

THE 2020
FAB 50
 CASE STUDY


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CAMPAIGN: HYATT EXHIBIT PROGRAM
CLIENT: HYATT HOTELS
COMPANY NAME: EXHIBIT PARTNERS LLC

Hyatt Hotels had a challenge and Exhibit Partners was ready to solve it!

Thanks to Hyatt's vision and communication, their program goals were clear: create a non-traditional trade show exhibit that represents the Hyatt brand and accommodates a large number of meetings. At their largest show, IMEX, this means up to 900 meetings per day and up to 140 people at one time.

But, the challenge didn't end there...Hyatt needed a flexible set-up that could be used at up to 15 shows per year and vary in size from 8x14 to 50x60. And with Hyatt's portfolio, there needed to be a cost-efficient way to update signage.

Spoiler alert: this is the story of how we used careful planning and collaboration to create an award-winning exhibit that accomplished Hyatt's goals!

The structure is actually framed with simple, but sleek custom walls that are stackable and interchangeable to accommodate size changes. Assets can be added or removed based on need, budget and space available.

We designed and produced a custom hanging sign with internally lit logos which makes a statement on its own, but also offers integration of LED screens when the budget allows. The hanging



sign is sectioned so it can be split apart and accommodate different configurations and height restrictions (7'-10' in height).

The logistics and requirements could not overshadow the need for the space to reflect the high quality and prominence of the Hyatt brands. This was evidenced through careful selection of elite, high-end materials, fixtures, and furniture.

Hyatt believes wellness is a road, and wellbeing is the destination. Their holistic approach focuses on the three landmarks of wellbeing: FEEL, FUEL and FUNCTION. With this in mind, we switched traditional trade show furniture for high-end commercial grade pieces and custom fixtures. In some configurations, there is a hospitality bar where guests can order refreshments. In larger footprints, there is a group meeting room with clear plexiglass walls and slidable doors. Above, large color-controlled light boxes create a false ceiling and an interesting ambiance. Noise control has always been an issue on the show floor for group meetings; this room was built to solve those issues and successfully did so.

When space allows, the Meditation Station is a dome that creates a private space with a spa atmosphere. Lavender essential oils are diffused while attendees listen to a guided meditation with their own floor pillows, eye masks and headphones.

Thanks to Hyatt's long-time partnership, Exhibit Partners was able to create an environment that was both functional and memorable. For more examples of our work, please visit www.exhibitpartners.com.