectively showcase services. Constructed a spacious hospitality counter for informal client interactions.
- Created a generous storage area for client items, giveaways, and branding materials.
- Designed cosy nooks with feature circles that echo the brand's identity.



“The stand looks amazing Rick, good work”

Chief Revenue Officer
Bell Group



CI Group

How did we meet their needs?

We delivered a range of custom built stands, each tailored to specific requirements.

Our approach included:

Partnering with CI Group:

Collaborated on designing, promoting, and building diverse event stands for Computacenter.

Client Collaboration:

Worked closely with clients to exceed briefs and transform brand expectations into standout displays.

Stand Design Goals:

Focused on product showcase, brand awareness, hospitality, and functionality.

Unique Builds:

Created bespoke stands that communicated each brand's message and captivated visitors.



“Thank you to the whole Full Circle team, from the Designers to the Project Managers who helped pull it all together. We already know that the 2025 event will be held in Barcelona and we have some enquiries from Vendors who liked their stands so much that they may want to replicate them in the near future.”

Head of Client Services,
CI Group



Cisco

How we delivered:

Activation:

Mobile coffee service outside the stand to attract visitors.

Access:

Open design to encourage interaction with the Cisco team.

Aesthetic:

Relaxed, informal seating and a “moody” vibe balancing dark colors with an inviting feel.

Materials:

Natural wood tones and LED lighting to enhance the stand’s features.

A sustainable, welcoming environment that perfectly aligned with Cisco’s brand and fostered connections.



Close Brothers

How we delivered:

We designed a custom-built stand to attract and engage visitors, focusing on eye-catching elements and strong hospitality for client interaction.

What We Provided:

Screens:

Displayed presentations for optimal visibility.

Lockers/Prizes:

Engaged visitors with interactive lockers and prizes.

Branding:

Highlighted logos on key areas for maximum impact.

Hospitality Areas:

Created inviting spaces with seating, serving areas, and strategic lighting.

A stand that blended fun, strong branding, and hospitality to create an engaging experience.



“I just wanted to drop you a quick line to say a big thank you from all of us at Close Brothers. Your team did an incredible job on our stand and helped to make everything go so smoothly. To turn up this year and see our stand already completed at 1pm totally took me by surprise and delighted the team. It meant we were able to jump on straight away and start dressing the stand so that the following morning we could come straight in and not have to worry about a thing. Both you and your team were on hand throughout the whole process and really delivered for us in every aspect.”

**Senior Marketing Manager,
Close Brothers**



Cortizo

How we delivered:

Unique Design:

Created a standout design to set the stand apart in the industry.

Overhead Structure:

Added a prominent overhead feature as a recognizable focal point.

Product Highlighting:

Used compact displays to showcase key product lines.

Minimal Branding:

Focused on a minimalist approach, with sparing use of logos and subtle product category displays.

Open Interaction Areas:

Designed spacious, open areas for easy client interaction and movement.

A clean, impactful design that emphasised product showcase and free-flowing client engagement.



“First of all, we would like to thank you for the incredible disposition and the hard work that you’ve put on our stand. Since the beginning, your team has shown us the concern about our stand, taking care of every detail to give us this great result.

We are more than happy with how the stand came out.

We especially, want to thank the team, who put time and eagerness into finding solutions to whatever came out unexpectedly, and all the team responsible for building this stand.

With all that, this project came out as we expected to. That’s why we want to thank you again once again, for working with us this year, and for achieving this result once built.”

Marketing Manager,
Cortizo



Crisalion

How we delivered:

Prominent Display:

Set up a clear plinth and large video wall to highlight their aerial mobility model and solutions.

Engagement and Interaction:

Created private meeting rooms and open areas for interactive discussions and model viewing.

Professional Presentation:

Designed a corporate, inviting space to make a strong first impression with “wow” appeal.

Practical Amenities:

Included ample storage for giveaways and functional space for smooth operations.

A sleek, professional stand that combined innovation with practicality for meaningful engagement and a lasting impact.



“We were thoroughly impressed with the exceptional work provided by your team for our stand at the Farnborough Airshow. The attention to detail and professionalism were evident in every aspect, and the result exceeded our expectations. We received numerous compliments, and it made a significant impact on our presence at the event.”

Marketing & Events Specialist,
Crisalion



GAMI

How we delivered:

Private Meeting Rooms:

Separate entrances for dignitaries and staff, ensuring privacy for high-profile guests.

Branding:

Incorporated strong branding and personalised messages from the Crown Prince.

Hospitable Areas:

Designed large informal spaces with a bar/dining area to make guests feel welcome.

Seating & Flooring:

High-quality seating and luxurious carpet, zoned for easy movement.

Amenities:

W/C facilities, VIP amenities, prayer rooms, and washing areas.

Interactive Elements:

A large AV setup and video wall to showcase GAMI's industry activities.

A tailored, luxurious chalet that blended privacy, comfort, and strong branding to enhance GAMI's presence and foster connections.



“The main client was very impressed, the chalet detail and finish was excellent and the overall results reflected this”

**Business Development Director,
Enso**



Ideal Standard

How we delivered:

Access:

Invited guests from all angles, using strategic lighting to highlight the products like stars.

Branding:

Subtle, sophisticated branding with complementary colours to enhance the luxury feel.

Height:

Built to impressive heights to ensure a strong brand presence.

Furniture:

Created a semi-open seating area for relaxed, informal meetings.

A showstopping stand that combined luxury, sophistication, and a welcoming atmosphere to highlight Ideal Standard's new bathroom lines.



Just Play

How we delivered:

High-Level Branding:

Large, colourful branding to stand out and attract visitors from across the hall.

Routed Stand Layout:

Designed a walk-through journey to guide clients through the many products, ensuring a purposeful experience.

Hospitality Areas:

Created spaces for post-tour meetings to discuss future orders and development opportunities.

Private Areas:

Fully enclosed stand with a guarded reception to ensure only invited guests could enter, preventing counterfeiting and unauthorized photography.

A vibrant, secure, and purposeful stand that effectively showcased Just Play's products while facilitating valuable client interactions.



“We have been working with Rick, Elle and the wider Full Circle Team for the last 3 years and they are a pleasure to partner with!

Their attention to detail and can-do attitude makes our projects run smoothly and on time, every time.

We look forward to another successful trade show season with the team!”

**Trade Marketing Manager,
EMEA**



Kronospan

How we delivered:

Dual-Purpose Feature Bar: A striking presentation area that also served as discreet storage for easy product access.

Effortless Wall Display Systems: Custom displays for easy product sampling.

Balanced Brand Representation: A design that showcased up to 7 key brands, ensuring equal attention.

Real-Life Product Display: Created flooring areas mimicking real-world installations, bringing the products to life.

Invisible Storage: Seamless storage integrated into the stand to maintain focus on the products.

Casual Meeting Areas: Informal spaces for relaxed product and order discussions.

Elevated Brand Presence: A bold, sophisticated stand reinforcing Kronospan's industry leadership.



“We had lots of positive comments about the stand, which is great. Thank you so much for all your help. We really couldn't have done it without you.”

Kronospan



Microsoft

How we delivered:

Aesthetic:

Bright, clean design with minimal colors for a sleek, modern look.

Atmosphere:

Created welcoming zones with storage and presentation areas for visitors to explore tech before hands-on demos.

Graphics:

Large banners and semi-transparent images made the stand open and inviting, with subtle logo colour accents adding warmth.

Lighting:

Modern workstations with strategic spotlighting to highlight the products without overwhelming the space.



S&C

How we delivered:

Open Design:

Created a stand with four open sides to provide full visibility of products and screens from all angles.

Height:

Built to full height to create an impactful presence and highlight design features.

Branding:

Incorporated large, bold branding with clever colour usage to keep the design minimalistic yet attention-grabbing.

Product Display:

Displayed four product lines on arms for easy viewing and interaction, presenting them in a real-world context.



“Firstly, can I send a massive thank you to the team for their efforts in putting the stand together. We had an excellent show and had many positive comments on the stand build from visitors and other exhibitors. After we handed back the “lead capture” scanner we were also informed that we had the most visitors to the stand.... – more than double than the number 2 stand – which was excellent. So, a big thank you to all involved from your team and I look forward to working with you again.”

S&C Electric EMEA



Kindeva

How we delivered:

3D Brand Translation:

Transformed Kindeva's brand into a dynamic, engaging 3D space.

Chevron Design:

Incorporated Kindeva's key "Chevron" motif into bespoke touchpoints like meeting rooms, product display areas, a central bar, and informational podiums.

Function & Aesthetics:

Designed a modern, impactful stand that served both practical and visual purposes.



TravelPort

How we delivered:

Smart Space Use: Included dual-access storage, charging stations, and modular layouts adapted for venues like Dubai and Berlin.

Premium Hospitality: Integrated full-service bars, concealed storage, and custom seating in brand colours.

Tech-Enabled Engagement: Featured demo totems with pop-out screens, PA systems, and backlit branding.

Global Brand Translation: Transformed Travelport's identity into engaging, high-impact exhibition spaces worldwide.

Double-Decker Design: Delivered bespoke two-tier stands with LED surrounds, VIP meeting rooms, and elevated branding.



Hiscox

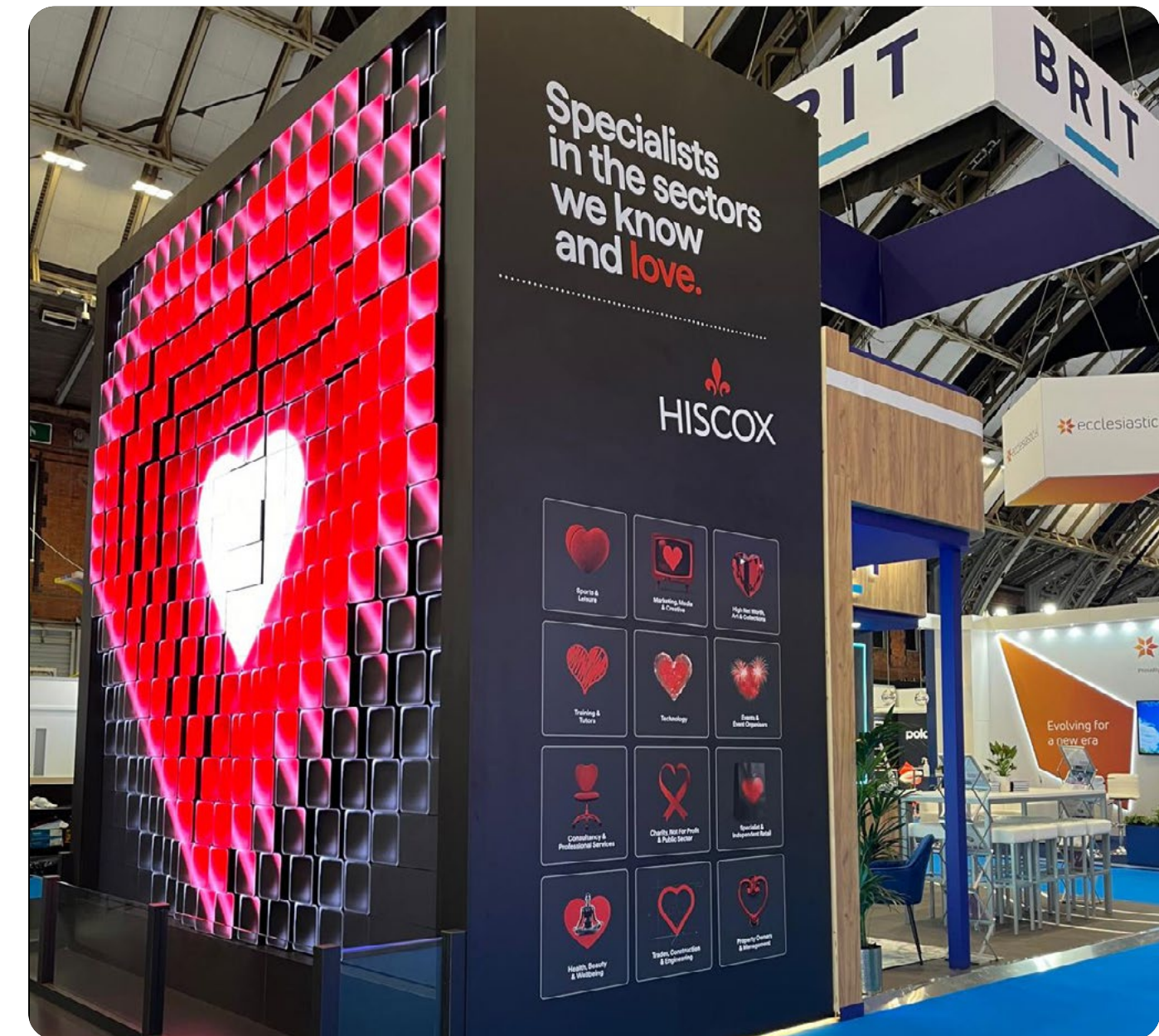
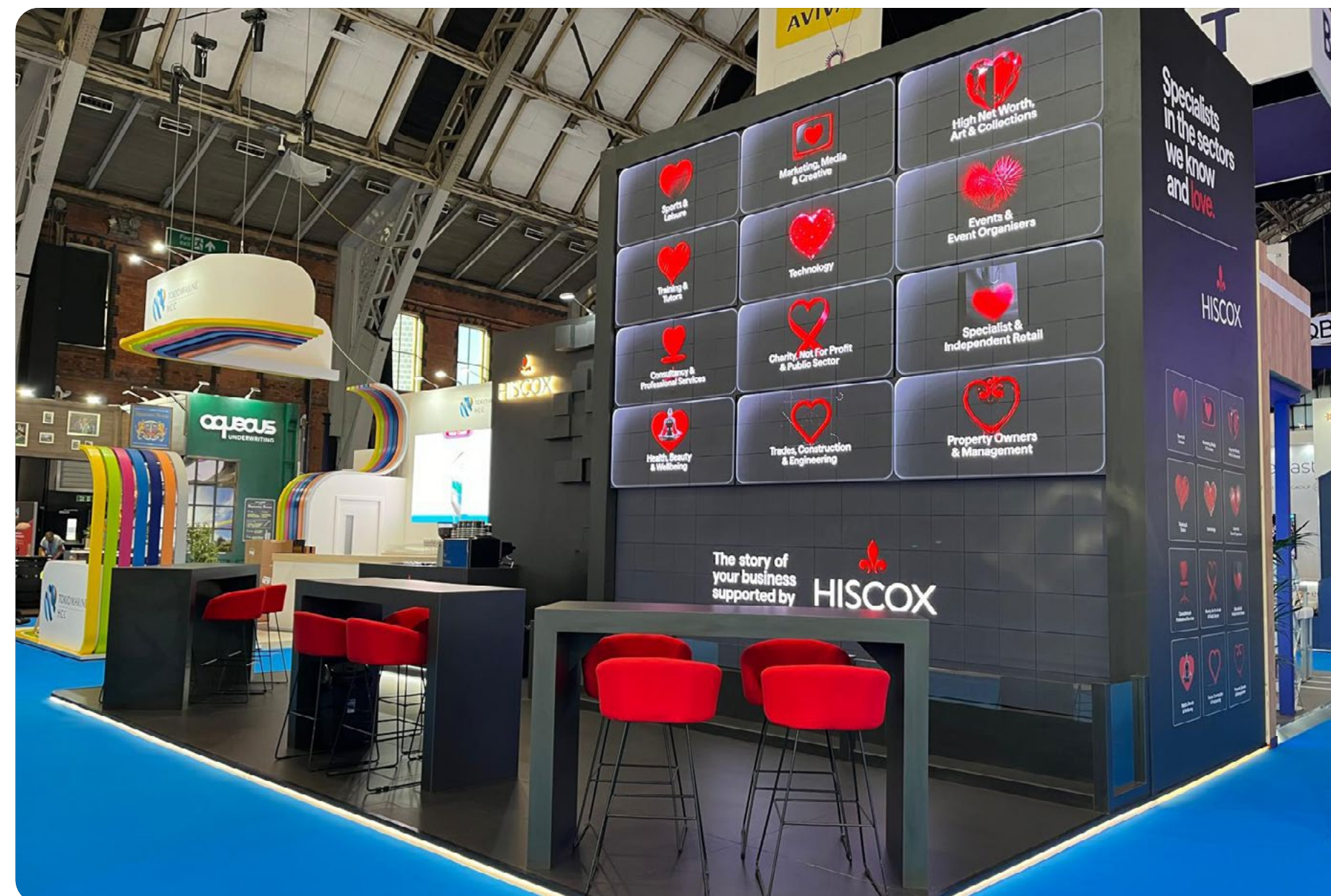
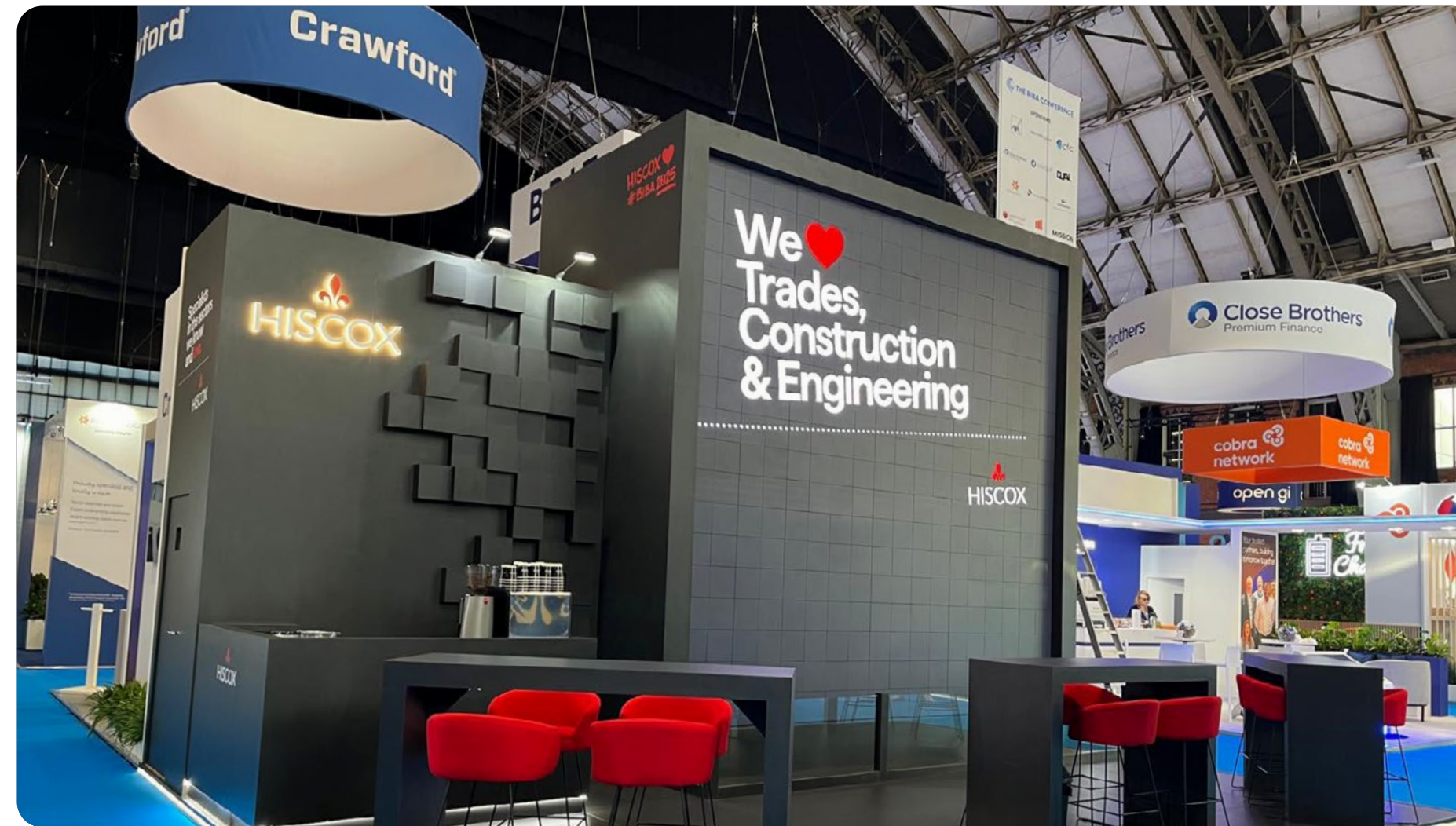
How we delivered:

Cutting-Edge AV Experience: Delivered the industry's largest kinetic audio-visual wall to date - an immersive, state-of-the-art feature.

Bold Visual Impact: Contrasted the dynamic AV installation with a sleek, ultra-modern black façade as the stand's striking backdrop.

Show-Stopping Design: Created a stand that commanded attention from every angle and became the standout talking point of the event.

Innovative Brand Expression: Combined technology and design to reflect the client's forward-thinking identity and market leadership.



“From start to finish you were all such a breeze to work with and having your knowledge of BIBA and Manchester Central was invaluable. It was also great to know that at any point in time someone from Full Circle was on site to assist which was a huge benefit.

The stand was built to perfection.”

**Event Manager,
TAG**



Bspoke

How we delivered:

Bold Brand Statement: Designed a striking back wall and large lightbox feature to create a standout visual impact.

Reception Experience: Introduced a bespoke meet-and-greet counter for pre-invited clients, enhancing first impressions.

Cohesive Brand Identity: Branded the entire space in the client's signature blue to reinforce recognition and consistency.

Maximum Visibility: Utilised the event's full height allowance to elevate brand imagery above the crowd.

Tailored Show Presence: Delivered a bespoke stand focused on hospitality, storytelling, and making a lasting impression.



“Oh my god that looks fantastic”

**Head of Marketing & Communications,
Bspoke**



HP

How we delivered:

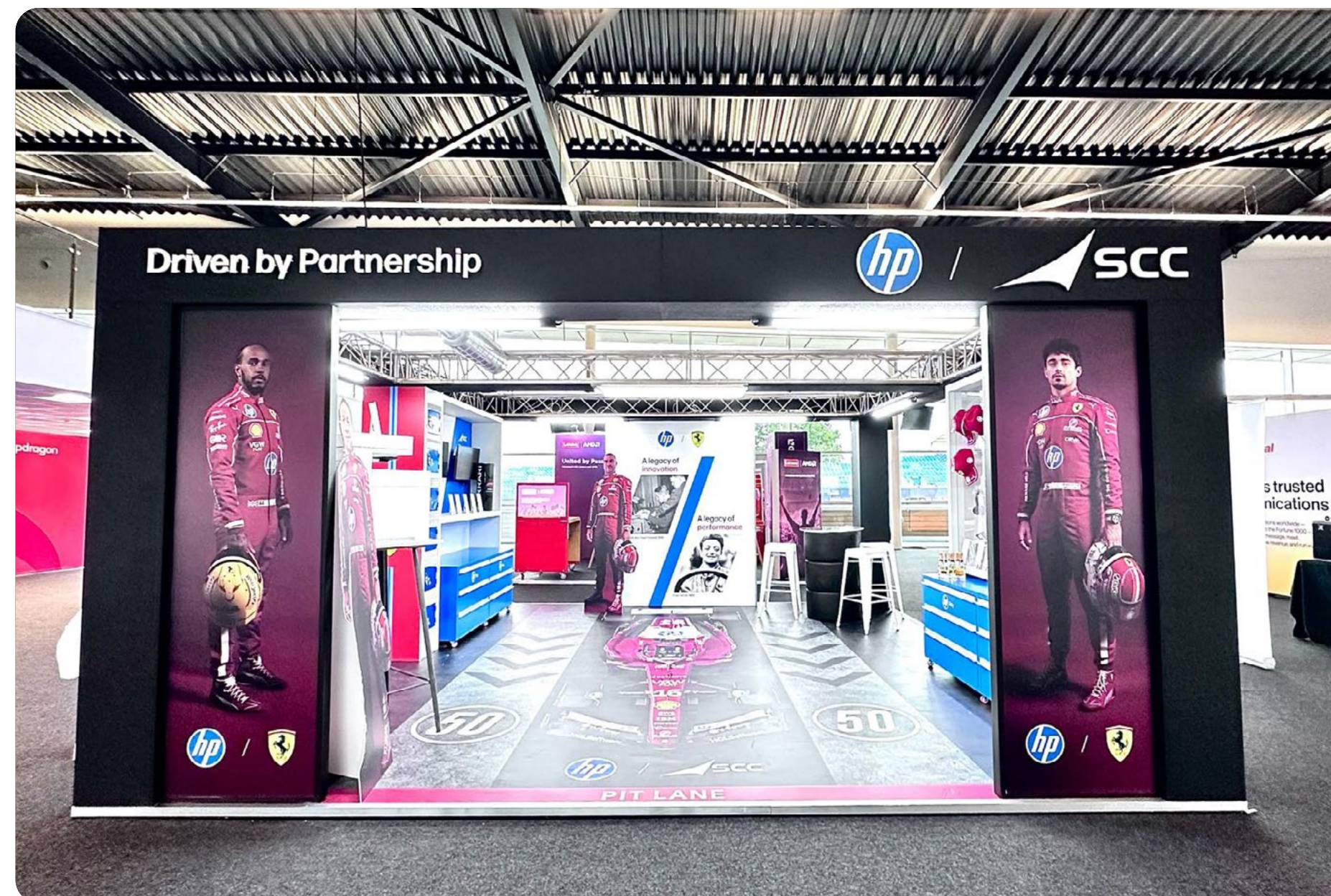
Trusted UK Partner: Long-standing collaboration with HP across key UK events, delivering brand-driven, immersive experiences.

Heritage-Inspired Design: Created a 'shed-to-showcase' concept, reflecting HP's 1970s garage origins with nostalgic visual storytelling.

F1-Themed Evolution: Designed a dynamic pit lane-style stand celebrating HP's Ferrari partnership, featuring rolling graphics and authentic F1 tyres repurposed as poser tables.

Interactive Product Showcase: Included an engaging wall installation to highlight client solutions and encourage hands-on exploration.

Immersive Educational Zones: At Bett, delivered a vibrant, multi-functional space with breakout areas designed around HP's full brand colour palette.





**YOU'VE GOT THIS.
WE'VE GOT THIS.**

Get In Touch



**rick
hill**

Phone:
07557161503

Email:
rick.hill@fullcircleeventsLtd.co.uk



**YOU'VE GOT THIS.
WE'VE GOT THIS.**

Get In Touch



**bradley
drew**

Phone:
07392 391 998

Email:
Bradley.Drew@fullcircleeventsLtd.co.uk



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Get In Touch



**Charli
SUMNER-BEDFORD**

Phone:
07537 884623

Email:
charli.sumner-bedford@fullcircleeventsltd.co.uk



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WE'VE GOT THIS.**

Get In Touch



**JACOB
CAULFIELD**

Phone:
07385 665135

Email:
jacob.caulfield@fullcircleeventsltd.co.uk

We go together
Like rama-Lama
Lama-ka-ding
da-ding-dong

Say Hello!



Manchester | Yorkshire | Midlands | Scotland

Phone: 0161 393 3949

Email: designbuild@fullcircleeventsltd.co.uk

