



Visa & Authorize.Net/Cybersource • 20' X 20' • Internet Retailer 2012

When it comes to tradeshow planning, a vendor's ability to provide high-quality designs, fair pricing and a quick response time is critical to a company's successful event coordination efforts. When all of this must happen under tight deadlines and budgets, we look to Fusion to deliver design solutions which help keep Immersa Marketing's clients relevant in the global marketplace.

— Angelo Lombardi
Senior Event Manager
Immersa Marketing

VISA & AUTHORIZE.NET/CYBERSOURCE

Objective

Create two (2) 20' x 20' custom rental exhibits that feature innovative, technology-inspired designs while possessing an open and inviting feel. Since these booths were directly across the aisle from one another, it was vital that they share a common structural arrangement to visually communicate their coexistence within the company, yet also display unique characteristics to identify them as singular entities within the overall organization.

Approach

To achieve a *separate but equal* appearance, each booth was designed to possess the same core display structure surrounded by components suited to each company's individual exhibition needs. Specifically, this entailed the use of a 16'W x 16'H blue/white laminated framework which created the centermost element within each booth. This structure was comprised of two (2) 16'H columns which supported a 16'W x 4'H logo-branded header panel. Aesthetically, each header offered blue LED accent uplighting to emphasize the 3D logo sitting atop each side. Two (2) decorative lights also extended downward to offer additional lighting to the booth space. Along the front/back sides of each end of this structure, a total of four (4) blue/white workstations served as interactive Demo Areas. Each booth also used a 3D logo-branded reception counter and its design featured a white laminated base with a raised, curved countertop and blue LED accent lighting. Blue carpet was used as the flooring element for each space.

Subtle design differences then began to emerge which made each booth its own unique space. Although casual seating areas, AV equipment, graphics, furniture, etc. were common to both spaces, the quantity and placement of these elements varied by booth. Visa's needs, for example, required greater interactive presentation capabilities than its counterpart, so they elected to feature plasma monitors and bar stools at each workstation. In turn, a dedicated conference space was included in Authorize.Net/Cybersource's booth design as it provided the ability to have more personalized, private conversation. As mentioned above, both booths utilized casual seating spaces, but Visa opted for a semi-private area by incorporating frosted Plexiglas privacy panels into their layout. This simple addition helped bring a unique and more private look and feel to this space versus the open seating arrangement Authorize.Net/Cybersource chose to pursue.

Results

Through the use of similar structural components, Fusion was able to provide a unified approach to Visa & Authorize.Net/Cybersource's exhibition needs for Internet Retailer 2012. However, the ability for each client to customize their space is what gave them the personalized look and feel they required. By offering flexibility and component modularity, Fusion was able to provide a design solution that each company can use again in the future—either as a stand-alone exhibit or as part of a greater corporate entity.

