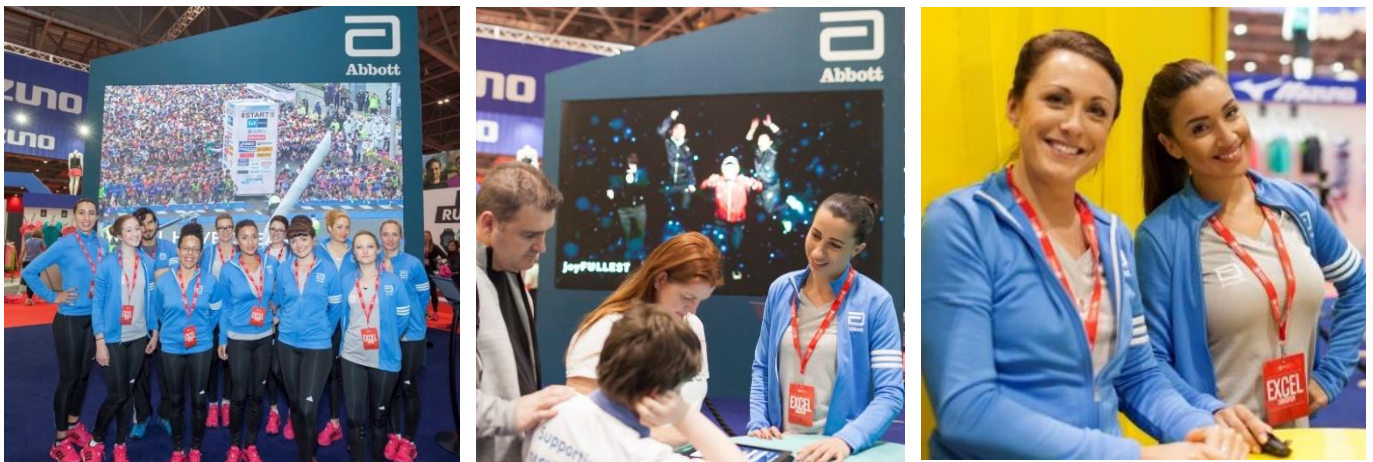


Abbott Global are major title sponsors of the World Marathon Majors, the partnership of six mass participation races in Tokyo, London, Boston, Berlin, Chicago and New York City. Part of the sponsorship is their participation at the London Marathon Expo, a 4 day exhibition at the London Excel. With a sizeable presence at the exhibition, the Abbot Global Pavilion needed to be staffed by the best event staff possible. Event Protocol was selected as the preferred [event staffing agency](#) to provide 15 exhibition staff who could act as Abbott's brand ambassadors. Our exhibition staff were responsible for the following responsibilities:

Exhibition Staff Responsibilities

1) To educate attendees about Abbott, the company's mission and sponsorship of the marathon but most importantly to celebrate the inspiration of marathoners and to support both marathoners and supporters alike.



2) To encourage attendees to create a unique video experience within the Abbott video pod, to express their best self whether it's their joyFULLEST, playFULLEST, skillFULLEST, or hopeFULLEST. Our staff then encouraged attendees to share their inspirational video via social media using the #lifetothefullest. Our staff also felt inspired to take their own playFULLEST video!

3) Our exhibition staff also promoted the 26.2 message. Our staff asked marathoners and their supporters to share the reasons why they've made marathons part of their lives ie "What is their 26.to?" Attendees then shared their 26.to message at the Abbott Pavilion and our staff then encouraged attendees to share their 26.2 photos via social media channels using the #26to.



Event Protocol Exhibition Staff
Excel Centre, London
London Marathon Expo, Abbot Global Pavilion



Feedback from TSMGI (The Specialized Marketing Group) – Event and PR Partners for Global Abbott.

“The Event Protocol staff were complete professionals and extremely personable with attendees. They understood our aims and objectives and performed to achieve them by interacted with attendees to promote the Abbot messaging in a fun and lively manner. We would be pleased to work with your staff again next year, I highly recommend this event staffing agency”- Account Director for Abbot Global

