

# A&M Production

**Trade shows**  
**Events**  
**Interiors**

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Europe  
United States

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A&M Production designs and builds trade show exhibits, events and interiors all over the world.

We are an experienced full-service exhibit partner for all your local and international needs.

**Alfredo Montanari**  
Founder and CEO



# Locations

Our headquarter is located in Reggio Emilia (Italy) and we also operate two international facilities in **Atlanta** and **Las Vegas**.

Our international presence represents our overarching desire to deliver the best customer service possible, by being an **all-in-one global supplier**.

We have transferred our skills and production capability to our facilities abroad, implementing the same business method that sets us apart. Our facilities abroad allow us to offer A&M's renowned quality with a quicker turnaround time and lower costs for our clients.

To better assist our international clients and improve communication, we also established a **local salesforce** and dedicated customer service staff in the US.



**Reggio Emilia**  
Italy



**Atlanta**  
United States



**Las Vegas**  
United States



# Sustainable Design

At A&M, we view sustainability as a vital driver for long-term value creation.

Our commitment to sustainability has earned us the **EcoVadis certification**, an internationally recognized award that highlights excellence in environmental, social, and ethical performance. It's a mark of trust and responsibility that sets us apart and reassures our clients.

We reduce environmental impact, improve energy efficiency, and embrace circular design through careful material choices: a commitment that earned us the **ISO 20121 certification**, the international standard for sustainable event management. It confirms our structured and measurable commitment to creating more responsible and future-oriented exhibition spaces.

Our designers specialize in offering innovative solutions that focus on:

- The use of recyclable materials
- The integration of restored and existing elements
- Energy-efficient LED lighting

By adopting these practices, we contribute to a more sustainable and eco-friendly design process.

## RECYCLABLE MATERIALS

Aluminium, Iron, Glass

## ENERGY - SAVING

Led lights

## MATERIALS RESTORED FOR REUSE

Platform, Chipwood Panels, Ceilings, Beams, Columns, Lightboxes, Furniture, Desks Bar/Reception



# About us

A&M was founded in Reggio Emilia, in Italy, in 1975 by Alfredo Montanari. Today we have a staff of over 50 people and we operate **three facilities worldwide**, including **Europe** and the **United States**.

We continue to expand our company and the services we offer opening facilities abroad and introducing new technologies with the purpose of leading our customers toward increasingly ambitious results.

## Why brands trust us

We believe that companies are looking for **well-rounded, creative and trustworthy partners**. An experienced and well-structured supplier capable of developing exhibits anywhere in the world and offering solutions to meet all their needs: **that partner is us!**

We build solid relationships with our Clients, who trust us with the responsibility of connecting their brands with their audience through the spaces we create.

## Corporate Culture

A&M is a family of architects, designers, project managers and craftsmen. Being part of this family means facing different dynamics, cultures, and industries every day, making every project a one-of-a-kind.

This is what fuels our passion, which combined with our creativity and customer-focused approach, makes it possible to achieve the **highest level of customization of our service**, tailored around each brand's needs.



# Project Management

Over the years we've established a **meticulous, but flexible project-development method.**

Combining this method with cutting-edge, continually updated softwares, guarantees us complete oversight over our business and allows us to efficiently manage our foreign branches.

Everyone involved from the sales department, all the way to the assembly teams, is coordinated through a **cloud-based management system where all information is organized, shared, and reported in real time.**

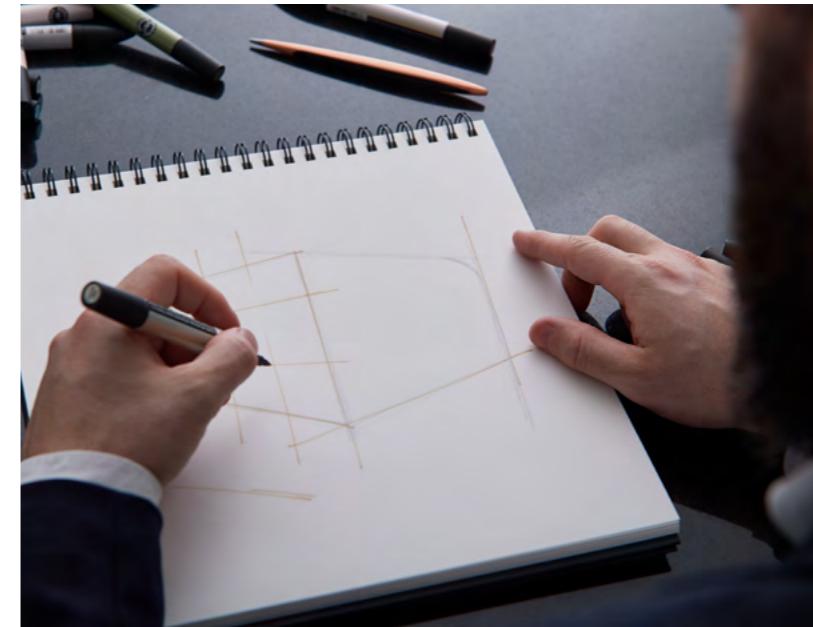
Our method has been **ISO 9001 certified for over 10 years.**



# SERVICES

An **all-inclusive service offer** requires thorough focus on the exhibit project without overlooking any details.

Our goal is to ensure the final result and make our clients feel they're in safe hands.



## Creativity

Brand spaces that tell stories, unique and functional product displays, exhibits that impress and engage visitors for a memorable brand experience.

Our team of architects and designers will always have a **suitable creative solution for your brand**.

## Strategy

Our purpose is to lead every brand to achieve their goals, whatever that may be.

Whether it is a marketing strategy for a single exhibition, the planning of a multi-event program or consultation on a specific market or exhibition, A&M brings to the table **over 40 years of international experience** in the field.



# Engineering and Production

The Italian artisan tradition is at the core of all our exhibitions and interior designs.

All A&M branches feature a production system that combines valuable, **traditional skills** with **modern production methods**.

Our workflow relies on the work of our internal staff, the coordination of external suppliers and the use of a wide variety of display systems.



# Audiovisual

Trade show exhibits, corporate event or interior design, audio-visual technologies are at the basis of a riveting experience.

Key partnerships with several international providers allow us to offer our clients **LED screens, touch-screen devices, video** post-production, professional audio systems, live presentation and much more.

# Furniture

A&M offers a **wide range of furniture** available for rent, including designer pieces, guaranteeing a solution for every kind of event.

# Installation

The variety of the jobs we have performed has allowed us to provide a range of services that span **from general carpentry to more specialized tasks** such as the laying of tilework at the venue.

We have also developed a deep knowledge of the international job market, which is a sensitive matter in the trade show business. Our wealth of experience guarantees **impeccable execution** in compliance with even the strictest local rules and regulations.

The combination of our know-how and our project management skills simplifies the execution of even the most complex exhibits.



# Logistics

Thanks to the expertise of our dedicated logistics department, we have mastered the practice of moving and installing a singular exhibit in different venues all around the world, optimizing transport and operational costs.

We offer logistics services for every need, including the **management of air, water** and land transport as well as the option for clients to store materials in our warehouses.

# Customer Service

To ensure a turnkey service of the highest level, we help our client navigate the entire bureaucratic process concerning the exhibition, such as **forms, licenses, service requests** and communication with show executives and other associations involved.

# Managing an entire trade show program

Being an international exhibition partner means above all being able to **follow the customer everywhere** in the world for all their events, from the largest to the smallest, attending to their entire exhibition needs.

This strong desire to build long-lasting **partnerships** with clients allows for the achievement of long-term synergies with sensational results.



# PORTFOLIO

Where does your journey with us begin?



# Lavazza

NRA

Chicago

1990 sqft

Coffee, a ritual, a tradition, a pleasure: this is the guiding concept for the creation of the Lavazza stand for the NRA Show in Chicago, the leading food and beverage trade show in North America.

The layout includes a coffee break space where you can enjoy the conviviality and taste the Italian espresso.



The palette study turned out fundamental: dark brown, the color of coffee bean when roasted; the light brown, the color of the crema that floats upon the perfect espresso and the black, the color that symbolizes the virtues and wonders of coffee.

The colors used, were warm and enveloping, together with the hospitality of the wood grain counters, helped to create a familiar and comfortable environment.



1990 sqft of exhibition area with walls 16,5 feet high: the final layout offered the best customer and coffee experience of entire NRA Show.



# Comer Industries

Agritechnica

Hannover

1725 sqft

An architecturally dynamic space with a great volumetric and multimedia impact.

The particularity of the booth lies mainly in the sequence of superimposed and staggered elements, capable of communicating both through the use of led screens and the simple sumptuousness of the space.

The simple and geometric design is enlivened by the distribution of different levels and widths.

Such large visual changes are generated, with plays of light and shadow, giving the impression that the various volumes are projected outwards.



# Cisal Huber

Salone del Mobile

Milan

1615 sqft

The walls and the floor have been coated with lacquered panels to accentuate the reflective effect which gives an extraordinary energy to the stand and to the displayed products.

Strongly inspired by pop art, the use of led lights in the ceiling, along with lamps and mirrors to accentuate the colors to make the faucets stand out, turning them into style icons.



Designed by the worldwide famous industrial designer Karim Rashid, a surreal forest of giant faucets that welcomes visitors, creating an effect of surprise and marvel at the same time.



**Aermec**  
Interclima  
Paris  
1940 sqft



From residential to commercial environments, there is no challenge in the air conditioning industry that Aermec can't meet and win.

Built in four days, the two-story structure divides the exhibition area into showrooms and meeting rooms.



# Laminam

Cersaie

Bologna

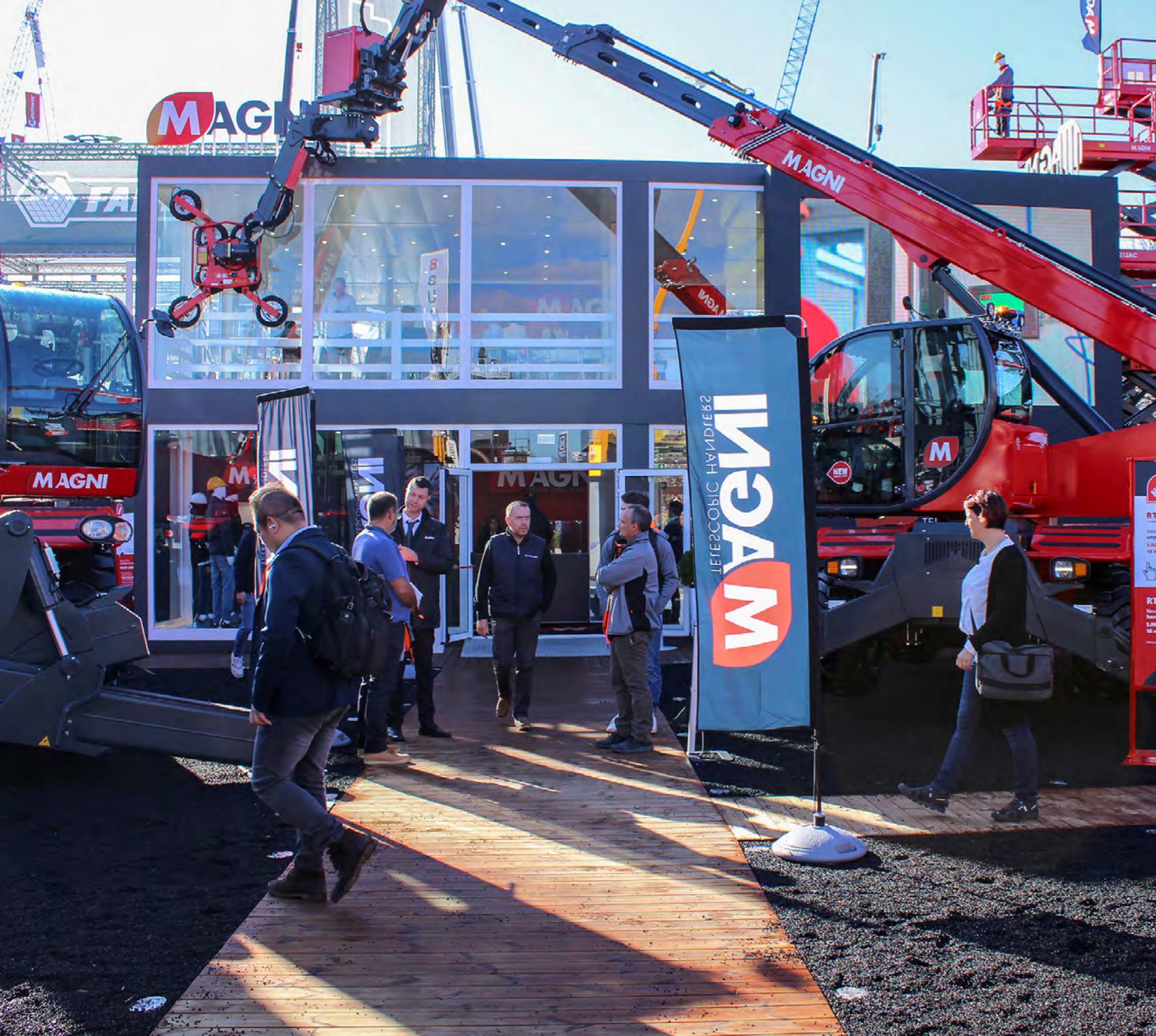
2690 sqft

An open space where the visual impact, functionality and technology are the dominant elements.

The project must follow the stylistic line curated by the company, minimalist and refined with perfectly integrated elements.

Unique design seating enriches the environment, a transparent glass wall divides the meeting room and the lighting defines the volumes of the exhibition area.





# Magni Telescopic Handlers

Bauma

Munich

16705 sqft

A layout in which products and exhibit are interconnected thanks to the careful choice of architectural solutions and materials, at the same time to communicating the solidity, dynamism and quality of the company.

The external area is dedicated to the display of machinery, while the corporate area is spread over two floors and characterized by glass walls and a 21 feet high totem with a LED wall screen.



# Optima GmbH

# Pack Expo

## Chicago

4630 sqft

Interaction and technology for a company testing the latest innovations in the packaging industry.

The 4630 sqft area is dominated by two hanging signs of 23x23 feet and a central 11.5 feet LED screen.

Multimedia contents support products, clearly visible in the open space layout.

Customers find a warm welcome thanks to the bar counter and seating for meetings.



**Rinnai**  
**MCE Expocomfort**  
**Milan**  
**3230 sqft**



The project starts from an ambitious idea: a wave breaking on the beach.

The structure is up to 23 feet high with perfectly balanced geometries. The product, compact and light, is highlighted by the play of shadows and lights created by the empty cubes which together create the movement of the wave.

Despite the rigidity of the constructive element, the empty part of the cubes performs a double function: in addition to giving emphasis and softness to the structure, simulating the transparency of water while allowing the passage of light.



# E80 Group

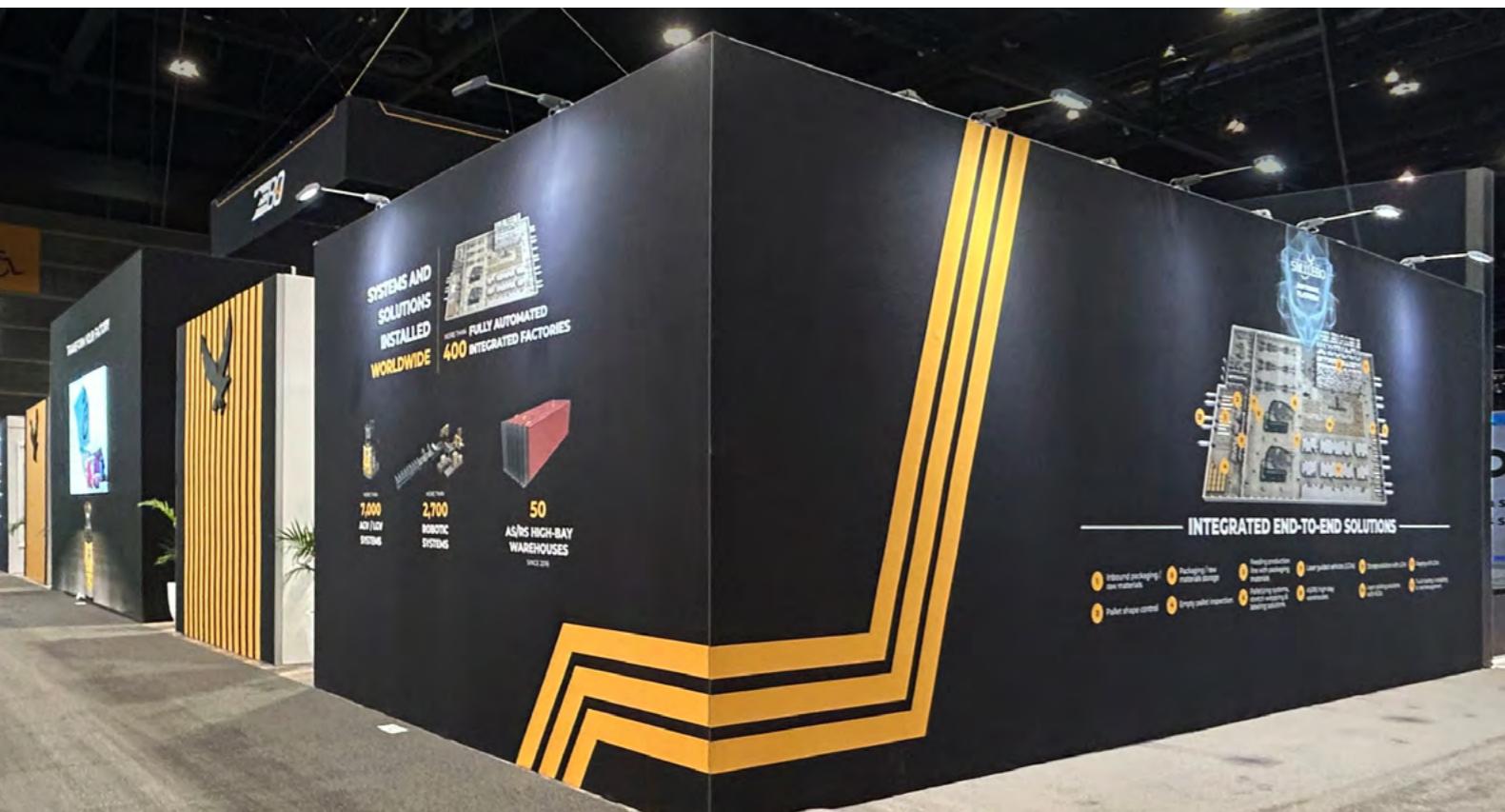
Promat

Chicago

2800 sqft

The visual design is the prince of visual communication: the coordinated graphics and multimedia contents are fundamental not only to be found, recognized and remembered, but narrates the services offered by the group too.

Wherever the visitor looks, the attention is captured by the logo placed on the reception desk, on the imposing 20x20 feet hanging sign and on two 10 feet high totems placed to the right and left of the entrance.



Three ledwalls measuring 15x6.5 feet divide the exhibit into thematic areas, showing contents relating to specific activities and services.

Relative total white living areas and private meeting rooms make the exhibition area a perfect agora for business relationships.



**Inpeco**  
AACC  
Chicago  
905 sqft



Maximum visibility and engagement with quality finishes welcomes the visitor into an open space with a minimal and effective style.



The strong brand identity, communicated by the corporate colors and the latest product, is supported by walls dedicated to infographics and corporate videos.

# Tria

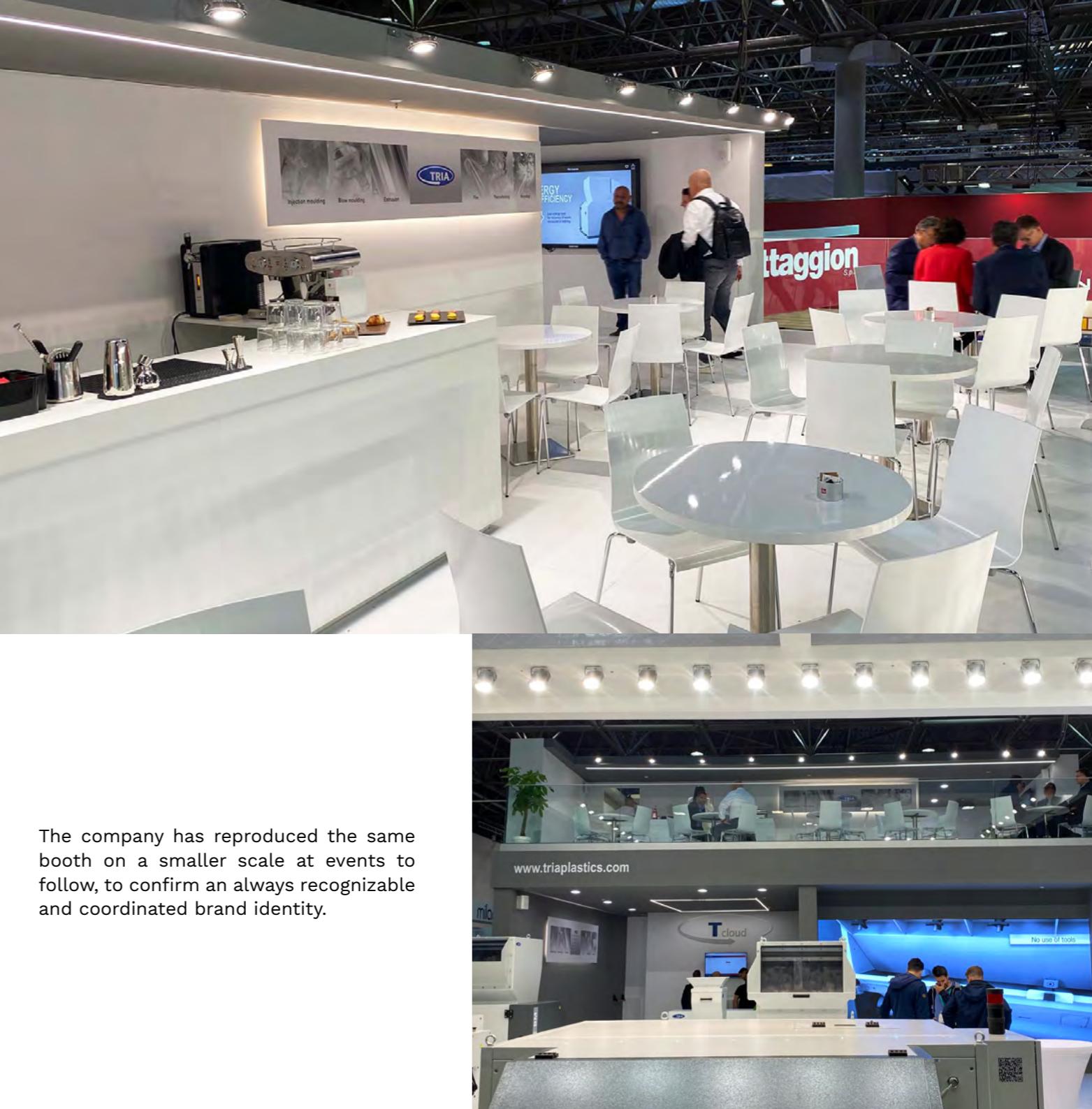
K

Düsseldorf

2045 sqft

A clean, minimal and highly technological booth. The project involves a two-story structure and LED screens on various surfaces, including the face of the hanging sign.

The multimedia complexity of the project was easily realized thanks to the synergy with our suppliers and the specialized multimedia skills.



The company has reproduced the same booth on a smaller scale at events to follow, to confirm an always recognizable and coordinated brand identity.



Looking towards the future without letting the past go behind. The project is inspired by the union between quality, technology and meticulous craftsmanship.

**Comet**  
Eima  
Bologna  
1080 sqft



The stand has a strong visual impact based on a distinctive yet linear LED wall architecture, enabling it to provide a unique and spectacular entertainment.

# Sofidel

ISSA

Chicago

1025 sqft

The graphics, brand colors and multimedia contents play a key role in Sofidel exhibit as its aim is to communicate not only the corporate values, but also new products' characteristics.

We gathered the predominant elements that distinguish the brand's values and integrated them into our system of materials and structures, thus optimizing costs and enhancing the stand from an aesthetic point of view.





One cannot help but be amazed as visitors find themselves in the presence of a train, a colossal 98 feet in length.

The train, meticulously crafted to perfection, showcases the brand's commitment to providing state-of-the-art transportation solutions.

Standing at an impressive 20 feet in height, the Stadler stand towers over the exhibition floor, making it impossible to miss.

# Stadler Rail Management AG

APTA

Orlando

4005 sqft

The Stadler stand is not just an exhibition space but a true marvel of design and engineering. It goes beyond a mere display of products and technology, offering visitors an immersive experience like no other.

Stepping inside the life-sized train, surrounded by a station-inspired environment, attendees get a glimpse into the future of train travel and the incredible possibilities that lie ahead.



**A2A**  
**Ecomondo**  
**Rimini**  
**1380 sqft**



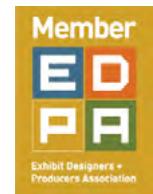
**Emilgroup**  
Cersaie  
Bologna  
7750 sqft



# Associations and certifications



**A&M** Production



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