

ExhibitorLIVE 2017 BOOTH TECHNOLOGY



For our space at ExhibitorLIVE, Exhibit Concepts wanted to showcase two of the strengths our team brings to every client. A trade show space should be engaging, and we believe technology is a great way to bring engagement to the space. Likewise, we believe in the importance of craftsmanship and problem solving: pushing ourselves to find new, innovative ways to solve problems.

USING TECHNOLOGY FOR ENGAGEMENT

The space includes three (3) engagement stations for our visitors. At the heart of each station lies these major components:

- Eight large wooden blocks, direct printed with words to describe a visitor's personal idea of success. After selecting their most important descriptor, the block will be slid across the sensor. Each block is embedded with an RFID magnetic trigger. When this passes in close proximity to the sensor built into the table, it communicates with the sensor to trigger the media player.
- This sensor, when paired with a correlating block, will prompt a testimonial based on the word printed on the block. For example, a visitor that feels "creativity" is an important aspect of success can view a short testimonial from an Exhibit Concepts client explaining the creativity our team brings to their trade show program.

CRAFTSMANSHIP & RESEARCH

Problem solving is a crucial step in the process of designing, building, and installing trade show spaces. For our ExhibitorLIVE booth, we wanted to build a tower comprised of several blocks – and some of those blocks needed to intermittently light up with the words our clients associate with success. Terms like CREATIVITY, QUALITY, and PASSION.

In order to achieve the desired look, a research & development test was conducted, to sand down layers of colored laminate to make the surface semi-opaque. Then, our team incorporated reflective materials and lighting from inside the blocks to create a "lit from within" look for the blocks. The tower itself was built one block at a time, so as to take great care to conceal the interior wiring.

beMatrix panels were used for the closet area of the booth near the meeting spaces. These panels are typically covered in a PVC substrate, but our team used plywood in order to add dimension and warmth to the space.



Contact ECI to learn more about incorporating this technology into your next trade show booth.
937.890.7000



