



Making a Major Statement at NACS

## Challenge

Create major buzz at the 2011 NACS show, dominate the show floor with the new brand packaging and reinforce the Jack Links Beef Jerky brand as category leader.

## Solution

Exhibit Partners created a dynamic overall brand experience complete with over-sized product packages as cornerstone headers. From the show floor, the headers represent the various product packaging, and from inside the exhibit, videos were projected showing product demos and Sasquatch commercials. In addition to the powerful attention grabbing headers, the exhibit housed two complete in-store display zones, two sampling stations, private conference room and amble meeting areas.



## Results

The response was spectacular! Even with the large footprint of this booth space, the exhibit was packed with people all day long. The client was estatic with the overwhelming appeal of this booth, and has many plans in place for using the exhibit again as is, along with several various knock down configurations.

