



CAMPAIGN: IMTS 2016
CLIENT: MAZAK CORPORATION
EXHIBIT BUILDER: EXHIBIT CONCEPTS, INC.

17,000 SQUARE FEET OF TECHNOLOGY, AUTOMATION, AND INNOVATION

Mazak had a clear direction and vision for their presence at the International Manufacturing Technology Show (IMTS). It was important to reiterate that Mazak is a global leader in the machine tool industry by demonstrating their new technology, while also using their machine tools to showcase their new automation technology as a focal point. Namely, it was crucial for all tools and machines to actively run inside the booth for the duration of the show while interfacing with each other. Mazak also wanted the aesthetic of their trade show booth to be more "Apple-esque"; meaning it needed to be visually impactful, with a clean, crisp, technologically driven design. From strategy to look and feel, messaging, and engagement, Mazak needed a complete solution.

With over 2,400 exhibitors, 115,000+ attendees, and nearly 1.5 million sq. ft. of space, making a splash at IMTS was no easy feat—but Mazak did just that! Starting with their large space, Mazak's 17,000 square foot booth made an impact. Large canopies captured visitor's attention, as did the successful use of Mazak's orange color palette and strategic and prominent placement of their brand name.



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Exhibit Concepts delivered on these objectives by strategically placing tools and machines that were operational throughout the show along the booth perimeter and high traffic aisles. This captivated the attention of attendees and brought in many high quality prospects. The space made an impactful statement to those who saw the sophisticated automation in action. Signage throughout the booth was bold but clean. The double-decker meeting capability allowed for maximum use of the space with the canopies adding visual dimension to make their booth stand out from the crowd.

"Exhibit Concepts did an excellent job translating the Mazak brand, the innovative nature of our company, and the unique design of our machines into a dynamic, effective booth that differentiated us from our competition. Tradeshows represent a significant investment and an important opportunity to interact with our customers and prospects, so it's critical that we make the most of the experience and Exhibit Concepts helps us do that." – Brian Papke, Mazak Corporation ■

