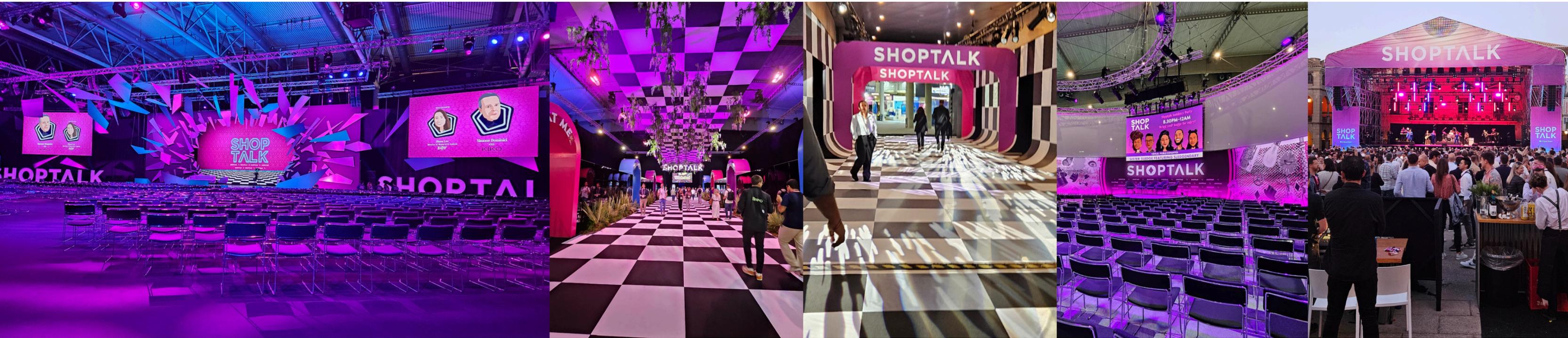


# CASE STUDY - SHOPTALK EUROPE 2024



## Venue : FIRA, Barcelona

Aztec has been involved with Shoptalk Europe since its first event in London. Having relocated to Barcelona for the last two years, we have continued to deliver an extraordinary and creative technical landscape for this retail showcase.

Taking full technical responsibility across the entire show, with a 2,000 person keynote, 4 large streams, satellite stages, as well as full exhibition delivery. In addition to this scope of work, we also provided full production for the offsite Shoptalk Europe Party, which was a full festival installation for the sensational Sister Sledge at Poble Espanyol. We were also the first company to be given permission from the venue to create a full tunnel wrap in the entrance between Hall 1 and 2, which is normally a transport thoroughfare for delivery trucks.