



The primary concern for this booth design was space – or the lack thereof – and how to maximize the area given all that must be presented. We felt that our initial ideas failed to suit the requirements, so I jokingly suggested there was nowhere to go but up. Suddenly, that became our answer. It's exactly what we did with the graphic signage – and it worked out beautifully!

— David Fegely
Operations Manager

Flowers Foods • 20' X 30' • NACS 2009

FLOWERS FOODS

Objective

Create a custom rental exhibit whose primary function was to highlight Flowers Foods' multiple products and eleven (11) brands within a comfortable, open space. It was vital that product and brand-based imagery be used in concert with product display kiosks as the focus of the booth, but room for a dedicated storage area and private conference space must also exist. The challenge was how to physically incorporate the numerous exhibit components needed into a 20' x 30' space without resulting in a crowded booth environment.

Approach

To address spatial concerns, we first decided to use an approx. 18'H x 28'W curved graphic frame as a means of eliminating a large footprint within the booth's floorplan. In doing this, we were able to elevate much of the product and brand-based imagery that merited display while leaving ample room for a conference area, storage facility and, most importantly, product samples to be featured below. The curved frame, itself, was designed to span overhead the majority of the booth's width and possessed vibrant-colored fabric graphics displaying items within the Flowers Foods family of brands. Its use was also strategic in that it offered high identity for the booth, so the need for a hanging sign was no longer necessary.

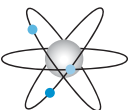
Immediately below, a total of three (3) double-sided gondolas were used to house product samples with

two (2) serving as a tie-in/support mechanism to the curved frame overhead. And to maximize floor space, a joint storage facility/conference room was located in the back left-hand corner of the booth. Due to its design, the main wall comprising the conference room was able to creatively house additional graphics in a checkerboard pattern, while the remaining openings possessed frosted Plexiglas panels to offer a unique, yet private, look and feel.

Finally, a single reception counter was used as a welcome area for the booth space while one (1) cabinet served as additional product display and storage.

Results

By successfully integrating multiple client needs into a single design solution, Fusion was able to help Flowers Foods achieve the exact exhibit environment they sought for NACS 2009. The use of overhead graphics offered Flowers a commanding presence on the show floor while, simultaneously, creating the open, welcoming booth space they needed to accommodate product presentation below. This free-flowing exhibit design provided Flowers Foods with the space requirements they needed for enhanced customer interaction within their booth, and ultimately resulted in their acquisition of the highest level of qualified leads they've seen in recent tradeshow exhibition.





Fusion's application of our needs and working within our constraints was exceptional. We are extremely pleased with the area and this has been from the highest levels of not only our zone but from our corporate office in France. The concept, the building and the completion are top notch.

— John E. Bryant
Customer Service & Training Manager
Sidel Inc.

Sidel Inc. • Showroom/Training Facility • Permanent Installation at North American HQ

SIDEL INC.

Objective

Construct a permanent showroom and training environment at Sidel's North American headquarters which featured replicas of some booth components seen at Pack Expo 2008. The area, itself, needed to be approximately 3,000 sq ft in size in order to accommodate the desired mix of Sidel's machinery, audio visual components, product display modules and corporate-based graphics and identity.

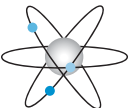
Approach

Since the Pack Expo 2008 booth configuration was a custom rental exhibit, it was necessary to rebuild the desired components to suit Sidel's permanent installation needs. Specifically, some display materials were constructed on a smaller, yet multiple, scale and in a slightly different manner than before as portability, weight and modularity were no longer a factor. In addition, numerous wall panels merited construction as they created the framework in which this facility would exist. The room, itself, was a portion of Sidel's warehouse that was transformed to accommodate this area, thus it needed to feature all the accoutrements one would expect to see in a permanent exhibit

environment. As a result, it was necessary for Fusion to work closely with Sidel's implementation team to ensure their structural needs were met while also providing an inviting, user-friendly space for customer and prospect education.

Results

By integrating this permanent exhibit/training area into their workplace environment, Sidel has created a dedicated space for client and prospect education and product demonstration. This on-site facility is greatly beneficial in that it allows visitors to have a truly interactive, hands-on experience with Sidel's machinery and expert staff – one that is much broader in scope, and more informative, than what they might find on a tradeshow floor. By now having the ability to provide prospects with a more comprehensive sales approach (and ultimately, training solution for its customers), Sidel has further proven its commitment to their client and prospect base by offering enhanced pre-sale promotion and post-sale service/support throughout the entire product lifecycle.





Sidel Inc. • 92' X 120' • Pack Expo 2008

Fusion's "can-do" attitude and visible commitment to Sidel's success are just two of the reasons we chose them as our trusted tradeshow partner. Their ability to seamlessly integrate new elements or direction into an existing plan – which is critical to our tradeshow program – is what will keep them our preferred vendor for years to come.

— Hollie Engeron
Marketing & Communications Coordinator
Sidel Inc.

SIDEL INC.

Objective

Create a custom rental exhibit to highlight Sidel's "green" initiatives and business practices, with a specific emphasis on how its machines provide sustainable packaging solutions to their customers. The challenge within this booth design was how to successfully incorporate the physical exhibit needs Sidel required in a tradeshow environment while, simultaneously, creating a stimulating and educational experience for booth visitors.

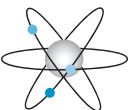
Approach

To effectively communicate Sidel's marketing strategy within a functional exhibit space, it was vital that the booth design strike a creative balance between the two. Specifically, there were seven (7) large machines that merited display, so the booth's floorplan was predominantly structured to work around this equipment. Although some traditional exhibit components were used to address Sidel's business needs, many earth-based elements were also incorporated into the design. And with environmental concerns becoming more prevalent everyday, the decision to integrate natural resources into the design seemed critical to conveying the sustainability

issues Sidel deemed so important. As a result, live bamboo, numerous green plants and water features were strategically placed throughout the booth space to help create an inviting, earth-conscious, exhibit environment.

Results

Given the positive feedback Sidel received from its customers and prospects during Pack Expo 2008, the decision was made to incorporate replicas of some booth components and displays seen there within a permanent showroom/training facility they were planning for their North American headquarters. This permanent installation was completed in the Summer of 2009.





Kimberly-Clark • 40' X 40' • Custom Exhibit Build

Fusion was recently challenged to create a booth environment that showcased our commitment to our customers. At our biggest and most important shows, it was vital that we have a viable forum for both current and potential customers to receive education within our booth – and Fusion's design flawlessly captured the essence of what we were trying to achieve.

— David McCabe
Customer Marketing Manager, Medical Devices
Kimberly-Clark Corporation

KIMBERLY-CLARK

Objective

Create a conservative, yet sleek, booth design which promotes Kimberly-Clark as an innovator and industry leader in the production of surgical-based devices and protective apparel products. To achieve this, the design must permit ample room for product display, an educational presentation/theater area, audio visual elements and graphic representation. In addition, modularity of booth components was a key factor as Kimberly-Clark's tradeshow needs merited booth configurations ranging from 10' x 10' up to 40' x 40'.

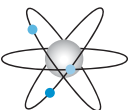
Approach

From a marketing perspective, the main objective was to create an exhibit environment that literally placed Kimberly-Clark's products at the fingertips of booth visitors. From a design perspective, however, it was vital that the components be constructed in the most visually appealing, functional, interchangeable and lightweight means possible. As a result, several booth properties were strategically designed with a multi-use purpose in mind as well as the ability for multiple, simultaneous-use booth configurations. By creating a visually balanced design, it afforded

Kimberly-Clark an enhanced level of booth modularity in that its parts and pieces could be broken down into smaller—and oftentimes identical—configurations. Since all components were initially designed to be part of the 40' x 40' display, each piece retained the integrity Kimberly-Clark originally sought in its booth design, while still meeting its product display and tradeshow exhibition needs when smaller configurations were desired.

Results

Since its unveiling at AORN 2009, Kimberly-Clark has received numerous accolades regarding the new design from internal personnel and booth visitors alike. But most importantly, they've been able to witness the benefits of a brand-conscious design solution that makes their exhibit experience more consistent and identifiable from show to show. And the cost savings are being realized, too, given the integration of fewer, more lightweight and multi-functional booth components than those used in the past. The implementation of this new booth design has proven itself to be a win-win scenario for Kimberly-Clark's tradeshow program.





Best Manufacturing • 20' X 40' • Custom Exhibit Build

I have been working with the Fusion Creative staff since 2006. Hands down, Fusion is the most professional, cost-effective, responsive vendor that I interface with on a regular basis.

— Gil LeVerne, Jr.
Manager, Marketing Communications
Best Manufacturing Company

BEST MANUFACTURING

Objective

Create a modern, yet conservative, booth design which incorporates present-day exhibit standards while maintaining its integrity to predominantly medical and industrial-based target market segments.

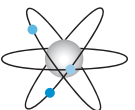
Approach

To address multiple client requirements, a modular design concept was devised that could easily be reconfigured to suit 10' x 10', 10' x 20', 20' x 20' and 20' x 40' set-ups. The strategic use of metal accents provided the booth with a modern, intriguing, yet industrial feel, with its most prominent application in the form of freestanding glove displays which could be used in whole, or in part, based on the booth configuration. In addition, the use of technology and color-rich graphics helped create a welcoming environment for existing customers and prospects alike.

To help keep the booth lightweight and easy to assemble, the use of aluminum wall panels with Plexiglas inserts was critical to the 20' x 40' design, while the inclusion of traditional wall panels was appropriate to the smaller booth configurations.

Results

The integration of lightweight construction materials, brand-oriented architecture, and compelling imagery helped transform Best Manufacturing's dated booth design and catapult their tradeshow presence into modern-day exhibition. Fusion's efforts to update their tradeshow program and image were highly successful in that it provided both a cost-effective and corporate brand-conscious design solution. Since its unveiling in February 2006, Best Manufacturing has experienced cost savings on transportation and I&D labor services, as well as noticed increased brand awareness among prospective clients due to the inclusion of the glove displays in their booth design. In addition to their functionality of displaying glove samples, these displays also serve as an excellent means of communicating Best's corporate identity as they represent life-size versions of their logo.





Mettler-Toledo • 70' X 100' • Pack Expo 2006

With so many factors and expenses to consider in tradeshow planning, the presence of a trusted vendor partner is essential to one's success. In working with Fusion Creative, we have witnessed, first hand, the value of their efforts and are continually impressed by their ability to deliver outstanding results.

— Terry Eldred
Marketing Specialist
Mettler-Toledo Hi-Speed, Inc.

METTLER-TOLEDO

Objective

Create a clean, modern, custom rental exhibit that seeks to position Mettler-Toledo as the leader in Product Inspection machines at Pack Expo 2006. This should include the strategic communication of Safeline and Hi-Speed as Mettler-Toledo's North American Product Inspection Division companies. Due to its size, the design must allow for ample corporate identity to be featured throughout the booth, as well as permit sufficient floor space for Mettler-Toledo machinery to be displayed.

Approach

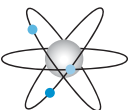
Since the main attraction within the booth was to be Mettler-Toledo's machinery, itself, it was critical that our design permit for a healthy balance of booth components vs. client equipment. Specifically, the machinery would exist to provide a hands-on means of demonstrating the merits and capabilities of their equipment, while compelling visual imagery, cool colors, and corporate identity would be used to create a presence distinctly Mettler-Toledo.

To help visually achieve this "leader" status, we chose to utilize booth components that would physically dominate the show floor. As a result, the company's name and pyramid logo—as well as

each divisional logo—were featured atop each of the four (4) 16'H tower walls that encircled the booth's centermost conference room/break room/tech room structure. However, its most impressive display of corporate identity came in the form of a 24' x 26' white fabric canopy bearing the Mettler-Toledo pyramid logo and name which was attached to each of the 16'H identity towers. Its use was strategic as the upper level of the show hall's food court looked downward at the Mettler-Toledo booth below, thus offering a somewhat captive audience. In essence, its application literally provided a means of tying all companies and/or divisions together under the Mettler-Toledo name.

Results

Due to its successful reception at the 2006 show, Mettler-Toledo elected to utilize some of the same components for its 52' x 65' booth at Pack Expo 2007. Unlike its predecessor, the 2007 configuration saw a greater concentration of client machinery vs. booth properties due to a smaller booth space. However, the consistent corporate presence communicated from year to year provided the unified brand image Mettler-Toledo was seeking, and stands to remain a part of their tradeshow marketing strategy for years to come.





Sidel Inc. • 80' X 110' • NPE 2006

In my opinion, the best testament to Fusion's ability is when other exhibitors and booth designers come by my booth and ask who designed it. When they do, I'm proud to say we work with Fusion Creative.

— Lynne McCabe
Communications Coordinator
Sidel Inc.

SIDEL INC.

Objective

Create a custom rental exhibit that confirms Sidel's leadership and mastery of plastic packaging solutions at the 2006 International Plastics Showcase. A specific focus on their liquid food bottling solutions and five (5) Product Brands was critical to the design, as well as space allocation for their machines to be displayed.

Approach

To highlight Sidel's bottling solutions, the use of curved components, warm hues and color-rich graphics were symbolic elements critical to this design. And in order to achieve the objectives requested, it was necessary to creatively maximize floor space for booth components to permit sufficient room for product/equipment display. As a result, two (2) 20'H circular towers were used at the front and rear of the booth to draw attention to the space itself, and each prominently displayed the Product Brand names. This strategic application offered both physical dominance on the show floor as well as a gateway, of sorts, beckoning visitors through the booth's front tower. Centered inside the base of this tower, an 8' x 8' passageway possessed a warm, red glow which

lured curious attendees inside to take a look. Once there, the use of translucent walls and curved structures literally conveyed the soft, flowing feel Sidel was seeking, while graphic content and product display areas demonstrated Sidel's numerous packaging solutions. Most importantly, however, these elements were used in concert with compelling imagery, reception and hospitality areas, and multiple conference rooms to entice passers-by to enter and learn, first-hand, the merits and capabilities of Sidel and their equipment.

Results

The successful execution of Sidel's objectives for NPE 2006 resulted in Fusion's award of their 79' x 170' booth design for Pack Expo 2006. Although the next application merited a new configuration, the Pack Expo booth retained a consistent look and feel to the NPE exhibit, and its additional success ultimately enabled Fusion to secure control of Sidel's tradeshow program.

