



*Fusion was recently challenged to create a booth environment that showcased our commitment to our customers. At our biggest and most important shows, it was vital that we have a viable forum for both current and potential customers to receive education within our booth – and Fusion's design flawlessly captured the essence of what we were trying to achieve.*

— David McCabe  
Customer Marketing Manager, Medical Devices  
Kimberly-Clark Corporation

Kimberly-Clark • 40' X 40' • Custom Exhibit Build

## KIMBERLY-CLARK

### Objective

Create a conservative, yet sleek, booth design which promotes Kimberly-Clark as an innovator and industry leader in the production of surgical-based devices and protective apparel products. To achieve this, the design must permit ample room for product display, an educational presentation/theater area, audio visual elements and graphic representation. In addition, modularity of booth components was a key factor as Kimberly-Clark's tradeshow needs merited booth configurations ranging from 10' x 10' up to 40' x 40'.

### Approach

From a marketing perspective, the main objective was to create an exhibit environment that literally placed Kimberly-Clark's products at the fingertips of booth visitors. From a design perspective, however, it was vital that the components be constructed in the most visually appealing, functional, interchangeable and lightweight means possible. As a result, several booth properties were strategically designed with a multi-use purpose in mind as well as the ability for multiple, simultaneous-use booth configurations. By creating a visually balanced design, it afforded Kimberly-Clark an enhanced level of booth modularity in that its parts and pieces could be broken down into smaller—and oftentimes identical—configurations. Since all components were initially designed to be part of the 40' x 40' display, each piece retained the integrity Kimberly-Clark

originally sought in its booth design, while still meeting its product display and tradeshow exhibition needs when smaller configurations were desired.

### Results

Since its unveiling at AORN 2009, Kimberly-Clark has received numerous accolades regarding the new design from internal personnel and booth visitors alike. But most importantly, they've been able to witness the benefits of a brand-conscious design solution that makes their exhibit experience more consistent and identifiable from show to show. And the cost savings are being realized, too, given the integration of fewer, more lightweight and multi-functional booth components than those used in the past. The implementation of this new booth design has proven itself to be a win-win scenario for Kimberly-Clark's tradeshow program.

