



With so many factors and expenses to consider in tradeshow planning, the presence of a trusted vendor partner is essential to one's success. In working with Fusion Creative, we have witnessed, first hand, the value of their efforts and are continually impressed by their ability to deliver outstanding results.

— Terry Eldred
Marketing Specialist
Mettler-Toledo Hi-Speed, Inc.

Mettler-Toledo • 70' X 100' • Pack Expo 2006

METTLER-TOLEDO

Objective

Create a clean, modern, custom rental exhibit that seeks to position Mettler-Toledo as the leader in Product Inspection machines at Pack Expo 2006. This should include the strategic communication of Safeline and Hi-Speed as Mettler-Toledo's North American Product Inspection Division companies. Due to its size, the design must allow for ample corporate identity to be featured throughout the booth, as well as permit sufficient floor space for Mettler-Toledo machinery to be displayed.

Approach

Since the main attraction within the booth was to be Mettler-Toledo's machinery, itself, it was critical that our design permit for a healthy balance of booth components vs. client equipment. Specifically, the machinery would exist to provide a hands-on means of demonstrating the merits and capabilities of their equipment, while compelling visual imagery, cool colors, and corporate identity would be used to create a presence distinctly Mettler-Toledo.

To help visually achieve this "leader" status, we chose to utilize booth components that would physically dominate the show floor. As a result, the company's name and pyramid logo—as well as each divisional logo—were featured atop each of the four (4) 16'H tower walls that encircled the booth's centermost conference room/break room/tech room structure. However, its most impressive display of corporate identity came in the form of a

24' x 26' white fabric canopy bearing the Mettler-Toledo pyramid logo and name which was attached to each of the 16'H identity towers. Its use was strategic as the upper level of the show hall's food court looked downward at the Mettler-Toledo booth below, thus offering a somewhat captive audience. In essence, its application literally provided a means of tying all companies and/or divisions together under the Mettler-Toledo name.

Results

Due to its successful reception at the 2006 show, Mettler-Toledo elected to utilize some of the same components for its 52' x 65' booth at Pack Expo 2007. Unlike its predecessor, the 2007 configuration saw a greater concentration of client machinery vs. booth properties due to a smaller booth space. However, the consistent corporate presence communicated from year to year provided the unified brand image Mettler-Toledo was seeking, and stands to remain a part of their tradeshow marketing strategy for years to come.

