



*Fusion's "can-do" attitude and visible commitment to Sidel's success are just two of the reasons we chose them as our trusted tradeshow partner. Their ability to seamlessly integrate new elements or direction into an existing plan – which is critical to our tradeshow program – is what will keep them our preferred vendor for years to come.*

— Hollie Davis  
Marketing & Communications Coordinator  
Sidel Inc.

Sidel Inc. • 92' X 120' • Pack Expo 2008

## SIDEL INC.

### Objective

Create a custom rental exhibit to highlight Sidel's "green" initiatives and business practices, with a specific emphasis on how its machines provide sustainable packaging solutions to their customers. The challenge within this booth design was how to successfully incorporate the physical exhibit needs Sidel required in a tradeshow environment while, simultaneously, creating a stimulating and educational experience for booth visitors.

### Approach

To effectively communicate Sidel's marketing strategy within a functional exhibit space, it was vital that the booth design strike a creative balance between the two. Specifically, there were seven (7) large machines that merited display, so the booth's floor plan was predominantly structured to work around this equipment. Although some traditional exhibit components were used to address Sidel's business needs, many earth-based elements were also incorporated into the design. And with environmental concerns becoming more prevalent everyday, the decision to integrate natural resources into the design seemed critical to conveying the sustainability issues Sidel deemed so important. As a result, live bamboo, numerous green plants and water features were strategically placed throughout the booth space to help create an inviting, earth-conscious, exhibit environment.

### Results

Given the positive feedback Sidel received from its customers and prospects during Pack Expo 2008, the decision was made to incorporate replicas of some booth components and displays seen there within a permanent showroom/training facility they were planning for their North American headquarters. This permanent installation was completed in the Summer of 2009.

