



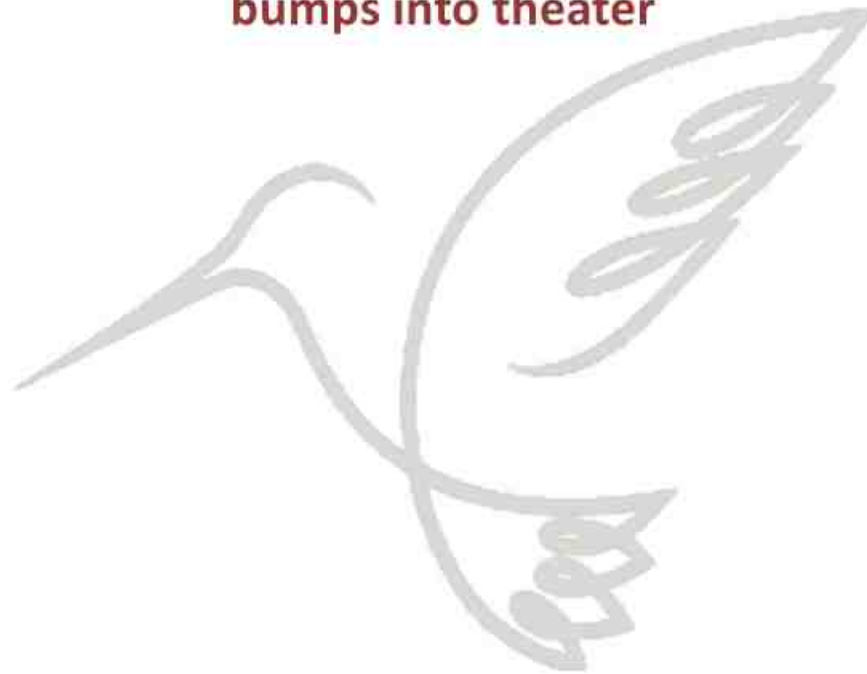
Cogito, ergo sum. I think, therefore I am.

[www.showbench.com](http://www.showbench.com) · Tel: +86 6556 7066 · Mobile: +86 135 2222 4272 · [info@showbench.com](mailto:info@showbench.com)





A place where marketing  
bumps into theater



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**Showbench International**  
**Company Profile**

# Building Foundation

Building. It's at the root of everything we do at Showbench. We not only build exhibits and trade show booths, we build relationships with our clients to help build enthusiasm for their marketing and message. We build solutions to build brand goals and objectives. And in the end, we build trust which results in two-way communication and long-term connections with our customers.

Our passion –telling your story to people, bringing your brand to life and helping you connect with your customers. We'll ask the hard questions and, together, we'll find the answers that create the results you need in exhibits, events and environments.

So, let's get started!

## Headquarter

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# Who We Are

Showbench is a global leader in face-to-face marketing, yet our goal remains the same — to bring people together, face-to-face, in a way that informs, inspires, promotes businesses and builds relationships. Our full range of solutions from sound strategy to compelling creative ideas to constant innovation allows us to seamlessly deliver a unique and successful experience for your face — to — face marketing brand. Our reputation for quality, integrity and innovation is proof of our hard work and dedication to the industry.

At the core of every unique customer experience we deliver is a sound strategy. Bringing this to life often requires more than a list of tactical details or a strong operational plan. So Showbench works closely with you to spotlight communications opportunities with creative design that leads to enhanced brand experiences. Our full range of creative solutions strikes a perfect balance between creativity and business development strategies. We take care of all of the details, from exhibit design, rental and transportation to audio visual and electrical services. Our vast experience producing tradeshow and events means we have exactly what it takes to help you have a successful exhibiting experience.

# Exhibitions

- ✦ Planning + design
- ✦ Strategic marketing support
- ✦ Tactical on-site support
- ✦ Fabrication
- ✦ Storage + refurbishment
- ✦ Logistics support

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*I think, therefore I am.*



UAE Ministry of Culture

BIBF 2015

Beijing, China



ROHM

Chinaglass 2015

Beijing, China

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**Applied Materials**

**SNEC 2015**

**Shanghai, China**

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VOGUE

Wedding Show 2013

New Delhi, India

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Sirca

SATTE 2014

New Delhi, India

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HIOKI

ISBT 2014

Souel, Korea

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AGFA

CMEH 2014

Shanghai, China

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**Applied Materials**

**Semicon Japan 2014**

**Tokyo, Japan**

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PURO

China Sourcing Fair 2014

Hong Kong, China

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Maletti

COSMOPROF ASIA 2014

Hong Kong, China

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# Events

- ✦ Brand profiling + positioning
- ✦ Event theme development
- ✦ Event planning + management
- ✦ Marketing collateral support
- ✦ Event staff training
- ✦ Impact measurement

*We are more than an exhibit constructor.*





Nokia

Project Red 2013 in Taj Palace

New Delhi, India

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Nokia

Project Red 2013 in Taj Palace

New Delhi, India

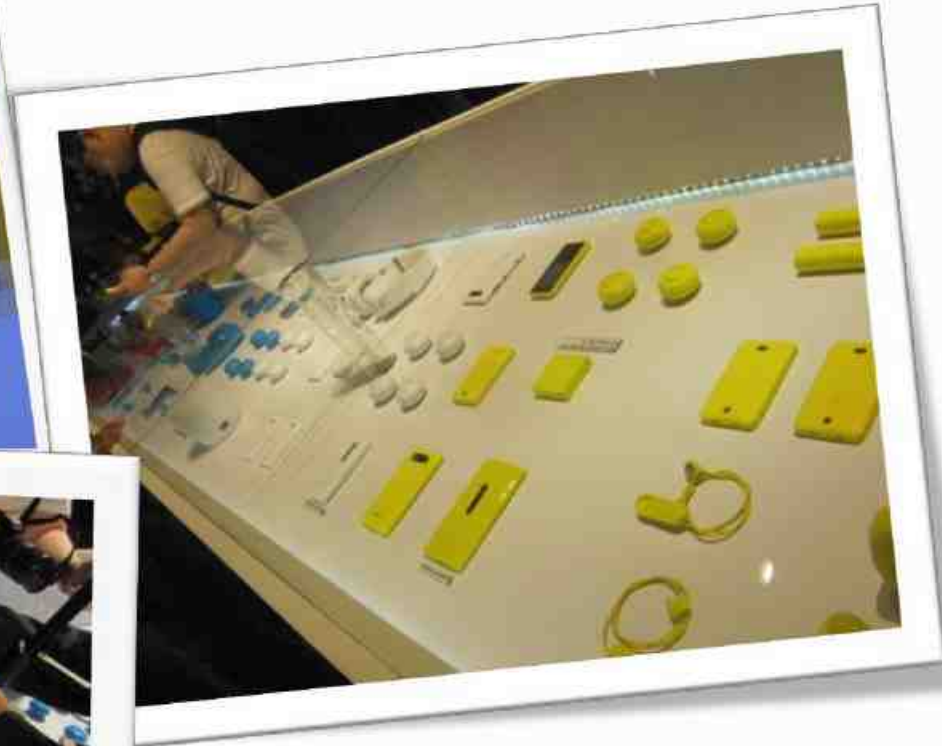
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Nokia

Project Red 2013 in Taj Palace

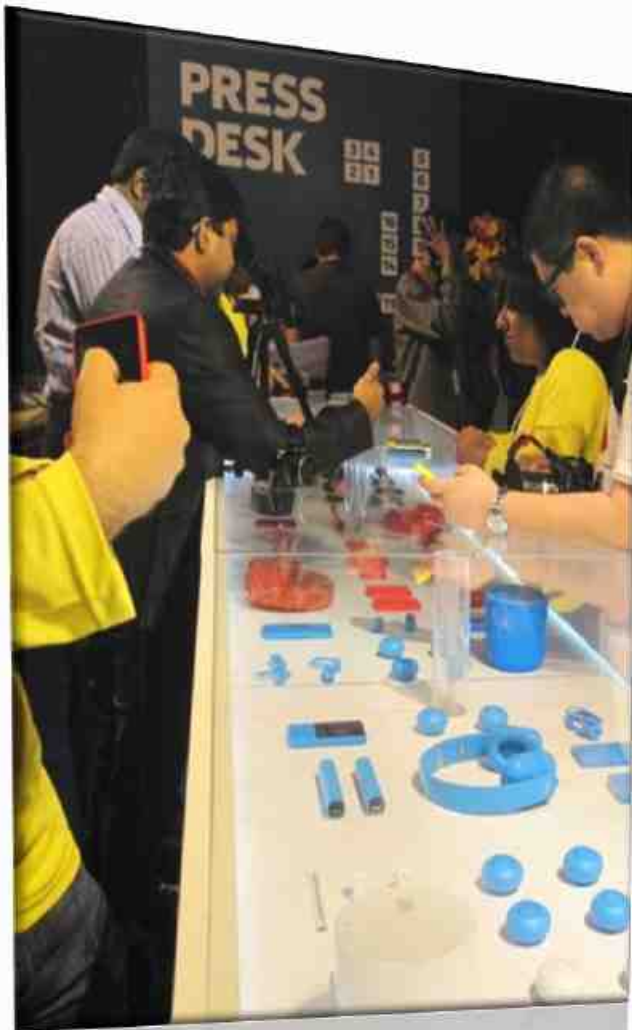
New Delhi, India



**Nokia**

**Project Red 2013 in Taj Palace**

**New Delhi, India**



Nokia

Project Red 2013 in Taj Palace

New Delhi, India



Russian delegation Bosco Club

Olympic Game 2008

Beijing, China

# Case Studies



**CIMCORP**



**NOKIA**

**TIDA**

**DELCON**

 **SCOTLAND**



*We build nations. As a global leader,  
we're never far from where you are.*



MCYCD

BIBF 2015

CIEC, Beijing, China





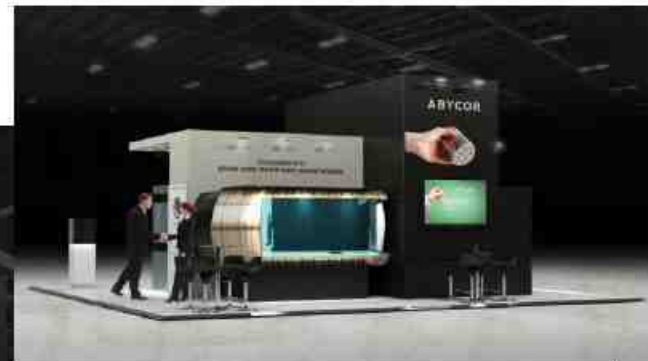
Scotland Pavilion



China Golf 2015



CIEC, Beijing, China



**ABYCOR**

**CES ASIA 2015**

**SNIEC, Shanghai, China**

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TRIA

Chinaplas 2014

SNIEC, Shanghai, China

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Republic of Tatarstan

AIM 2014

Dubai, UAE

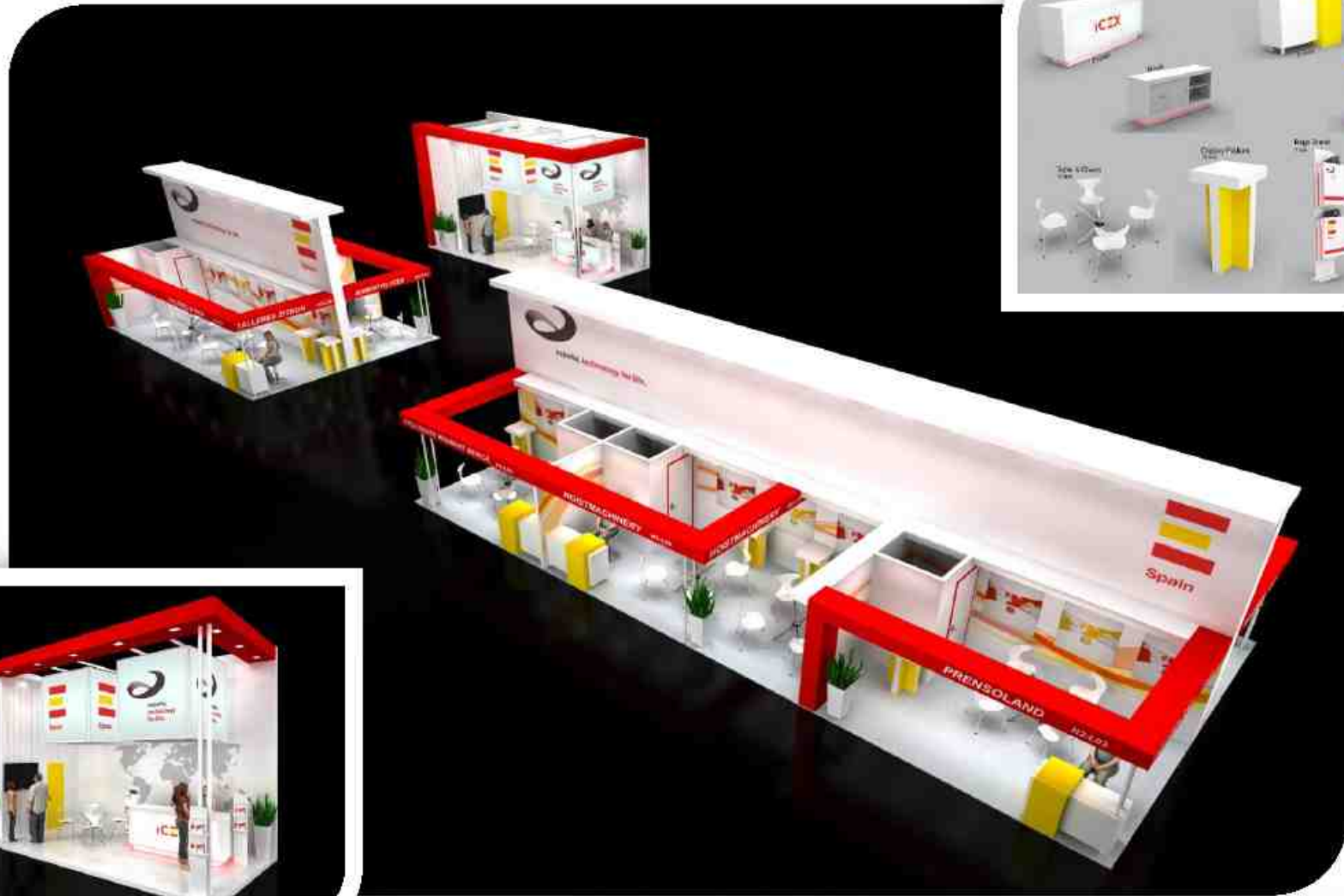
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**SPAIN PAVILION**

**BC INDIA 2013**

**Mumbai, India**



ICEX PAVILION

IMTEX 2013

BIEC, Bangalore, India

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HYATT

SATTE 2013

New Delhi, India



**BOST**

**CIMT 2013**

**Beijing, China**

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CABOT

SEMICON KOREA 2013

COEX, Seoul, Korea



**Thank you!**

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