

# WORKS OF ART

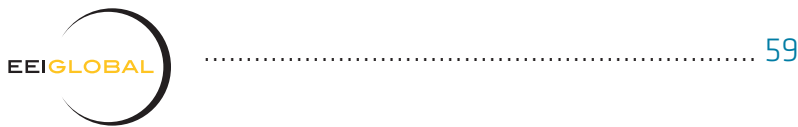
## SOME FAB CASE STUDIES

## FROM SOME FAB PARTNERS

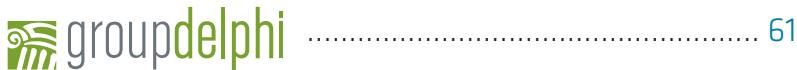


The best exhibit partners are always upgrading, evolving and enhancing what they do, how they design and what they build. After all, to work with the best (ahem, *you*) they need to be the best. And among thousands of exhibit builders, a small select group of fabricators rise to the top.

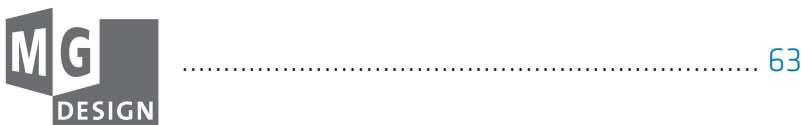
For a few of the companies appearing in this issue, the Fab 50 is a platform on which to flex their muscles and show you why they're extra fab. We begin this year's special section with six case studies from some of the best and brightest fabricators.



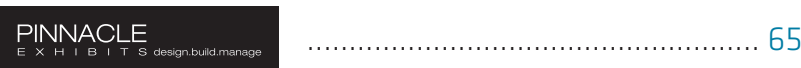
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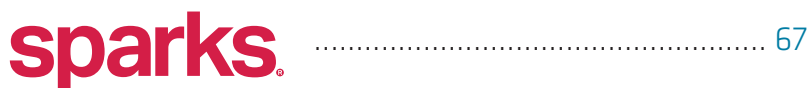
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**CAMPAIGN: PRODUCT CUTAWAYS**  
**CLIENT: VARIOUS**  
**EXHIBIT BUILDER: EEI GLOBAL**

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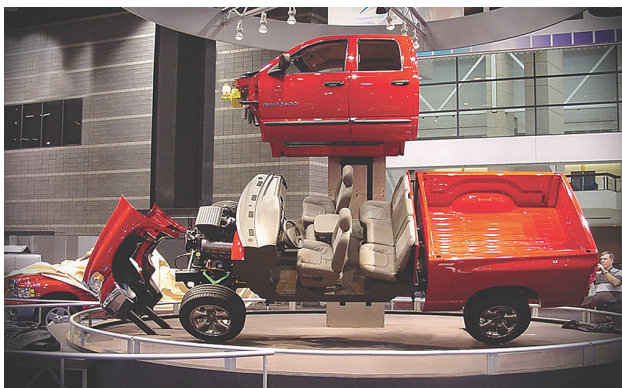
#### CUTAWAYS. SOMETIMES YOU HAVE TO LOOK DEEPER TO SEE A PRODUCT'S INNER BEAUTY.

**T**he designers and engineers who create complex machinery are able to appreciate its inner beauty because they have intimate knowledge of its workings. For the rest of us, it often remains an intriguing mystery, or an incomplete story, hidden from view by an external framework or protective coat.

Cutaway is the art of bringing that inner beauty out for all to see. It's a collaborative effort that requires vision, skill, precision, and a sense of craftsmanship equal to the engineering it's called upon to showcase. These beautiful sculptures of cleanly-sheared, brushed, painted, and chromed metal never fail to attract large, appreciative crowds wherever they're displayed. They also provide a platform to reveal stories that aren't always easy to tell.

EEI Global proudly claims an impressive portfolio of cutaway displays, both static and animated, that range from a single component within an engine to an entire vehicle. And we're equipped to do it all in-house.

By honing and perfecting this discerning craft, we continually reveal that virtually any product that has something worth seeing within can become a work of art. ■





**CAMPAIGN: CUSTOM RENTAL WITH DIGITAL MEDIA**  
**CLIENT: TRANE**  
**EXHIBIT BUILDER: GROUP DELPHI**

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**W**hile Apple is mastering the smart phone and Google is driving the smart car, companies like Trane are making our buildings smarter.

Trane's technical innovations are leading the way for energy-saving solutions. Their high-tech heating and air conditioning systems can be controlled wirelessly and are integrated with lighting and security systems that can be monitored online and by mobile devices. These smart systems increase efficiency in infrastructures ranging from multi-building campuses to single-family homes.

**Our Goal:** For AHR 2015, our goal was to showcase Trane's technical innovation and position them well beyond just an HVAC product manufacturer. Trane needed to start conversations with attendees and demonstrate their capabilities.

**How We Did It:** To show how Trane's systems could power an American city, Group Delphi created a miniature cityscape – a fully digital and physical world in the middle of the 50' x 65' exhibit. Four skyscrapers and two suburban residential homes were embedded with video monitors that completed the façade of the buildings. The cityscape was an attention grabber that piqued the curiosity of attendees and drew people in from a distance.

The video screens were embedded in the skyscrapers and home could be controlled from a user-friendly touchscreen kiosks where the user could choose from storylines that illustrated how Trane worked in the real world.

One storyline demonstrated how Trane's systems activate when people arrive to work in the morning. The media played out the scenario of the first person arriving to the skyscraper's front doors, then how the lights and temperatures were only activated in the rooms he walked through. As more people arrived to work, Trane's systems would only activate for the rooms in use, showing how the systems make a large building's operations more energy efficient.

As a result, Trane was able to generate interest on the show floor and easily demonstrate how their high-tech systems improve sustainability and comfort through integrated systems. ■







**CAMPAIGN: ASHRM 2015**  
**CLIENT: RL**  
**EXHIBIT BUILDER: MG DESIGN**



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**RL** is inspired and driven to create healthcare software that is easy-to-use and can deliver quality patient care. They truly want to make the world a better place. It was clear from the beginning that RL and MG were a perfect match with identical passion and desire to provide meaningful client experiences.

At ASHRM, MG debuted RL's new larger 30x50 space.

**Challenge:** Show commitment to the American Society for Healthcare Risk Management (ASHRM) and its members.

**Solution:** MG designed a jaw dropping presence right at the entrance that completely owned the space as the attendees entered the exhibit hall. The purpose of this larger footprint was not to say "here we are" but rather to say "we are here for you."

**Challenge:** RL understood how much stress the attendees deal with on a daily basis and wanted to help alleviate that

**Solution:** So, MG built a working pub right in the middle of the exhibit that replicated the one in the RL Toronto headquarters. Attendees felt like they had left the show floor and enjoyed RL's welcoming and lighthearted hospitality.

**Challenge:** Allow RL to get down to business.

**Solution:** MG stored keyboards and mice behind the bar for when the attendee was ready to talk about their software needs. The monitors at the tables were then quickly switched over to demo station mode.

**Challenge:** Launch the new RL logo in a space that can be utilized in a number of different configurations.

**Solution:** MG created a modular design can be broken down into 3 different 10x20 inline booths and 3 different 20x20 or 20x30 island spaces.

But RL's story didn't start here. MG started them in a 10x10 pop-up, but they quickly upgraded to a 10x20 custom inline. Within one year RL saw the benefit of enlarging their footprint yet again, so MG created an award winning 20x20 island space. But the crowds kept getting bigger and RL knew they needed at least 10 more feet of entry space for the next year.

The RL Growth Chart indicates their commitment to creating face-to-face experiences that drive meaningful value. Their partnership with MG makes it happen. ■





**CAMPAIGN: PAX EAST/WEST 2014**  
**CLIENT: WIZARDS OF THE COAST**  
**EXHIBIT BUILDER: PINNACLE EXHIBITS**

**PINNACLE**  
 EXHIBITS design.build.manage

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#### OBJECTIVES

- Create a spectacle for Magic: The Gathering and bring the Magic 2015 campaign to life
- Attract and convert new players
- Boost visibility across social channels

#### TARGET AUDIENCE

Consumers/Video gamers new to Magic: The Gathering

#### SOLUTION

Pinnacle created an incentivized path around the expo to maximize engagement and impact. Customized interactivities according to consumers' familiarity with the brand were created across three zones: an introduction zone (the Charging Zone), a demo zone (the booth), and a "face-to-face" zone (Tournament Zone).

Integrated Social activation: Promotion on Facebook prior to the event, coupled with strong photo opp engagements, and hashtag-driven contest were combined to create a full pre/during/post marketing approach across multiple social channels.

To unify activities across the convention, a social media activity called "The Hunt" was created. A photo scavenger hunt generated energy and urgency. "The Hunt" was promoted on Facebook to build momentum pre-show. Participation was tracked using a custom mobile application and hashtag analysis.

A high tech/ low tech approach was taken to gating, measurement and lead capture, providing a variety of tracking modes and also keeping budget in check.

Activation at show-site began with 30,000 samples distributed in PAX show bags. An ad in the show book featuring the limited edition "Pinny Arcade" collectible pin was distributed to all 75,000 attendees.

The Charging Zone was designed to cast a wide net by providing an amenity that PAX attendees need. This zone was



placed in a prominent location at the conventions to maximize foot traffic.

The Demo Zone was a 30'x50' experience designed to immerse consumers in the creepy and dangerous world of Magic 2015. The prominent architecture, fog covered floor, and interactive fog wall maximized the connection between the physical environment and the digital game experience.

The space had specific entry and exit points to guide the consumer experience, and aid in crowd control and data capture. Simple traffic sensors tracked the volume of visitors. iPad interaction stations logged Facebook likes and the number of game demos.

The Tournament Zone was a large area (100'x200' at PAX East) dedicated to face to face game play. We created a connection between the Demo Zone and this zone with vouchers redeemable for an additional sample deck.

Physical elements were designed for multiple events. Their first use was at Penny Arcade Expo (PAX) in Boston and Seattle. Portions of it were used at GenCon Indianapolis, PAX Australia and

PAX South San Antonio. Further, the design was templated at consumer events in Europe, Japan, and China for maximum return on spend and consistent consumer experience on a global scale.

#### PERFORMANCE

- 5,600+ consumer demos
- 60% voucher redemption from Booth --> Tournament
- 7,000+ consumers participated in the face to face zone
- 3,600+ consumers participated in the photo-op
- 141,000+ Twitter engagements
- 280,000+ Facebook clicks 8,600,000+ media impressions ■



**CAMPAIGN: EBC REDESIGN/BUILD-OUT**  
**CLIENT: MCKESSON VISION CENTER**  
**EXHIBIT BUILDER: SPARKS**

# sparks®

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### THE MCKESSON STORY TOLD THROUGH THE LENS OF THE PATIENT

A complete overhaul of the McKesson Vision Center experience offers visitors a compelling, interactive journey through the complex healthcare environment wherein the visitor is educated, entertained and inspired by McKesson's unique capabilities and commitment to Better Health.

The McKesson story consists of an enormous network of suppliers, patients and the software that safely delivers data to serve, inform and protect them. Each component comes to life in a unique way within the Center, and most importantly the components are intertwined to tell the complete Connected Healthcare story.

Approximately 4,000 sq ft, the physical space presents multiple vignettes that represent all of the Settings of Care that McKesson products affect across the vast healthcare industry. It's not uncommon to create vignettes and dioramas to help contextualize the Settings of Care within a healthcare story. A physician's office, the pharmacy, a hospital room are all typical doctor/patient settings and inherent to the narrative. Here, Sparks

truly dials in the reality factor.

From the sophisticated conveyor lines of 24-hr warehouse fulfillment, to the physician's office, to neighborhood pharmacies and assisted living centers, the details, decor, props and materials far exceed the standard.

The Patient Centric story is the thread of humanity that is leveraged to bring the intangible software and data story to life. Humanizing the narrative makes the Vision Center experience feel compassionate, contextualized and real. Visitors find themselves emotionally attached to the storyline as it relates to the human experience we all share.

The one-hour tour is lead by McKesson's internal experts that seamlessly navigate the complex story with integrated technology for enhanced storytelling, content on-demand and visitor dialogue. "Aha!" moments are embedded throughout the experience so visitors can take pause and ingest the powerful and compelling story.

Because McKesson's primary offering is software-based and inherently technological, the incorporation of technology into the human experience is paramount. Sparks incorporates technological sophistication through the use of elegant tools that direct, guide and facilitate the experience. The guided tour is fluidly navigated and controlled by McKesson expert hosts via an iPad. The sleek device deftly controls a sophisticated narrative and all of the



supporting content from one Setting of Care to the next. An enormous array of controls, servers and screens woven into the backdrop make it look easy. The tour brilliantly couples technology and human intimacy to share a compelling and emotional storyline.

The visitor's linear path is immersive, inclusive, educational and emotional. The Vision Center superbly leverages the Patient Centric story to transcend the cold austere paradigms of the healthcare industry and put the warmth of humanity front and center in the form of a patient and the ways in which McKesson can improve their quality of care.

Ultimately, the Patient Centric Story tells the product and McKesson brand story. The tour's ability to create a layer of intangible emotional connection tied to a very sophisticated software solution is the greatest accomplishment of the new experience. It marks a paradigm shift from earlier iterations of the Vision Center, and McKesson's clear intent to tell their story through the lens of the patient. ■





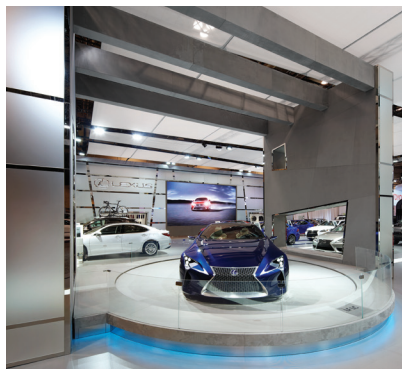


**CAMPAIGN: INTERNATIONAL AUTO SHOW TOUR**  
**CLIENT: LEXUS**  
**EXHIBIT BUILDER: THE TAYLOR GROUP**

THE  
**Taylor**  
 GROUP

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**T**aylor has worked with Lexus for 10 years to design and build compelling auto show exhibit programs that accommodate various footprints, range in size from 50' x 40' to 100' x 95' and travel annually to 7 cities across the country on a 4-month tour.

The Lexus-mandated corporate design standard for their international exhibit programs encouraged each region to develop the design, informed by that standard, as it relates to their individual regional nuances and requirements. We were successful in our bid to design and build the new exhibit program, competing against 3 other exhibit houses in North America on the final shortlist.

Our solution was based on a comprehensive and strategic design and visitor experience approach that demonstrated our understanding of Lexus's requirements including modularity and flexibility of the exhibit structure to meet the needs of varying footprints as well as easily interchanged graphics to accommodate the use of static, motion or interactive graphics.

Lexus's objectives included:

1. An attractive layout that best showcases Lexus vehicles and communicates the brand promise effectively
2. Modular design to allow for use according to widely variant booth floor/ceiling spaces
3. Booth design that can support press reveals and presentations, as well as consumer days

Our design, which incorporates high quality finishes and material, was an elegant interpretation of the global exhibit design standard. It accommodated all of Lexus's requirements and featured multiple opportunities for visitor engagement. Features of the exhibit include:

- A white fabric and chrome ceiling defining the space, providing controlled lighting and housing the "Feature Arch"
- "Feature Arch" adds visual interest, connecting either side of the exhibit and providing graphic opportunities in the Performance Area and Lounge

- Performance Area includes LED floor lighting and houses the interactive touch table and LED display
- "Jewelry Box" and "Treasure Box" feature vehicle platforms which showcase premium Lexus vehicles in a plush, jewel quality environment
- The mirrored stainless steel and glass backwall houses a large-scale LED wall, along with Material and Accessories Showcase Galleries
- The overhead "Brand Canopy" above the "Jewelry Box" vehicle platform defines the premium vehicle display space and provides brand identification from all angles and distances on the show floor, providing high impact brand recognition
- The custom interactive table experience encourages visitors to explore Lexus products in a fun and engaging setting.

#### INTERACTIVE ENGAGEMENT

A 2-screen MultiTouch table experience highlighting the RC and NX concept cars was created for the exhibit. Using through-screen camera tracking, consumers placed uniquely identified branded cards on the table to summon 3D objects, forming a unique menu experience. From the 3D menu, vehicle features could be explored and high resolution, limited edition desktop images were saved to the card profile. Post show, the consumer could access the images and product information attached to their profile by logging into the Lexus microsite with the PIN found on their card. ■