

Case Study - Connect Live



Creating the Perfect Environment for Connections!

DCD Connect Live annually gathers the frontrunners in data center and cloud infrastructure. This year's event, held at the New York City Marriott Marquis on March 27-28, 2023, offered a fantastic opportunity to connect with esteemed professionals, engage in insightful discussions, and expand your network.

Our Role

Exponents had the task of delivering 49 sponsor booths within a limited budget and space. Our goal was to create an effective experience for attendees and support sponsors' objectives.



Challenges

- Managing 49 booths within specified space and budget.
- Coordinating logistics, shipping, and booth installation and dismantling.
- Creating unique booth designs to maximize sponsor visibility in a busy conference hall.
- Individual communication with each sponsor to meet specific requirements.
- Overseeing graphics production and securing approvals from venue and general contractor.

Our Solution

- We provided three types of booths accommodating space constraints: Small Pop (10 booths), Medium Pop (29 booths), and Large Pop (10 booths).
- Our team connected with sponsors to produce graphics as per their requirements, streamlining the whole communication process.
- We managed all aspects of logistics, including shipping, installation, and dismantling of booths.



The Results

We delivered impressive results with standout booths for sponsors such as Schneider Electric, Kohler, Legrand, and CBRE. Our streamlined communication with sponsors ensured a hassle-free experience for conference organizers, contributing to the event's resounding success.



Small pop booths - **5'x3'**

Medium pop booths - **5'x5'**



Large pop booths - **10'x13'**

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