



Eagle Product Inspection • 30' X 40' • Process Expo 2013

A company's trade show planning effort can be taxing all on its own, but it's especially challenging when it follows a corporate rebrand. We were faced with this exact scenario for Process Expo. With an extremely tight budget and only a few weeks to pull it all together, Fusion was quick to provide an affordable design solution that perfectly communicated our new image and messaging. Without question, their involvement was critical to our success at the show.

— Sarah Jarrell
Marketing Specialist
Eagle Product Inspection

EAGLE PRODUCT INSPECTION

Objective

Design a custom rental solution that captures the essence of Eagle's newly rebranded corporate logo and color palette within a creative, yet functional, exhibit space. Also important, however, was the need to effectively communicate the company's product and service offerings while demonstrating the capabilities of the machinery on display.

Approach

To address the desired objectives, it was necessary to take a multi-purpose approach to this booth's design. Since Eagle's rebranded image was a primary concern, we elected to strategically integrate an element of their new logo directly into some of the exhibit components as a means of achieving maximum visual impact and functionality. Specifically, this entailed the use of Eagle's "a" within the custom-built welcome desk which brought both creativity and modern flair to the reception area. Additional 3D applications were incorporated within two (2) 8'H freestanding displays featuring plasma monitors to promote nearby machinery and two (2) 11'H treatments which flanked a semi-private conference room near the back of the booth. Such uses provided a clever twist to vital exhibit elements within this design and these would serve to support to the company's name recognition and brand identity goals.

An Eagle-branded overhead sign and 16'H storage tower were used to provide high identity for this booth space and each offered a means of promoting the company's products, services, etc.

As an added benefit, the booth's layout also permitted room for a hospitality bar and casual seating areas to exist—thus facilitating enhanced interaction between booth visitors and Eagle-based personnel.

Results

Fusion's successful implementation of Eagle's required objectives into a comprehensive design solution brought much positive feedback from their Process Expo exhibition. As a result, the decision to incorporate replicas of the "a" element into their Interpack 2014 exhibit was strategic in an effort to promote brand awareness on a global scale.

