

Challenge

Create an elegant, contemporary exhibit for Carlson Wagonlit Travel that stands out from the heavy visual clutter of the GBTA 2012 Show, focusing on CWT's combination of stellar personal service and forward-thinking technology solutions.

Solution

A custom hanging structure with eye-grabbing texture and can't-miss-it size provides overall branding, ease of location, and a dominating presence on the main aisle of the show floor. This is paired with minimal, modern structures on the floor housing a reception area, meeting room, storage, refreshment lounge and interactive displays. These displays – three small size displays for one-on-one interactions and one large display for group presentations, featured touch-screen interactivity with custom flash-based content, allowing CWT staff to tell an individually-tailored brand story, complete with working examples of their proprietary software.



Results

Effective design and diligent work by both EP and CWT staff resulted in a very successful show for CWT. The prominent signage and approachable feel of the exhibit generated a great deal of traffic and definitely elevated their overall presence, assuring CWT's place as a major force in the global business travel industry.

