



Corporate

# ICA Trade Event at St George's Hall Liverpool

## The Requirement

Adlib were delighted to be appointed as technical partner for The International Cotton Association trade event in 2016. The cotton world gathered in Liverpool from 20–21 October to celebrate their 175th anniversary. The event took place in Liverpool's Titanic Hotel and was closed with a spectacular gala dinner in St. George's Hall.

Officially opened by HRH Princess Anne, 570 delegates from the global cotton community came together to take part in the two-day event, which saw top industry speakers take to the stage.

## The Solution

The Adlib team pulled together a turnkey solution for the ICA team to deliver their full range of technical and core services which included, full conference audio visual support as well as a bespoke solution for the exhibition area. We provided a custom built 40 x 7m conference stage set for the dramatic projection mapping which told the story of the cotton industry over the last 185 years. The story was integrated with live performances which were supported by video, lighting and audio system that provided dramatic effects throughout the performance of the story.

## The Result

Both Adlib and the team at the ICA are delighted that we delivered a complete solution of Lighting, Audio, Video and custom manufactured products for such an important event. The feedback we have received, described the event unanimously as the best event that many of the delegates had ever attended. Not many clients we work with are 175 years old.

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