



Flowers Foods • 20' X 30' • NACS 2009

The primary concern for this booth design was space – or the lack thereof – and how to maximize the area given all that must be presented. We felt that our initial ideas failed to suit the requirements, so I jokingly suggested there was nowhere to go but up. Suddenly, that became our answer. It's exactly what we did with the graphic signage – and it worked out beautifully!

— David Fegely
Operations Manager

FLOWERS FOODS

Objective

Create a custom rental exhibit whose primary function was to highlight Flowers Foods' multiple products and eleven (11) brands within a comfortable, open space. It was vital that product and brand-based imagery be used in concert with product display kiosks as the focus of the booth, but room for a dedicated storage area and private conference space must also exist. The challenge was how to physically incorporate the numerous exhibit components needed into a 20' x 30' space without resulting in a crowded booth environment.

Approach

To address spatial concerns, we first decided to use an approx. 18'H x 28'W curved graphic frame as a means of eliminating a large footprint within the booth's floor plan. In doing this, we were able to elevate much of the product and brand-based imagery that merited display while leaving ample room for a conference area, storage facility and, most importantly, product samples to be featured below. The curved frame, itself, was designed to span overhead the majority of the booth's width and possessed vibrant-colored fabric graphics displaying items within the Flowers Foods family of brands. Its use was also strategic in that it offered high identity for the booth, so the need for a hanging sign was no longer necessary.

Immediately below, a total of three (3) double-sided gondolas were used to house product samples with

two (2) serving as a tie-in/support mechanism to the curved frame overhead. And to maximize floor space, a joint storage facility/conference room was located in the back left-hand corner of the booth. Due to its design, the main wall comprising the conference room was able to creatively house additional graphics in a checkerboard pattern, while the remaining openings possessed frosted Plexiglas panels to offer a unique, yet private, look and feel.

Finally, a single reception counter was used as a welcome area for the booth space while one (1) cabinet served as additional product display and storage.

Results

By successfully integrating multiple client needs into a single design solution, Fusion was able to help Flowers Foods achieve the exact exhibit environment they sought for NACS 2009. The use of overhead graphics offered Flowers a commanding presence on the show floor while, simultaneously, creating the open, welcoming booth space they needed to accommodate product presentation below. This free-flowing exhibit design provided Flowers Foods with the space requirements they needed for enhanced customer interaction within their booth, and ultimately resulted in their acquisition of the highest level of qualified leads they've seen in recent tradeshow exhibition.

