

Gastronomic experience enhanced by captivating banners

[Cateringmesse Nord](#) is an annual event, and this year Stibo Complete once again provided all the printed material on behalf of [AB Catering](#).

The big event was much appreciated by the organisers, AB Catering and BC Catering, but also by customers and visitors alike. While Gigantium merely provided the setting, we were responsible for the experience inside the building together with the customer. It was therefore crucial for AB Catering to deliver high-quality banners that matched the rest of the event's look and feel.

"We are extremely satisfied with how Stibo succeeded in executing various elements of Gigantium's decoration for Cateringmesse Nord 2024. They managed to create the exact look we wanted. High praise from here!"

Andreas Sondrup
Marketing manager, AB Catering Aalborg

Wayfinding and experiences for Cateringmesse Nord

Organising an event as large as Cateringmesse Nord requires flawless wayfinding for visitors. The materials for the event ranged from large wall banners up to 700 x 250 cm, to banners in light boxes, which instantly captured people's attention with their appealing lighting effect. In the car park, the flags showed the way and were extended using a wind tracker, so that the motif was always visible, regardless of the weather. Inside the venue, almost 200 floor foils paved the way around Gigantium.

With the theme of "Love for ...", the event took place on Wednesday 28 February in Gigantium, and served as a meeting place for over 5,000 dedicated trade professionals. The event provided ample opportunity to explore a veritable cornucopia of gastronomic proportions at more than 170 stands, where food producers demonstrated their latest creations and invited visitors to taste heavenly delicacies.

**Love for "foodservice", "trade professionals", "good company", "great ingredients" and many more.*

"Stibo managed to set the bar high and played a key role in completing the impressive look of the entire trade fair."

Mikkel G. Rossen
Marketing assistant

