FOUNTAINHEAD INTERNATIONAL
/ CASE STUDY

AGAINST THE CLOCK: DELIVERING UNDER PRESSURE

Bringing Charlie's Holdings' exhibition vision to life in just 20 days at InterTabac 2022.



Charlie's Holdings exhibition stand at InterTabac 2022, Dortmund, Germany.

CLIENT:
Charlie's Holdings, Inc.

SHOW:
InterTabac 2022

LOCATION:
Dortmund, Germany

SIZE:
48 sqm

The Challenge: a Tight Timeline with No Room for Delays

Charlie's Holdings, Inc. approached Fountainhead International for a 48 sqm exhibition stand at InterTabac 2022. The initial brief was received on 20 July 2022, with the exhibition scheduled to open on 15 September.

However, while managing another exhibition project, the client had missed important planning and confirmation milestones. The project was confirmed on 19 August, leaving approximately 20 days for stand production and build-up ahead of the exhibition.

With the opening date fixed and a significantly compressed production schedule, delivering the stand required quick decisions, efficient coordination and a team prepared to work against the clock.

Our Response: Moving Fast without Compromising Delivery

01

OUR RESPONSE:
MOVING FAST WITHOUT COMPROMISING DELIVERY

Fountainhead International took on the challenge, mobilising its team to move the project forward within the available timeframe.

With limited time for production and installation, the focus was on streamlining coordination, prioritising critical activities and keeping every stage of execution aligned with the exhibition deadline.

The team worked with urgency and ownership, ensuring that the compressed schedule did not become a barrier to delivering the client's exhibition requirements.

02

THE STAND:
BRINGING THE EXHIBITION VISION TO LIFE

The 48 sqm exhibition stand was brought to life for Charlie's Holdings at InterTabac 2022, providing the company with a dedicated brand presence at the international trade fair.

Despite the demanding production schedule, the team remained focused on delivering an exhibition environment that reflected the client's brief and was ready for the opening of the show.

03

THE OUTCOME:
DELIVERED ON TIME, READY FOR THE SHOW

Despite the late project confirmation and just 20 days available for build-up, Fountainhead International successfully delivered Charlie's Holdings' 48 sqm exhibition stand for InterTabac 2022.

The project demonstrated the team's ability to respond to challenging timelines, coordinate production efficiently and take ownership of delivery when time is limited.

> *‘Because tight timelines shouldn’t mean compromising on commitment.”*



PLANNING YOUR NEXT INTERNATIONAL EXHIBITION?

Fountainhead International combines exhibition stand design, project management and dependable execution to help brands deliver impactful exhibition experiences across international trade shows. Contact us to discuss your next stand.

Contact Us Now