



RockTenn • 20' X 30' • International Pizza Expo® 2015

*It's all about the box. RockTenn's exhibit at International Pizza Expo in Las Vegas garnered very positive reviews from its pizza and foodservice sales organization—as well as management—for its booth design that aptly supported the "Protect, Promote, Deliver." message. The packaging was the star of the show and the booth's configuration prominently displayed the various foodservice packaging items offered by the company.*

— Diana Hunter  
Creative Services Manager,  
Corrugated Packaging-Container  
RockTenn

## ROCKTENN

### Objective

Design a 20' x 30' custom rental exhibit which promotes RockTenn's status as America's leading pizza box maker along with other key marketing messages. The ability to display a variety of pizza boxes and food service packaging was also critical to showcase their custom graphics and printing capabilities. Provisions for a reception area, dedicated meeting and storage space, video presentations and high identity were also included.

### Approach

With International Pizza Expo being the largest tradeshow and conference serving the pizza restaurant industry, we sought a maximum level of exposure to its highly engaged audience. To achieve this, we utilized an oversized, simulated pizza box to tout RockTenn's industry-leading position to show attendees. Standing 16'W x 16'H, the front side of the pizza box "lid" was wrapped in vinyl mural graphics which resembled corrugated cardboard while a logo-branded header with integrated lighting was used to illuminate the area below. This angled wall also featured a 60" recessed monitor and two (2) shelves for product display. In turn, its back side possessed full graphic murals, as well—but these simulated a stone wall restaurant exterior with windows promoting four (4) of RockTenn's other key points. Similar to its front, a 2nd logo-branded header sat high atop this wall and another 60" recessed monitor offered video content

to passers-by below. To address the client's storage needs, this area also permitted dual entry into its joint audio visual/storage closet.

Continuing the pizza box theme, a light brown carpet inlay simulated the bottom of the box and helped distinguish the reception and casual meeting areas. Additionally, the front of the booth featured three (3) product shelving units where previously produced client pizza boxes were displayed, and these served as an excellent means for demonstrating RockTenn's printing capabilities as visitors walked freely about admiring their handiwork. A single, logo-branded, reception counter and hanging sign were used to offer additional corporate identity, and each served as the perfect complement to its clean and simple, yet engaging, design.

### Results

By strategically using iconic visuals and imagery to create its core structure, Fusion Creative facilitated an instant connection between the booth and its viewers—thus permitting RockTenn's products to become the center of attention. With so much positive feedback from internal personnel and attendees alike, RockTenn decided to repurpose this booth for its 2016 exhibition. We're proud to have contributed to their success at this critical event and look forward to next year's show!

