



"We were delighted with the stand..."

David Dedman, Camelot

Camelot: Stand Celebrates UK Lottery

As part of its ten year anniversary, Camelot exhibited at the three main party conferences in the United Kingdom. A new exhibition stand supported the overall theme for activity for 10th birthday celebrations - a thank you to players for their support over the last 10 years. Players have raised more than £16 billion for Good Causes, benefiting over 180,000 projects or individuals UK-wide.

The stand offered the benefits of a modular product with the finish of a custom build. The custom kiosk was simple to construct and extremely robust. The stand generated positive comment and interest across the business and may be used at subsequent events.

David Dedman, Camelot's Studio Production Manager, said "The UK National Lottery is one of the world's largest lotteries, generating millions every week for players in prizes, for retailers in commission and for individual projects the length and breadth of the UK. We therefore wanted the stand to show the huge sums the lottery generates every day. We were delighted with the stand and have had a huge amount of positive feedback from party delegates."

Name

Camelot

Primary Business

Other

Exhibit Size

10' x 20'
Event

Products / Services

Curveform
Engage®
Fabric graphics
Custom

Key Objectives

Design