

Challenge

Create a brand new exhibit experience without the price-tag of a new build, re-establishing ConAgra Foods as a leader on the PLMA 2012 show floor and in the private label market.

Solution

We wanted to utilize the 2-story core structure of the existing exhibit rather than starting over, and cosmetic changes would not be enough, so we transformed the exhibit by radically altering its layout and introducing a custom fabric canopy. The new structure enveloped the 20x40 floor space, combining strong horizontal lines with soft curves, prominent branding and custom lighting. The result was a unique, welcoming exhibit that took attendees off the show floor and into a space where they could comfortably interact with ConAgra's staff and products. Multiple sampling opportunities, product displays, interactive video technology, and casual meeting areas rounded out the ground floor experience, while the upper deck featured a formal meeting area with sampling and A/V. Additionally, the exhibit was designed with future renovations in mind, allowing ConAgra to achieve a 100% new exhibit while spreading the cost over multiple years.



Results

From the general response at PLMA, EP achieved its goal. Booth staff and show attendees were impressed with the new layout, which was reflected in renewed interest and higher traffic for ConAgra Foods.

