

Dow Water & Process Solutions

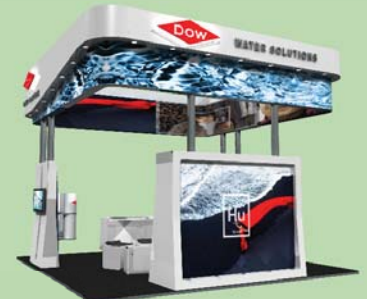
A Story of Expertise and Agility

Challenge

Concept and build an exhibit environment to launch Dow Water Solutions' Human Elements campaign. The design had to change attendees' perception of the company from that of a component manufacturer to an integrated solutions provider – all within 20 days.

Solution

We acted quickly to develop a 20x20 modular space that Dow could use in a variety of configurations. The exhibit and graphic messaging system brought consistency to their brand, from local to national events. Live presentations with state of the art programmable technology was the ideal approach to reach potential customers. And, the technology allowed for content adaptations communicating to varying audiences at every show without reprinting costly graphics.



Results

The booth was so popular at its first show that attendees spilled into the aisles. In fact, Dow's event manager said she "lost count at 75 people" filling the space at a time. With EP managing every aspect of its exhibit program, Dow staff could focus on its throng of visitors.

