FOUNTAINHEAD INTERNATIONAL / CASE STUDY

BEYOND THE BOOTH:

Creating an Interactive Exhibition Experience

Bringing MetalBear's brand and creative vision to life through an interactive mini-golf activation at KubeCon Europe 2026.



MetalBear's exhibition stand at KubeCon Europe 2026, Amsterdam.

CLIENT: MetalBear

SHOW: KubeCon Europe 2026

LOCATION: Amsterdam, Netherlands

SERVICE: Stand Design & Build

01

THE CHALLENGE:

CREATING SOMETHING BEYOND A CONVENTIONAL EXHIBITION STAND

MetalBear partnered with Fountainhead International to design and build its exhibition stand for KubeCon Europe 2026, held in Amsterdam on 24 March 2026.

The initial brief arrived on 14 January, with the project confirmed on 19 February. With the exhibition date approaching, the team faced a demanding schedule to move from concept to production while accommodating the client's evolving requirements.

The brief called for something beyond a conventional technology exhibition booth. A key creative requirement was to incorporate a mini-golf course within the stand, introducing an interactive element that would encourage attendees to stop, participate and engage with the MetalBear team.

02

OUR RESPONSE:
TURNING A CREATIVE CONCEPT INTO REALITY

Fountainhead International took a collaborative and adaptable approach to translating MetalBear's vision into a distinctive exhibition experience.

The mini-golf concept required creative thinking to integrate an interactive activity into the exhibition space while maintaining the overall brand presentation and functionality of the stand.

As the project progressed, the team worked through multiple design iterations and change requests, responding quickly to client feedback and refining the concept along the way.

03

THE STAND:
AN INTERACTIVE EXPERIENCE THAT INVITES ENGAGEMENT

At the heart of MetalBear's exhibition presence was a bespoke mini-golf activation, transforming the stand into an interactive destination rather than a conventional exhibition space.

The concept introduced an element of play and participation into the technology-focused environment of KubeCon Europe, giving attendees a reason to stop, interact and spend time at the booth.

04

THE OUTCOME:
EXCEEDING EXPECTATIONS AT KUBECON EUROPE

Fountainhead International successfully delivered MetalBear's exhibition stand for KubeCon Europe's opening on 24 March 2026, navigating multiple design iterations, evolving requirements and a demanding production schedule.

The client's feedback reflected the success of the collaboration. Jake Page highlighted the team's professionalism, responsiveness and ability to adapt throughout the project, particularly in managing design changes within a tight timeline.



★★★★★

"The final result genuinely blew us away. The booth was delivered to a standard beyond what we had anticipated."

Jake Page MetalBear | Customer Review | 1 April 2026

PLANNING YOUR NEXT EXHIBITION?

Fountainhead International combines creative exhibition stand design, project management and dependable execution to help brands create memorable experiences at international trade shows. Whether you're planning an interactive brand activation or a bespoke exhibition environment, our team can help bring your vision to life.

Contact Us Now