



SIKA SHOW CASE STUDY

Attention to detail and forward planning brings deer show to life.

Mark Bridgman McMillan, Director of the well-established Sika Show has over 24 years of experience running the show. Under his passionate watch the show has grown from a local hotel in Taupo to the show it now is with over 800 exhibitor staff, 6000 visitors and over 100 exhibitors.

X-Site have been supporting Mark and his team since they were running the event out of the Taupo hotel. *"Hamish mounted marquees in the car park, then we filled up that space. Eventually, challenges that the location presented made the space untenable as we could not dig, drill or damage the car park. The team at X-Site and I had to work closely together to find workarounds. We had to get pretty creative back then, X-Site's input was always valuable and practical, no-one else would have been aware of the challenges we'd faced together putting up the marquees!"* – Mark, Sika Show.

Looking forward and going from strength to strength. Everyone who is familiar with the events industry knows that somewhere along the line, a mishap or challenge will occur.



The final marquee build on the shores of Lake Taupo.



Inside peek at the Show.

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Mark smiles and shares;

"When it's been raining for two hours and there is a huge mudhole you have to be able to shrug your shoulders and say, okay, let's move that marquee and let's figure out a solution.

You must be fluid and you must accept 'that's life' as nothing ever goes entirely as to plan at an event. We need our contractors to be an extension of that attitude and Hamish's team absolutely are. We know we can count on them.

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LET'S GET STARTED

Drop us a line

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