



Client: Adwerx, a digital marketing agency for real estate professionals

The Need: Adwerx wanted a smart, interactive booth with minimal company investment but big impact on the trade show floor. They came to ECI for a solution to reinforce their “Shine a Light on Your Brand” campaign.

Our Solution: A strategic, customized rental. While designing and creating custom booths is a big part of our business, rental exhibits are also a great way to design an innovative space for a client. Smaller organizations or those with small booths and similarly sized budgets can benefit from ECI’s vast inventory of rental components.

We believe a rental shouldn’t look like a rental- it should embody your company’s message. ECI just so happened to have the perfection solution for Adwerx, from our own inventory. We created a custom booth for ourselves, using it at Exhibitor LIVE and the WBENC Conference in early 2016, with an industrial angle. This was the same look and feel the Adwerx team wanted for their tradeshow booth.

The booth, constructed of reclaimed lumber, incorporated Edison bulbs and custom graphics to deliver the Adwerx message to booth visitors.



The Client’s Objectives & Goals:

- Pitch products and qualify attendees
- Prompt attendees to book meetings
- Put a face to the company to reinforce the human touch
- 60 time trade meetings
- \$4K in direct sales
- Create buzz and drive traffic to the space



THE RESULTS:

- 63+ meetings set
- \$10.9k in direct sales
- 2,700 visitors/day

The Takeaway: A rental solution can be customized to meet a client’s needs, resulting in a memorable experience, while also managing the budget.