

WOW24

September 23rd, 2024



Building an Environment that Fosters Connections at Wow Conference

The Show WOW Conference 2024 was a significant event organized by App Space, requiring an innovative conference setup. Exponents, a trusted trade show booth building and designing company was tasked with creating multiple custom trade show exhibits for the event. The primary objective was to design and deliver a visually appealing and functional space that enhanced attendees' experience while adhering to stringent timelines and evolving requirements. Key stakeholders in the project included App Space's event management team, and the Exponents designers and project managers.

Our Role

Exponents was tasked with creating an effective experience for attendees by providing turnkey conference booth solutions within limited space and budget – delivering 49 sponsor booths that effectively commanded attention while supporting sponsors' objectives.

The Challenges

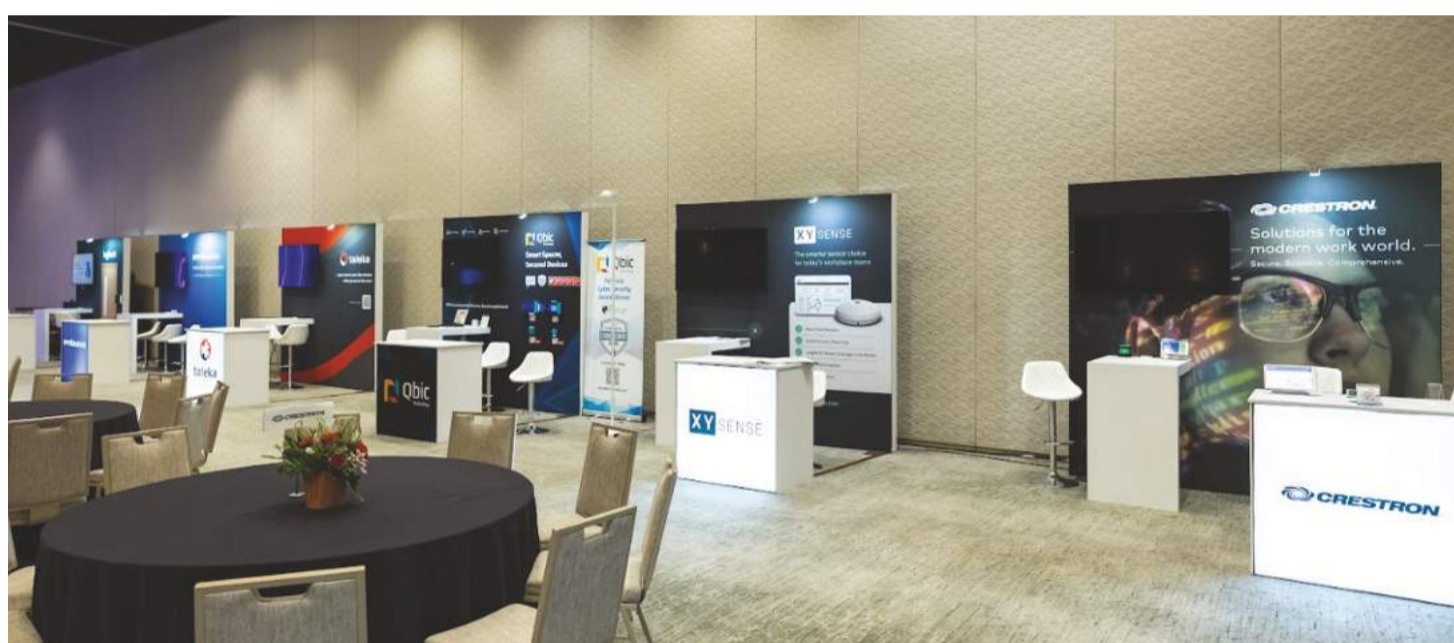
During the planning and execution of the project, several challenges arose that required immediate and creative solutions:

Complex Floor Plan: The client provided a complex floor plan that was difficult, leading to confusion about where specific frames and furniture should be placed.

Unclear Door Positions: The exact positions of the doors on the conference design were not marked, complicating the layout process.

Video Wall Mount Availability: Due to tight timelines and supply constraints, securing the required 3x3 video wall mount became a challenge, and an immediate workaround was needed to avoid delays in the project.

Lighting Requirements for the Tunnel: The client requested lighting for the tunnel entrance, which required the design to be modified to integrate lighting effectively.



Solution

We leveraged internal solid communication between our design, operations, and procurement teams to quickly make informed decisions and adjustments. Additionally, our close coordination with the client and USA project managers ensured that every challenge was addressed in alignment with their expectations. The team's commitment to maintaining high-quality standards, even when timelines were compressed, ensured the setup was executed flawlessly.

Our methodical approach allowed us not only to overcome these obstacles but also to enhance the overall execution of the project. Below are the specific steps we took to resolve each challenge:

Comprehensive Floor Plan: The floor plan was split into zones, which made it easier for the USA team to understand exactly where each trade show booth rental element should be placed. This zoning method also streamlined the operations and installation process, ensuring all custom trade show booth rentals were set up correctly and efficiently.

Door Position Coordination: We worked closely with the project managers in the USA to get accurate door positions. This allowed us to adjust the design layout and ensure a smooth flow for attendees within the conference space.

Inventory Solution for Video Wall: To overcome the procurement issue, we utilized a video wall mount from our internal inventory. This quick fix ensured the video wall was set up on time without impacting the quality of the trade show exhibit.

Lighting for Tunnel: Our engineering team modified the entrance structure using a combination of acrylic and wood to create an edge-lit effect. We also inserted LED channels into the tunnel structure's fabric, wood, channels, and lights. This custom trade show exhibit feature met the client's expectations and added a dramatic visual element to the event.



The Result

The client was particularly impressed with our ability to adapt to last-minute changes, especially regarding fire safety measures and lighting requirements.

The successful execution of the Show/WOW Conference Show 2024 highlights Exponents' capability to overcome complex challenges, even under tight deadlines. By leveraging our extensive experience in custom trade show exhibit design and booth rental services, we created a visually stunning and functional event space that exceeded client expectations.

Our seamless coordination, from design to installation and takedown, reinforced our reputation as a trade show exhibit rental service leader. This project demonstrated our capacity to adapt to unforeseen challenges and highlighted our commitment to delivering high-quality solutions and ensuring client satisfaction.

Exponents continue to be the trusted partner for brands like App Space, EMC 3, DCD Connect Live, and Red Hat, providing tailored solutions and a stress-free trade show experience across critical locations, including Orlando, Dallas, San Diego, and Las Vegas.

By offering custom trade show booth rentals with full customization options and high-quality materials, we ensure each project we undertake is a success—no matter how challenging.



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