

CPh/ICSE – Event Feedback

Summary

A group of team members from Broughton Laboratories have recently returned to Yorkshire after exhibiting at the CPh/ICSE exhibition in Frankfurt.

After a number of years visiting the event, 2011 was our first experience of exhibiting – and what an amazing experience it was!

Highlights included.....

- **Meeting up with clients, contacts and friends**

The event is one of the only opportunities for so many people in the industry to gather together. We had a wonderful time catching up with, and sharing a coffee/beer with existing contacts!

- **Making new acquaintances**

We met some wonderful new people from around the world and are looking forward to building relationships with them over the coming months.

- **Designing the stand**

We all enjoyed designing and building the stand. Help from [John Bollen](#) of John Bollen Design was greatly appreciated and marketing materials and stand graphics from [The North Space](#) helped to create the right atmosphere on the Broughton Laboratories stand.

- **Takeaway Coffee**

Broughton Laboratories were delighted to offer visitors to the stand a freshly brewed coffee in one of our paper cups (made for us by [The Paper Cup Company](#) of Clitheroe). The Broughton cups could be seen on various stands around the exhibition! These were a great item to take to the event and we wouldn't be surprised if a few other exhibitors follow suit at next year's event.

- **Client case studies**

We were delighted to display some of our clients' products at the event and these proved very popular with passers-by. The 'Intellicig', an electronic cigarette produced by [CN Creative Ltd](#) drew in many visitors to the stand and provided a great talking point.

A number of products from [Trio Healthcare International](#) could also be seen on display and were of much interest to many visitors.

It was a really good opportunity for Broughton Laboratories to promote some of our clients' products and to demonstrate how we can help with product development and testing.

To read more about our client case studies, please have look at the attached PDFs.

- **Booking a stand for next year's event**

Feeling like a key part of the industry, alongside our commitment to support and exhibit at events such as CPh led to us reserving a stand for next year's event in Madrid. We will be at stand 10C90 and are already looking forward to catching up with people again.

If you would like to discuss any aspect of this article with Broughton Laboratories or to find out how we can help your company, please contact support@broughtonlaboratories.co.uk.

