

# PRESS RELEASE

Date : October 23, 2009  
Sender : Quince

## Quince designs Samsung stand for Dexcom event

On October 19, 20 and 21 the Dexcom retail event took place. At this event store employees of Dixons, Dynabyte and T for Telecom could learn more about the products of the regular store suppliers.

Samsung asked Quince to design an exhibition stand for this event. One half of the stand was meant for Samsung Telecom, while the other half was meant for Samsung Notebook PC and Digital Imaging. Part of the assignment was to make it clear that these are three different divisions, while also making it clear that these are all Samsung divisions.

Quince designed the stand in such a way that the back panels were decorated with images of an oversized phone, notebook and camera. The images were cropped to make room for real screens. As a result it looked like these were all really working oversized devices; eye catchers that made people curious.

Samsung took the opportunity to offer workshops about the latest notebooks and digital cameras. As for telecom, the main focus was about the new Samsung Corby phone. To get more traffic to the stand, there were prizes to be won. Quince took care of the accompanying flyers.

The result after three days at the event: lots of traffic to the stand, well visited workshops, and a good impression about Samsung among the target audience.

*Quince is a communication agency with expertise in the field of digital media, online marketing and action marketing within the retail and b-to-b market. At the strategic level concepts and campaigns are developed and in-house implemented by one of the four disciplines that constitute the agency. The four disciplines are print media, digital media, marcom software development and events.*

### **For additional information please contact Quince.**

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