



Best Manufacturing • 20' X 40' • Custom Exhibit Build

*I have been working with the Fusion Creative staff since 2006. Hands down, Fusion is the most professional, cost-effective, responsive vendor that I interface with on a regular basis.*

— Gil LeVerne, Jr.  
Manager, Marketing Communications  
Best Manufacturing Company

## BEST MANUFACTURING

### Objective

Create a modern, yet conservative, booth design which incorporates present-day exhibit standards while maintaining its integrity to predominantly medical and industrial-based target market segments.

### Approach

To address multiple client requirements, a modular design concept was devised that could easily be reconfigured to suit 10' x 10', 10' x 20', 20' x 20' and 20' x 40' set-ups. The strategic use of metal accents provided the booth with a modern, intriguing, yet industrial feel, with its most prominent application in the form of freestanding glove displays which could be used in whole, or in part, based on the booth configuration. In addition, the use of technology and color-rich graphics helped create a welcoming environment for existing customers and prospects alike.

To help keep the booth lightweight and easy to assemble, the use of aluminum wall panels with Plexiglas inserts was critical to the 20' x 40' design, while the inclusion of traditional wall panels was appropriate to the smaller booth configurations.

### Results

The integration of lightweight construction materials, brand-oriented architecture, and compelling imagery helped transform Best Manufacturing's dated booth design and catapult their tradeshow presence into modern-day exhibition. Fusion's efforts to update their tradeshow program and image were highly successful in that it provided both a cost-effective and corporate brand-conscious design solution. Since its unveiling in February 2006, Best Manufacturing has experienced cost savings on transportation and I&D labor services, as well as noticed increased brand awareness among prospective clients due to the inclusion of the glove displays in their booth design. In addition to their functionality of displaying glove samples, these displays also serve as an excellent means of communicating Best's corporate identity as they represent life-size versions of their logo.

