



CAMPAIGN: A NEW LEVEL OF SERVICE

CLIENT: SEAGUAR DIVISION OF KUREHA AMERICA

FABRICATOR: ACER EXHIBITS & EVENTS LLC

The Seaguar Division of Kureha America is a premium fishing line manufacturer with a prime 30'x50' entrance location at their largest industry show, ICAST. Seaguar fishing lines are inherently superior to other market options because of their optical properties, and the Seaguar team was looking for a captivating way to display them.

The Seaguar team wanted a custom exhibit that would highlight those optical attributes while also emphasizing the breadth of product offering. Along with an upgrade to the physical exhibit structure, the Seaguar team needed a major upgrade in service levels and communications. They felt their trade show program would evolve more effectively with a boutique partnership, as opposed to a transactional relationship.

The Seaguar team was thorough in researching potential partners, and found several personal referrals and industry media sources pointing them toward Acer Exhibits. From the start, Acer's highly collaborative approach helped guide the Seaguar team toward their ideal exhibit. Brian Evans, Marketing Manager for Seaguar, recalls "Acer was fast to respond to set up a meeting to hear what our vision was and objectives for the booth would be. They had an entire team on the call listening, taking notes, and asking probing questions to exceed our vision."

The result of that initial call was the presentation of two distinct modular exhibit concepts, each rendered in 30'x50' and 20'x20' footprints. In a testament to how well the Acer design team interpreted the needs and wants of the client, the final exhibit from Acer closely resembled the first rendering with very little modification. Key design features included:

- Unique kiosks, which suspended Seaguar lines over custom lightboxes in a compelling display of the unique product properties
- A restricted neutral palette in structure to underscore the many bright colors of Seaguar's packaging - instantly showing the breadth of products
- An eye-catching overhead canopy with a watery ambiance
- Custom partially-rounded structures to eliminate the traditional boxy feel

Although design and aesthetic are critical, Acer finds it equally important to address the client's business and budgetary objectives. Acer priced each concept with premium, moderate and minimalist feature levels, so that Seaguar could effectively evaluate the balance of impact versus cost for their new exhibit

CONTACT INFO

MICHAEL DUNNE, PRESIDENT
 INFO@ACEREXHIBITS.COM
 877.237.2237
 ACEREXHIBITS.COM



investment. Additionally, the Acer team worked through several payment proposals to meet client needs.

Once terms and deliverables were settled, Evans was thrilled that "Acer met all deadlines and communicated every step along the way" by sending photos and providing updates.

The client team was invited to view the final staged exhibit at Acer. That final staging proved beneficial, as some graphic changes were made on the fly. Acer's in-house graphics production shop saved the client a good deal of money.

"The best way to sum up my experience with Acer is 'a level of service not yet received or experienced in the trade show world,'" said Brian Evans. The Acer team is proud to partner with Seaguar and is hoping to "IGNITE BRAND PRIDE" for Seaguar with a long partnership.