



In an industry where unexpected issues arising is (more often than not) a certainty, Fusion has proven its worth to Sidel time and time again. Their continued ability to make last-minute adjustments and meet additional project requests has been more than impressive, and this is especially significant given our corporate office's France-based location.

— Hollie Davis
Marketing & Communications Coordinator
Sidel Inc.

Sidel Inc. • 8,394 sq. ft • Pack Expo 2010

SIDEL INC.

Objective

Create a custom rental exhibit that positions Sidel as the leader in innovative and eco-focused bottling machinery/solutions at Pack Expo 2010. To achieve this, the proper mix of product & service displays, graphic elements and video presentation must exist to truly tell Sidel's story—all while serving as part of an aesthetically-pleasing and educational booth environment.

Approach

To effectively demonstrate Sidel's capabilities and achievements, it was vital that we integrate a heavy audio visual presence into the structural components that would occupy this space. In an age where instant accessibility to information is key, such video-based applications would only further promote Sidel as a forward-thinking industry pacesetter that is capable of quickly disseminating a vast amount of target-relevant information to its audience. Although static graphics were used as supporting imagery for the product and service offerings on display, the video presentations permitted booth visitors to embark on an educational journey, of sorts, as they navigated their way from one display venue to another. Following an orange carpet in-laid path, visitors could stop to view each of the three (3) key display areas Sidel sought to promote—i.e., Packaging & Tooling, Engineering & Material Handling, and Services. Along the way, they would witness, first-hand, the merits of a select group of

Sidel's machinery while enjoying the sights and soothing sounds offered by the booth's strategically-placed water wall displays. As integral elements of this exhibit design, Fusion's use of light, sound and movement were critical to its success and, ultimately, helped create the total exhibit experience Sidel was seeking for Pack Expo.

Results

Fusion's successful incorporation of Sidel's numerous exhibit-based requirements into a single, cumulative, tradeshow environment brought about excellent results for the company at Pack Expo. With positive feedback coming from both internal personnel and show attendees, the crowning achievement came in the form of Sidel's "Best in Show" award by PMMI show management.

