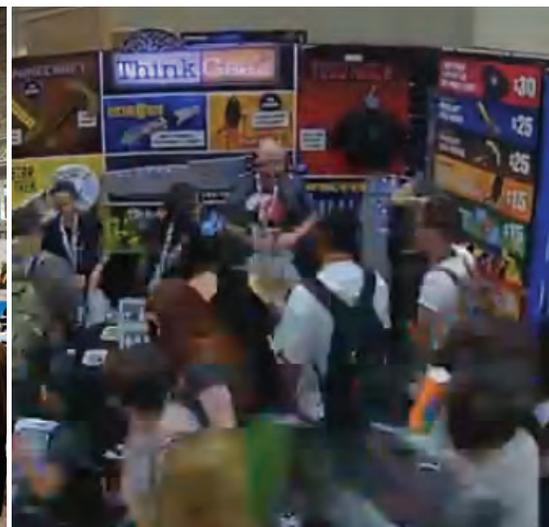


Exhibiting Excellence

An Album of Face to Face Marketing Success Stories

nomadicclients



Portraits in Face to Face Marketing

Every trade show booth tells a story, and every booth has a story. That's why we created this collection of client profiles. Each story chronicles the journey from business goal to design solution. We hope these stories will inspire ideas for your next display.

Companies large and small trust Nomadic to create attention-getting, results-driven displays for trade shows and events. A good display will attract passersby. A great display will enable you to target your audience, engage buyers in relevant conversation, generate sales opportunities, and leave a memorable impression that builds awareness for your brand.

Please contact us, we'd love to help you in your quest for trade show success.



Patricia M. Goeke
President and CEO, Nomadic Display

p.s. Be sure to visit our web site at www.nomadicdisplay.com for more examples of our clients!

Awards of Distinction

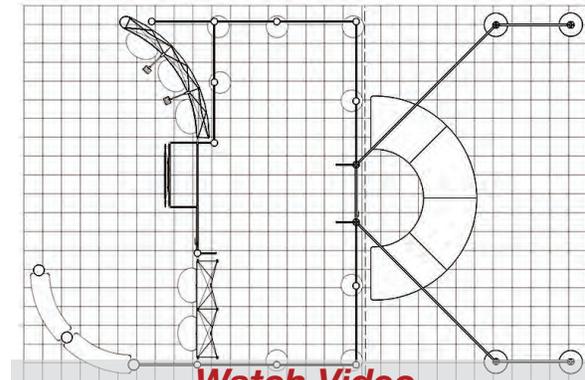


Memberships



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nomadicclient ThinkGeek

Client

Internet retailing giants, like ThinkGeek, believe that face-to-face events are extremely valuable to their business development and brand building strategy. ThinkGeek sells licensed products including toys, electronic gadgets and apparel through their e-commerce site which generates over \$100M annually. ThinkGeek believes in being face-to-face with their fan base which includes over 750,000 Twitter followers and 500,000 Facebook fans. Each year they sell merchandise in their trade show booth at events like PAX and ComiCon as well as the NY Toy Fair.

ThinkGeek chose Nomadic to design a portable modular display solution for their 400 sq ft exhibit space. They wanted the display to be easy for them to set up themselves. Customers stand in line for an average of 45 minutes so they needed plenty of product shelving and lockable storage space for their highly demanded merchandise.

Nomadic created a DesignLine hybrid display that combines the portability of Instand® pop-ups with the lightweight modularity of aluminum extrusion and fabric printed graphics. Instand pop ups are outfitted with acrylic shelves for merchandise display and connected to walk-in, lockable storage and a front railing for customer interaction and transactions.

Requirement

This year ThinkGeek decided to take advantage of a new opportunity by exhibiting at a video game conference, MindCon. ThinkGeek decided to host a contest for new product ideas so they expanded their exhibit space by 200 sq ft to a total of 600 sq ft.

Solution

As an economical way to accommodate the one time expansion, Nomadic suggested exhibit rental properties. These included a hanging sign suspended overhead, traffic controlling entryways and a large, semi-circular reception counter.

After visitors purchased merchandise they were invited to enter the contest being held on the opposite side of the display. ThinkGeek distributed contest entry forms for contestants to sketch out and submit their new product concepts.

Demand for ThinkGeek's gizmos and gadgets was so great, they couldn't keep up with the demand. ThinkGeek measured the return on their investment using metrics including units sold, press interactions, product ideas generated as well as additions to their contact database and social media channels.

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“
We have to make an impact at our shows whilst displaying our product range in the best possible way. Our new stand does this in an innovative and arresting way that lives up to the values of our brands. We have been able to reconfigure the stand within a wide range of different exhibition environments which has given us a good return on our initial investment. The Nomadic team always responds quickly with smart and professional support from account management through design to set-up. We look forward to a long and successful relationship with the Nomadic
 ”

Justin Heaton,
 Burgess Pet Care

nomadiclient Burgess Pet Care

Client

Burgess Pet Care, a premium pet food company, wanted to expand their share of the European market so they booked an island exhibit space at Interzoo. Interzoo is the world's biggest exhibition for pet supplies held every two years. Devoted exclusively to the supply trade, the exhibition draws over 38,000 trade industry visitors from 115 countries. The 2010 event was held in Nuremberg, Germany.

Requirement

It was important to Burgess to promote their brand by having all of their pet food products on display. They recently launched a corporate DVD which they wanted to be shown on two large monitors throughout the event. In addition, Burgess had pre-arranged a number of meetings to take place at the show with European wholesalers so they needed a semi enclosed meeting area.

Solution

The Nomadic Design Team created a display that was both open and inviting. Burgess' main branding message was placed on large header panels high above the open area to draw passers-by. Acrylic product trees were created to artfully display stacks of packaged products. Dog bowls were mounted into counter tops and filled with samples for potential distributors to see and touch products. Using double sided fabric graphic panels, a meeting room was positioned in the middle of the stand open on one side. Placing a counter in front of the open side provided reception access into the exclusive room. Burgess was delighted with their new Nomadic stand due to its visual impact, flexibility and the return on investment they achieved.

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10' x 10' Backwall



10' x 20' Inline

nomadicclient AT&T

Client

AT&T serves customers nationwide with a broad range of wireless voice and data services. AT&T has the nation's fastest mobile broadband network and serves over 90 million wireless subscribers.

Requirement

In an effort to refocus their campaign efforts on the pinnacle of their brand, AT&T's renowned blue globe, they needed a creative platform to promote their newly launched slogan: "Rethink Possible". The client wanted an appealing selling environment to convey their recently enhanced marketing initiatives that was: portable, easy to assemble, and durable, since it would travel to regional sales offices for promotional events.

Solution

FB Displays & Designs partnered with Nomadic to produce AT&T's new display for their face-to-face marketing program. FB Displays design far surpassed AT&T's previous display. Not only does the design communicate their campaign messaging for "Rethink Possible" through high impact graphics, but the dynamic design solution reconfigures from a 10'x10' to a 10'x20' to serve multiple applications. Nomadic helped AT&T achieve their goal of creating an ultra portable selling environment to take to regional events.

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Nomadic  **Display**[®]



“

Our new Nomadic custom modular exhibit takes less time to assemble and dismantle, making it easy for us to transport it from one show to another.

”

Sylvain Laporte,
Marketing Consultant,
Old Port

nomadicclient Old Port

Client

Old Port is a brand owned by the Scandinavian Tobacco Group (STG), one of Denmark's largest international companies and the leading producer of cigars in Europe and North America. STG sales account for half the total cigar market in Canada and Old Port is one of three of its preferred brands.

Requirement

Old Port wanted a new exhibit that would reflect its stature in the market with high style to lure new buyers.

Solution

Nomadic Display Montreal created a 20'x20' bar/lounge inspired environment reminiscent of the past time of cigar smoking. A faux brick central storage tower supports an uplit logo while sconce lights illuminate the access doors.

One side of the exhibit features a backlit bar with pendant lights and a plasma screen on the wall. The other side accommodates a group of Mies Van Der Rohe style chairs around a coffee table in front of a "fireplace". Lit showcases and shelving were also integrated into the island environment for product display.

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“

With the help of Nomadic Display and Vision Exhibits we were able to drive our existing campaigns and increase visibility with our target audience.

Our custom exhibit was the perfect platform to engage with over 70,000 conference attendees from around the world. We are still hearing from key constituents on the quality of our booth and how it made a lasting impression on those who attended the General Conference Session 7th Day Adventists World General Sessions.

”

Ryan Teller,
Director of Public
Relations Union College

nomadicclient

Union College

Client

Founded in 1891 by the Seventh-day Adventist church, Union College offers active learning in a vibrant Christian atmosphere. Union enrolls over 900 students from more than 40 states and 25 countries. With a focus on undergraduate students, Union's nurturing environment offers a traditional liberal arts education combined with practical experiences.

Requirement

Union booked a 20'x 60' space to support the expansion of their recruiting efforts and drive brand recognition. The client needed a solution that could be easily transported and assembled. Union College needed ample open space to incorporate the icon of their marketing campaign, a vintage 1967 VW tour wagon. But that's not all, they also wanted an interactive environment. They chose a 25 foot climbing wall to engage potential students. And finally, they needed portable displays that could be set up by staff around campus and reconfigured to suit different audiences (prospective and new students as well as alumni).

Solution

Vision Exhibits teamed up with Nomadic to design a custom tailored rental display to meet their functional and design requirements. The proposed design blended rental and custom built elements to meet their budgetary requirements. The unconventional exhibit design drew wide audience attention and helped Union College achieve their goal to generate recognition of their college as a "fun", "interesting" and "unique" institution of higher learning.

"Vision Exhibits headquartered in Lincoln, NE is a winner of the prestigious 2012 Gold Quill Award for Excellence in business communication, presented by the International Association of Business Communicators (IABC). Vision Exhibits captured an Award of Excellence, Communications Creative category, for a project for Union College."

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“

The display truly represents our company's innovative ideas and new approaches. We're excited about new opportunities to use it to engage our audience and further develop our brand.

”

Katie Wattie,
Cenovus Energy

nomadicclient

Cenovus Energy

Client

Cenovus Energy is a leading oil company headquartered in Calgary, Alberta. Established in 2009, its roots date back to the earliest days of the oil and gas industry in Western Canada. Their operations include oil sands projects, natural gas and crude oil production. Cenovus is respectful of the environment and communities where they work and are committed to progressive approaches to the development of energy.

Requirement

Cenovus chose a 20'x20' space at the GLOBE 2010 show for its premiere exhibition. They wanted an environment to introduce their new brand that would be inviting for visitors. In addition, they wanted the flexibility to scale the property larger for use at other trade fairs or smaller for company and community events.

Solution

Cenovus Energy's exhibit uses an open plan and fresh color palette to draw visitors into a space that exudes natural light. Backlit corporate identification is positioned at the highest point of the display below which is a video introduction on a large screen monitor. Graphics feature scenes of the Cenovus team, the customers they serve and the environment. Bistro style seating areas encourage people to congregate. The exhibit integrates a 10' Instand® pop up display that may be used alone.

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nomadicclient

Turbine

Client

Turbine is a leading provider of online social gaming communities. Turbine's award-winning games include Dungeons & Dragons Online™, Stormreach™, and The Lord of the Rings Online™. Their interactive storytelling experiences offer online worlds filled with fantasy people, places, characters and adventure.

Requirement

Turbine had been using a custom rental for events but decided to up their game for the inaugural PAX East Show - a three day game festival for tabletop, videogame, and PC gamers - being held in their home town of Boston. Their primary goals were to showcase their interactive social gaming products, interact with their fanbase and engage the media so they booked a 1,000 sq ft space.

Graphically the design had to promote Turbine the parent brand and its product brands. Turbine needed a reception counter to greet visitors, 5 ventilated workstations and kiosks to accommodate up to 15 game players. In addition, they had to have dedicated, lockable rooms for powerful servers hosting their games and to store giveaways.

Solution

Zap Creative worked with Nomadic to develop a custom modular solution to meet all of Turbine's needs. A three sided pinwheel shaped sign featuring Turbine's fan blade logo was suspended above their exhibit space and repeated on two 16' tall towers located at opposite corners facing the interior space. Giant graphics of Turbine's interactive storytelling characters were positioned on the tower facing outward to draw visitors from across the show floor. Workstations supported three keyboard trays, internal CPU storage and monitors. Each of the five kiosks housed internal CPU storage and supported three gaming stations each consisting of a monitor and keyboard.

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nomadiclient Oni Press

Client

Oni Press is a renowned comic book and graphic novel publisher based in Portland, Oregon. One of independent comics' most respected and innovative publishing houses Oni Press publishes one of the most eclectic and diverse lines in comics today.

Requirement

A new island exhibit for Comic-Con, the annual international convention attended by over 125,000 comic book enthusiasts and dealers. Dedicated to creating awareness of, and appreciation for, comics and related popular art forms, Comic-Con celebrates the historic and ongoing contribution of comics to art and culture. The graphic novel industry is estimated at \$370 million annually.

Solution

A 20x30 environment that would draw crowds. Set against black laminate surface treatments, the exhibit focused attention on a collage of Oni Press' famous comic book characters on bold, colorful and visually dramatic fabric printed graphics.

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nomadicclient Zurich

Client

Zurich Financial Services Group (Zurich) is an insurance-based financial services provider with a global network of subsidiaries and offices in North America and Europe as well as in Asia Pacific, Latin America and other markets. The insurance giant is also a major sponsor of the annual Openwork Conference for the UK's network of over 2,000 mortgage and financial advisers.

Requirement

Wanting to launch their presence at the 2011 Openwork Conference, Zurich came to Nomadic Display seeking a unique selling environment that would leave a lasting impression on show attendees. The client had a clear vision for using an outer space theme to promote HelpPoint: the collection of services that support their global network of customers.

Solution

The Nomadic Design team quickly determined that a rental display would best fit Zurich's program needs. Nomadic Display UK created a brilliant DesignLine® hybrid display complete with vibrant trade show booth graphics. Adhering to standard height restrictions, the Nomadic Design team placed Zurich's logo on dimensional planetary signage suspended above the trade show booth.

The open design combined with state-of-the-art technologies drew visitors into a highly immersive environment. As visitors approached Zurich's exhibit, they were greeted with luminous backlighting, which amplified their overall "cosmic" experience. A flat screen console at the center of the display was dedicated to uploading daily footage from the trade show to 9 multi-panel LCD screens. One side of the trade show display was exclusively devoted to interactive stations for visitors to play space invaders and submit competition entries while the opposite side featured 9 monitors that displayed campaign and trade show footage.

Zurich was so delighted with their success at the 2011 Openwork Conference that they are exploring purchase options for year round use.

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“
Nomadic Display created an award winning stand for us! Winning Best in Class (3x3m) and Third Place Overall at our second trade show was a real boost. We had a very tight timeframe, 10 days, and Nomadic was a pleasure to work. The team has really enjoyed working on the stand and it has been a great success.

James Taylor,
Co-founder and COO
AngelBerry

”

nomadicclient AngelBerry

Client

AngelBerry, was founded in the UK in 2011 as a new food experience for consumers. During a road trip up the California coast Ryan Pasco encountered numerous frozen yogurt shops offering an array of flavors and toppings. His experience with international food brands told him that the UK was missing out on this fat free treat! Ryan contacted his school friend, James Taylor, who was a successful grocer. Together they traveled back to the USA to conduct further research to gain invaluable insight into all things frozen yogurt.

James and Ryan returned to research the UK market and determined there was indeed a new business opportunity. Their competitive strategy was to offer more flavors, more toppings and make it a fun, engaging experience through self-service. Customers indulge their individuality by creating their own combinations.

Requirement

As a rapidly growing start-up, AngelBerry saw exhibitions as a great way to expose their brand and get new franchisees on board.

With 7 trade shows across 4 continents planned for this year, AngelBerry wanted a lightweight, practical display. They wanted a bold, creative design that would incorporate their frozen yogurt machine, merchandise shelving, and a desk. It had to be easy to assemble and fold down to cost effectively ship on one pallet across the globe.

Solution

After a consultation with Nomadic, the Design Team developed a solution using 3 Nomadic Instand® pop up frames. They may be used together at larger shows or individually at smaller events in the future.

AngelBerry's brand colour and playful graphic design elements created a bold visual statement. An extended height header flanked by frozen yogurt cup cut outs was backlit with colour matched LED lights to maximize exposure for the new brand name. A frozen yogurt machine was imbedded into the frames for product sampling. And an internal showcase, complete with down lights, was incorporated into another frame for merchandise to be displayed in a neat and professional way.

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[Watch Video](#)

“
The design helped drive more traffic to our booth and enabled us to have multiple discussions simultaneously. We received a number of compliments on our dynamic exhibit and presentation. An international client even took photos to share with his colleagues. We're so pleased with the results that we plan to integrate the design into the space we share with our Consumer Division at the SIAL show in Paris.

Jeff Smith,
Director of Marketing

”

nomadiclient Blue Diamond

Client

They're the most popular nuts in America and a top selling "super food" that has more fiber, protein and other nutrients than any other type. We're just nuts about almonds. Over 100 years ago Blue Diamond founded a cooperative that pioneered the development of California's almond crop. So it comes as no surprise to learn that Blue Diamond brand has evolved into the market leader of the almond industry. Perhaps best known for their smokehouse almonds, the company has expanded its product range into new categories from snack foods to almond milk. Blue Diamond's Global Ingredients Division markets its products throughout the United States and to more than 90 foreign countries. To market their almonds to other businesses as a food ingredient, the Ingredients Division exhibits at the Institute of Food Technologists (IFT) Annual Expo. The IFT Expo enables them to reach their target audience in the food space.

Requirement

Blue Diamond had exhibited with backwall and inline trade show displays in the past. This year Jeff Smith, Director of Marketing for Blue Diamond Global Ingredients Division, wanted to make a bigger impact, accommodate more traffic and promote effective interaction with food science and technology professionals. Blue Diamond's shows goals were to increase market recognition as a food ingredient brand, educate potential clients on co-development opportunities, generate qualified leads, and cultivate relations with industry press. To achieve their marketing goals for the show Jeff booked an island space and initiated a search to find the right partner to design their new trade show display. Jeff wanted a modular display to create the look and feel of a big booth. He preferred lightweight fabric graphics for their robust color, seamless presentation and ability to be easily exchanged. After screening a variety of companies, Jeff selected DisplayWorks because they had the best understanding of how to meet his needs and delivered the best level of service.

Solution

DisplayWorks worked with Nomadic to develop a custom rental display solution that would enable Blue Diamond to fulfill their goals for a larger environment and stay within their program budget. Tall towers featuring brightly colored, bold fabric graphics can be seen by attendees from across the show floor. A large monitor positioned out front plays a continuous loop video promoting Blue Diamond's new website. An uncluttered floor plan welcomes visitors into a spacious atmosphere. Shelves are lined with kitchen jars containing samples of different almond formats – shelled, sliced, diced – that are available from Blue Diamond. Semi-private seating areas encourage comfortable conversation with food scientists.

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They took 20' of the exhibit to Super Bowl XLVIII

“
... We were able to feature more products, interact with more buyers, gather more leads and make the splash we wanted.
 ”

Rene LeBreton,
 Executive Director,
 Louisiana Seafood
 Board

nomadiclient Louisiana Seafood

Client

Following the BP Oil Spill, Louisiana Seafood, a State Commodity Board, was established to represent the local seafood community. They received Federal grant money to restore the local economy by promoting seafood from the Cajun Country to buyers nationwide.

Requirement

Louisiana Seafood wanted to communicate their new campaign initiatives through a contemporary, fresh look. To make a greater impact on the show floor, Louisiana Seafood grew from a 20' graphic backwall to a 50' island display. They wanted a creative new trade show display to unveil at the highly esteemed International Boston Seafood Show. Their new display design needed to accommodate in-booth cooking demonstrations by gourmet chefs, refrigerated product display and plenty of lockable storage.

Solution

Louisiana Seafood contacted Synergy Design of New Orleans who recommended a one- of-a-kind display solution to blow their competition out of the water. Synergy partnered with Nomadic to produce a vibrant trade show display that would spotlight Louisiana Seafood's brand and promote their seafood products as superior in quality.

Radiant backlit fabric graphics drew audiences in from the show floor. As attendees approached the Louisiana Seafood booth, they were greeted with the lively aroma of freshly cooked seafood and were lined up from all avenues to savor the taste of the Bayou.

Wide screen monitors were mounted on all sides of the trade show booth with looping promotional video of Louisiana's ongoing campaigns. Louisiana Seafood representatives manned areas devoted to each seafood species where they were able to engage with key buyers in a comfortable setting.

Louisiana Seafood was able to showcase their seafood products (raw and cooked) in a unique selling environment that kept attendees coming back for more. Louisiana Seafood raved about record booth traffic, an increase in leads, more trade media coverage and encouraging feedback from their clients.

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“

... Very sleek, clean and stylish design that stood out so people stopped by. And we can change our images as needed which is perfect for us!

”

Celeste Rockwell,
Marketing Consultant,
Gourmet Garden

nomadiclient

Gourmet Garden

Client

Fresh herbs often make the difference in the flavor of the meals we cook. But many of us don't have the time to buy and prepare them or use them before they go to waste. So a clever company in Australia launched Gourmet Garden in 1999 to produce organically grown herbs which are washed, chopped, blended and packed into tubes to keep their fresh taste and nutrition for months. In just over ten years the company has grown its business and now exports to the United States, Canada, the United Kingdom, Europe, New Zealand and Asia.

For years Gourmet Garden had used point-of-purchase displays. But when they booked space to exhibit at the annual Produce Marketing Association "Fresh Summit" show, they needed a more professional presentation to launch their newest products to stand out from the other 799 exhibiting companies and attract their share of more than 17,000 attendees.

Requirement

So, like many exhibitors in the pre-purchase research stage, the search for trade show booth designs began online. Gourmet Garden found Nomadic Display's web site and was subsequently referred to Nomadic's partner, ProExhibits. Meeting with ProExhibits, Gourmet Garden expressed their desire for a sophisticated environment that would:

- appeal to their target audience
- portray a clean image to reinforce their brand personality
- provide shelving for product display
- be cost efficient

Solution

Working together Nomadic and Pro created a display design that featured a green and white color scheme based on their product packaging. Blonde wood accents communicate their organic nature to appeal to produce industry buyers. Plenty of brightly lit shelves display product samples. To make their new products really pop out at the event, Celeste Brockwell suggested 3D signage on the center wall of the display.

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“
 When we used the new exhibit at the 2010 Western Canadian Crop Production Show, it resulted in the highest booth traffic, lead generation and booked business at this event to date.
 ”

Russ Reich,
 Marketing Analyst Richardson Pioneer Ltd

nomadiclient Richardson Pioneer

Client

Richardson Pioneer is a renowned leader in the agriculture and food industry. Involved in all aspects of the agriculture product cycle from growing, handling and processing to food service packaging, they bring agriculture full circle.

Requirement

To significantly expand their presence at trade shows, Richardson took a strategic approach. Richardson wanted ample space to network and communicate with customers without feeling crowded so they decided to increase their show space and upgrade their presentation. Richardson turned to Nexus Exhibits to design a display that would communicate their brand more successfully than their previous trade show display. Richardson Pioneer wanted an open and inviting environment that also included an enclosed area dedicated to exclusive face to face meetings with buyers. In addition, Richardson wanted the ability to use the exhibit in different space sizes in order to achieve a return on their investment.

Solution

Nexus Exhibits collaborated with Nomadic Display to produce a dynamic trade show display that portrays Richardson Pioneer as a leading brand in the agriculture business. The fresh, new look encouraged interaction. Four graphic kiosks surround the booth with looping promotional video on Richardson's state of the art industrial products and services. At the center of it all is a meeting area-in-the-round for more private discussions. The trade show booth enabled Richardson to showcase their brand, products and services under one versatile platform that could be repurposed and reused for different events.

Since Richardson's anticipated debut at Agri Trade 2010 they have gone on to win numerous awards for their display including: "Best Large Booth" at the Western Canadian Crop Production Show and "Most Innovative Booth" at the Lethbridge Agri Expo. Their new trade show display is also being used by another Richardson Division: Richardson Nutrition, for shows throughout the continental U.S.A. Now that's a great Return on Investment.

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“

“Nomadic exceeded all of our expectations, delivering a fabulous trade show display for Egberts at Caffe Culture. The Douwe Egberts’ staff could not have been better prepared for the event as Nomadic was able to offer a full dry run of the trade show booth at their showroom in Isleworth. Nomadic Display’s professional and friendly team expertly took care of all our requirements from brief to breakdown and also managed the stand storage. This enabled our team to keep our resources focused on delivering the business end of the event. We look forward to working with the Nomadic team on future events.”

”

Paul Freeman,
Marketing Director,
Douwe Egberts
Coffee Systems

nomadicclient

Douwe Egberts

Client

For over 250 years Douwe Egberts, a Sara Lee Company, has been a name synonymous with exceptional coffee. Douwe Egberts is one of the leading coffee roasters in the world and a major supplier of coffee systems and accessories for the workplace. So it’s no surprise that they have the #1 market share in 9 out of 13 countries in Europe.

Requirement

Douwe Egberts has recently made a return to trade shows and are owners of Nomadic Instand® displays. They wanted to launch their newest product, the Easy Milk Coffee Machine, with a larger impact trade show display at Caffe Culture 2011; this trade show is exclusively devoted to exposing thousands of products and services to the coffee bar industry. Douwe Egberts wanted to debut a new trade show booth that would repurpose their existing display with rental elements as a cost savings measure.

Solution

Nomadic Display UK strategically designed a more sophisticated selling environment using key elements from Douwe Egberts’ previous display along with rental parts. The ornate backwall featured elegant photographs of pouring coffee and their sleek stainless steel products exuded a café chic ambiance. Douwe Egberts was able to immerse visitors in an overall brand experience that engaged all five senses with their coffee systems. Since debuting their display at Caffe Culture, Douwe Egberts has taken their power packed custom display “on the road” to outdoor events such as a live cricket game. Instand’s ultra durability enables Douwe Egberts to travel extensively with their trade show booth and its versatility allows them to switch out graphics to target different audiences at outdoor events.

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“
Our product is the focal point, the display is very functional to work in and we have lots of storage space. We were thrilled with the service, overall finished product and the durable construction of our new display. People would actually stop to look at the booth which gave us even more opportunities to speak with attendees
”

Jodie Jacobsen,
Marketing Coordinator
for Silver Hills Bakery

nomadiclient Silver Hills Bakery

Client

Silver Hills is an organic bakery that uses non-genetically modified whole grains. The Natural Products Expo is the largest natural, organic and healthy products event on the East Coast. Since the show draws more than 23,000 attendees interested in healthy products from beverages to natural supplements, Silver Hills decided to expand their footprint from 200 to 300 sq ft.

Requirement

Silver Hills wanted more room to introduce their baked goods to distributors, retailers, and suppliers. Silver Hills envisioned a larger environment in which to tell their story with more functional features including sampling stations, plenty of product display and storage, and a meeting area. In addition Silver Hills wanted to be able to use the display in smaller spaces and be cost effective to update.

Solution

Condit Exhibits worked with Nomadic Display to develop a product-centric design concept. The bakery's expanding lines of bread, bagel and bun products demanded more space for visitors to sample the products. Baked goods were placed on the display flanked by two sampling stations to serve attendees. Behind the stations a large flat screen monitor displayed Silver Hills' website. Packaged bakery products were neatly stacked on shelves at the back of the display with brilliant LED downlighting to illuminate them.

In a small space on the left, accessible through a swinging door, was a casual meeting area with a table and chairs and more products on display. Plenty of under counter lockable storage enabled booth staff to quickly and easily refill product displays.

The custom modular 10x30 exhibit was designed to reconfigure for use in 10x20 and 10x10 spaces at other shows. The design was built with Nomadic's new DesignLine wall system to make self set-up fast. Pre-assembled wall frames lock together side-by-side with pre-installed twist and draw cams. Dye sub fabric graphics press directly into the frame channel and provide a crisp edge-to-edge finish. Silver Hills can also economically change out the graphics to further extend the life of the exhibit. [Watch the video](#) to see for yourself how easy it is to set-up.

Silver Hills was thrilled with the results of their new exhibit. Every requirement for the design was accomplished.

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nomadiclient Spanish Marines

Client

The Infantería de Marina, or Marine Infantry, is a corps within the Spanish Navy responsible for protecting and defending Spain from the sea using amphibious warfare.

Requirement

The Infantry needed a platform to expand their recruiting efforts. The Spanish Navy Marines' existing display was too heavy and cumbersome to set up so they sought a lightweight solution. They wanted a display that would be easy to assemble and reconfigure to accommodate varied applications. After receiving a wide array of design proposals, the Infantry selected MSB Massa Barzano and Nomadic as their premier supplier.

Solution

Nomadic collaborated with MSB Massa Barzano to develop a custom design solution that would meet the Infantry's evolving recruiting needs. The design proposed was comprised of 20 displays that may be used alone or combined together for larger venues. Magnetic graphic panels featuring their new slogan "An Ocean of Opportunities" are interchangeable to suit different audiences. The cases were seamlessly transformed into backlit graphic kiosks or converted into counters for product display.

All of the easily portable displays debuted at the esteemed Naval Museum Madrid where key stakeholders remarked on the quality, ease of assembly and versatility of the exhibits. The exhibits will continue to promote enlistment with the Infantry in their anticipated installation at 5 Naval bases throughout Spain.

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“
Overall, we are very pleased with the look and feel of our booth. It strategically highlights the state of Oklahoma and our objectives for increased foreign direct investment to the state. We couldn't have accomplished this without Nomadic Display's professional work and level of creativity to market Oklahoma as a quintessential location to do business in.
”

Jesse Garcia,
International Trade Specialist,
Oklahoma Department of Commerce

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nomadicclient Oklahoma Dept. of Commerce

Client

The Oklahoma Department of Commerce (ODC) is responsible for increasing the quantity and quality of jobs for their state. The ODC participates in energy events to attract new businesses by promoting the availability and development of a skilled workforce, the growth of existing businesses and supportive communities.

Requirement

The ODC made arrangements to attend the European Wind and Energy Event (EWEA) in Brussels, Belgium. Based on their previous experience using show organizer vendors, the ODC decided to appoint a partner to support their needs on a global scale.

To increase their brand reach at the annual European Wind Energy Association event, the ODC decided to upgrade their presentation from a table top display to an inline trade show display. In order to reduce international transportation expenses the ODC wanted to secure a customized booth rental in Europe that could be tailored to their business priorities.

They wanted the display to portray as the ultimate place for new global energy investment based on its wide array of resources.

Solution

The ODC appointed Creative Dimensions who partnered with Nomadic Display. As an international manufacturer with facilities in North America and Europe, Nomadic is uniquely capable of producing and servicing trade show displays for rent or purchase in either region.

Together they designed a custom rental display for the ODC that features high impact graphics, looping promotional video on wide screen monitors and product information to showcase their campaign initiatives. The state's name was strategically placed at a height to be seen from across the show floor. The open booth design accommodated areas for semi-private meetings and an in-booth reception. The ODC reported a significant increase in booth traffic as compared to past years.



10' x 30' Inline



10' x 20' Inline

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Li-Cor

Client

For the last decade, LI-COR's Biotechnology product line's technology led to the rapid release of new products. It wasn't long before they outgrew their trade show exhibit and the demands on their space. They saw the need for new environment.

Requirement

LI-COR wanted to promote its brand with a more contemporary trade show display design. LI-COR's target audience comprised of members of the scientific community and engaging them can be challenging. LI-COR needed their new exhibit environment to stimulate interaction and generate sales opportunities. In addition, LI-COR wanted the flexibility to reconfigure the presentation for different booth sizes.

Solution

Vision Exhibits worked with Nomadic Display to propose a modern, clutter-free display design that invites visitors, highlights LI-COR's products and makes demonstrations easily accessible. Clean graphics boldly portray the brand while uplit counters and platforms are used to showcase products.

Reaction to LI-COR's new trade show display has been phenomenal. Leads increased four fold at all four shows in the same year. Demonstrating their newest product in front of the space draws attention from passersby and enables LI-COR to generate hundreds of leads at each event. In addition, the design delivers real value. Comprised of lightweight fabric structures the display offers the flexibility to easily be used in 10', 20' and 30' inline spaces.

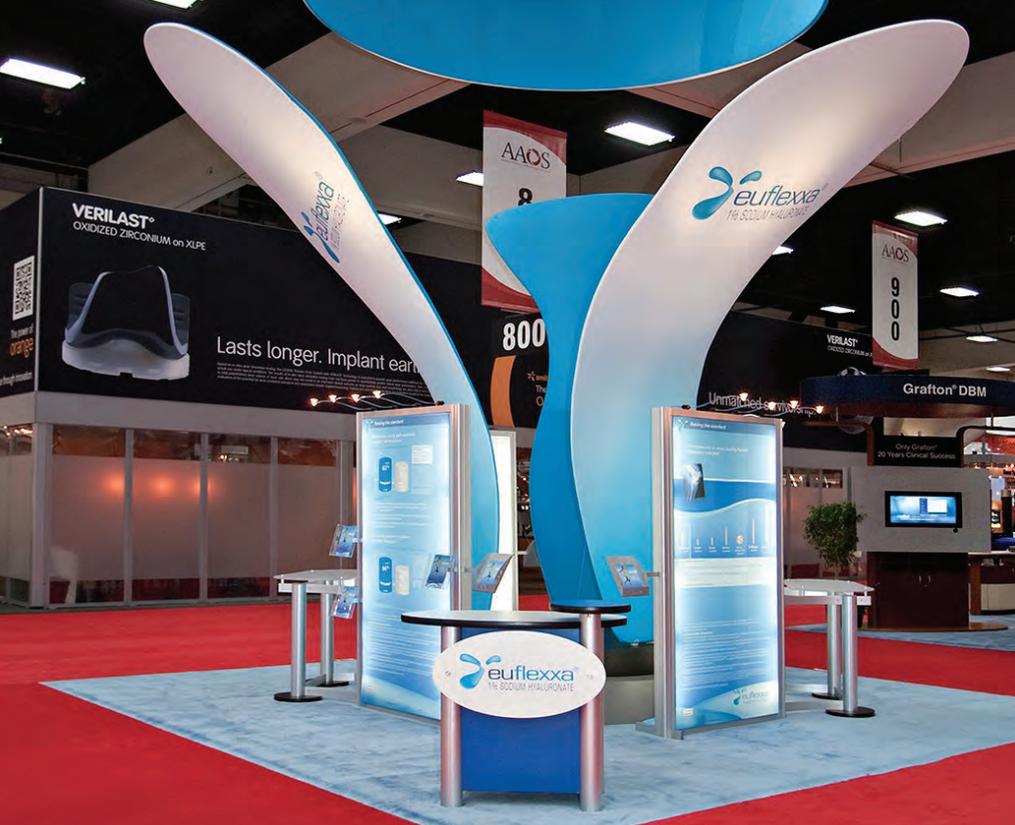
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nomadiclient Ferring Pharmaceuticals

Client

Ferring Pharmaceuticals is a biopharmaceutical firm that has gained international recognition over the last 20 years for their creation of inventive medications. Ferring's product, Euflexxa, is an artificial fluid for the knee joint that replenishes natural substances responsible for cushioning, lubricating and protecting knee joints; the result is relief of pain and restored ease of movement.

Requirement

Ferring is a long standing client of BSI Exhibits. Ferring wanted a contemporary new trade show display to generate brand excitement for their recently launched product which they brought to market to compete against more traditional medical methods using plates, screws and implants. Ferring wanted a lighter weight solution to save on shipping expenses but, at the same time, didn't want to compromise the quality of their presentation.

Solution

BSI Exhibits designed a mind blowing 20'x20' trade show display and approached Nomadic to help them produce it. BSI Exhibit's sculptural solution features 16' blade-like fabric structures that rotate on a central platform allowing them to mimic the movement of human legs. A 16' diameter fabric ring structure that counter-rotated was suspended above. Together the structures commanded attention and drew visitors from across the show floor by contrasting movement.

Graphic structures at the base of the display featured glowing edge lighting to spotlight the client's messaging. Arm lights were mounted to the top of the display spotlighting the rotating structures above. Nomadic and BSI Exhibits worked together to help Ferring achieve ultimate show smart style with their stand apart display.

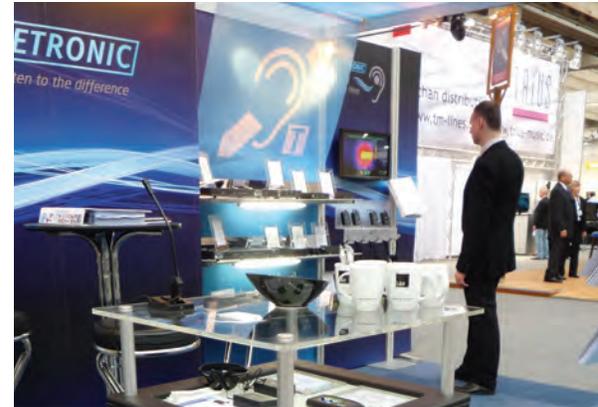
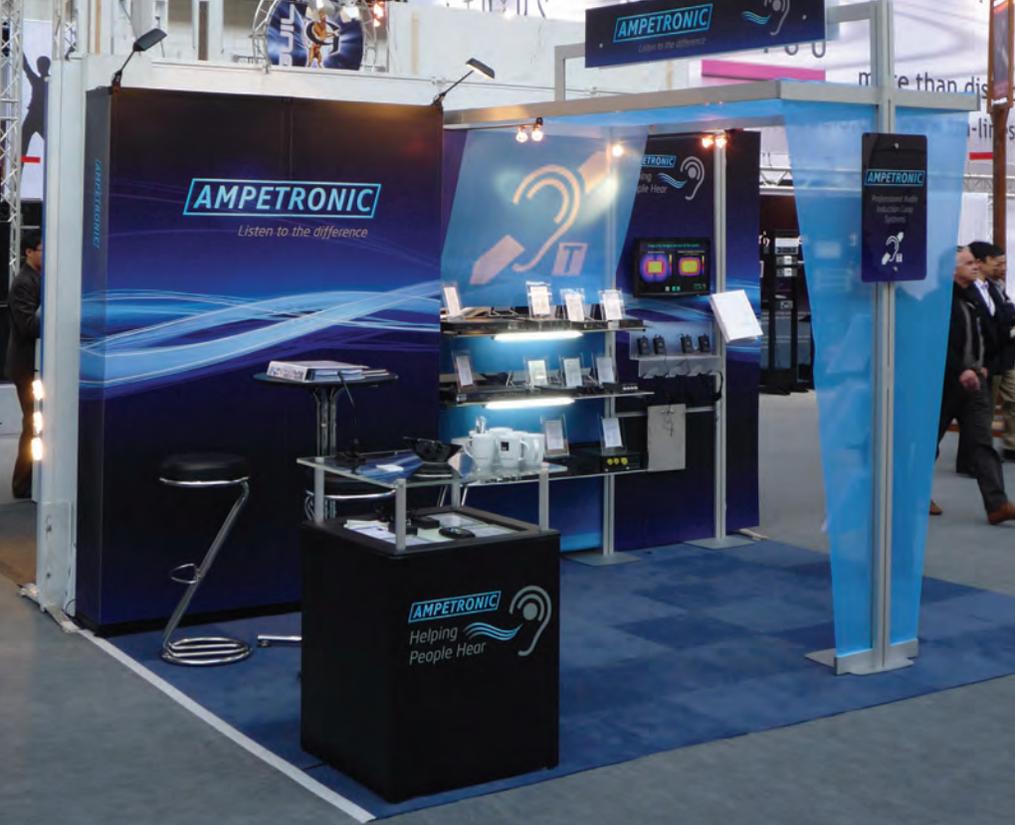
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“

We were very pleased with the impact the Nomadic stand gave us, providing us with a very dynamic and interactive presence in Frankfurt. The modular nature of the stand is great as it has allowed us to get good value from it in a wide range of different exhibition environments since. Nomadic responded very quickly to develop the stand under tight time constraints, and have given us excellent support throughout.

”

Julian Pieters,
Managing Director,
Ampetronic

nomadicclient Ampetronic

Client

Ampetronic is the world's leading provider of assisted listening products for the hearing impaired that use Audio Induction Loop Systems.

Requirement

Ampetronic wanted a new stand to reflect the growth and development of their business. The new stand needed to make a bigger impact by combining modern style with an engaging and interactive visitor experience featuring tutorial presentations and product demonstrations. Ideally they wanted their products to be showcased at the front of the stand to prompt visitor interest. In addition, Ampetronic already owned several Instand pop-up displays and they wanted to make use of them to keep expenses down.

Solution

Our design team created a knock-out presentation. The Ampetronic logo was placed at the maximum height above their display to draw visitors to the brand. Because interaction with the technology was key, we dynamically showcased their broad range of product offerings. The exhibit featured touch screens, a transmission signal interruption demo, and unique accents including mirrored acrylic shelves to provide a 360° view of their devices. An accessory pod was placed out front that featured an elevated glass top. The pod provided easy visible access to the equipment underneath and a hands-on demonstration surface on top.

Plus, we were able to breathe new life into the Instand pop-up displays Ampetronic owned for over 5 years. The result was a reinvigorated design solution with a custom aesthetic and accents that tied into the brand – all at a fraction of the price of a replacement display.

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“

Nomadic Display has always provided Unitron UK with a high level of service and support in our exhibition planning. We were particularly impressed during a recent exhibition, where Nomadic Display, given an extremely short lead time, designed and provided an attractive booth, whilst still maintaining the high level of service we've become accustomed to. Not only were we pleased with the service provided, but the final product exceeded our expectations, helping us to achieve a professional exhibition stand and enabled us to stand out from the rest.

”

Jeff Smith,
Marketing Manager,
Unitron UK

nomadicclient Unitron

Client

Unitron is a global innovator of technologically advanced hearing instruments, and works in close partnership with hearing healthcare professionals around the world to meet the needs of their customers.

Unitron has unveiled a new company brand – one that gives a vibrant new shape and form to Unitron’s commitment to people with hearing loss and the professionals who support them.

Requirement

Unitron had a 3 part rebranding exercise, a new website to coordinate, an exhibition and a product launch imminent. The rebrand had to be consistent across all platforms. They were originally looking for a full solution including services and had been approached by a custom build company.

The product launch was at Oxford Airport and included guests being taken through VIP passport control and enjoying hospitality and testing of the new hearing aid product.

Solution

Unitron wanted a highly polished looking stand at their annual industry exhibition. After a couple of ideas we created a solution which could be self built, highly branded but sleek and innovative.

Unitron already owned a Nomadic linear display, but wanted a new look felt how they for the product launch. With the introduction of some innovative graphic design we produced a smart custom look stand using the existing display to maintain the portability and cost saving of a modular stand. Their reputation for innovation was portrayed with a stylish yet inexpensive stand solution.

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Phonak

Client

Phonak offer a full range of digital hearing products. Over the past 6 years they have used Nomadic display for their smaller events. For their larger events they traditionally used custom build stand stored in Zurich, but have found it expensive to ship and install. Nomadic Display suggested they look at custom modular as an alternative. They were surprised by the flexibility and cost savings it could offer them.

Requirement

Phonak booked a 26' x 26' island space to make sure they had a strong presence at the show and could be seen right across the exhibition hall. They required their stand design to have height, they needed to run demonstrations of how their products work and wanted to provide a drinks bar to serve smoothies.

To pull traffic on to the stand, a photographer would photograph the visitor and print out their image as the cover of "Hear the World" magazine.

Solution

The Nomadic Design Team created a design featuring a large central tower which provided height and much needed storage space. Specific areas were dedicated to the photographer and the demo area of a mannequin with head sets. Custom made, lockable acrylic showcases were created for their hearing aids. Four demo areas were incorporated, each with a 21" monitor.

Nomadic not only designed a stand to meet all their requirements but also saved Phonak 40% on the costs they had previously spent using their traditional custom built stand. They can reconfigure and reuse the stand for future events.

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nomadicclient Cosentino

Client

Cosentino is leading manufacturer of architectural and decorative solutions made of natural stone including quartz, marble, and soapstone. Founded in Spain, Cosentino has offices in a dozen countries with operations covering extraction, design, and production. Their products are distributed in over 50 countries.

Requirement

Cosentino is a veteran exhibitor that participates in trade shows internationally and wanted an innovative new display design to drive brand visibility in the US market at a US event. The display design needed to highlight their revolutionary, new quartz product White Silestone. They wanted semi-private meeting areas to showcase their other industry leading natural stone surfaces. In addition, Cosentino wanted a display design that would save them money on their trade show operational expenses. The trade show display needed to be lighter in weight than their previous property and require less labor for installation and dismantle.

Solution

Cosentino contacted MSB Massa Barzano (MSB) in Spain. MSB chose to work with Nomadic since we are uniquely capable of serving the needs of international exhibitors like Cosentino. Nomadic has design and manufacturing facilities located in Europe and North America.

Collaboratively, Nomadic and MSB were able to produce an eye catching trade show booth that would drive significant impact in the US market. The exhibit design created by MSB and Nomadic enabled Cosentino to promote their many product lines in a sleek selling environment. A dominant architectural statement in contrasting white and black, Cosentino's new White Silestone products were positioned for maximum visibility as visitors entered the booth. Greeting stations were placed at each end of the display. Semi-private meeting areas were located at the center for sales reps to have one-on-one meetings with key buyers. Nomadic was able to reduce the shipping weight of the trade show booth, which provides Cosentino with more money to spend on revenue generating activities like pre show promotion.

Cosentino achieved their goal of impact on the US market and their new Nomadic trade show booth left a lasting impression on their audience.

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50' x 40' Island



40' x 40' Island



10' x 30' Inline

“
 Nomadic Display made the impossible a reality. Faced with having to create a 50'x40' trade show exhibit with only a few months to prepare, SATCO turned to Nomadic Display. The entire Nomadic team proved their capabilities early on and guided us in a professional and friendly manner. Everyone is more than pleased with the results Nomadic Display delivered, as well as their unmatched competence in managing our trade show with ease.

”

Brian Brandes,
 Vice President
 Product Development
 SATCO Products, Inc.

nomadicclient Satco

Client

SATCO is a premier supplier of lighting products including: Hygrade, Nuvo and their new LED line, KolourOne. SATCO brands are primarily sold through 8,000 retail lighting showrooms and electrical distributors throughout the United States.

Requirement

Unlike the strategy used by many of its competitors, SATCO chose to display their wide range of commercial lighting products in tangible form versus virtually. SATCO needed a new custom display to showcase over 500 lighting products from bulbs to fixtures and accessories. The display had to fill their 50x40' space and scale down for use in a 10'x20' space. In addition, SATCO wanted to reduce their event operating costs.

Solution

Nomadic Display's custom modular solution for SATCO portrays a modern look with a warm and open design aesthetic. SATCO's target audience is able to easily identify the SATCO brand on the show floor by the radiant backlit sign placed at a 16' height. Attendees are drawn to SATCO's, inviting, luminous environment where they may engage with brands through functional and interactive product displays.

The overhead illuminated signage was mounted to the centrally located tower to eliminate the costs associated with ceiling installations which contributes to lower operating costs. The design solution includes the ability to reconfigure it for use in smaller venues.

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nomadicclient Oldcastle Architectural

Client

Oldcastle Architectural, the leading manufacturer of concrete masonry, lawn, garden and paving products in North America, wanted to debut a new trade show display at Greenbuild. Greenbuild is the largest Green Expo dedicated to showcasing the latest in sustainable products and services for the building industry. The Annual Greenbuild Conference and Expo reaches over 25,000 people.

Requirement

A veteran exhibitor, Oldcastle wanted to debut a new trade show display that portrayed them as a forerunner in the building products industry. Oldcastle wanted an open, inviting, and architecturally pleasing environment in which to launch of their new product, Suretouch, an alternative to masonry veneers, as well as their other product lines. The materials used in the exhibit needed to meet Greenbuild's sustainable building criteria.

Solution

Oldcastle came to Exhibit Systems seeking to rent or purchase a custom display. Exhibit Systems partnered with Nomadic to blend the best of both worlds into one seamless custom exhibit rental solution. Together they developed a concept that would meet Oldcastle's unique design requirements and satisfy Greenbuild's standards for exhibitor use of sustainable materials.

From the aluminum extrusions to the rotationally molded shipping cases, Nomadic incorporated recycled and recyclable materials into Oldcastle's custom display. Our Green policy and business practices made us the optimal manufacturer for Oldcastle Architectural.

Oldcastle's 20x20 island trade show display blew their audience away. Not only was the trade show exhibit visually compelling, but it featured hands-on live sessions for visitors to touch and learn about Oldcastle's masonry products, which became a chief selling tool. Oldcastle got the custom design they needed without incurring post event ownership expenses.

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nomadicclient Rector

Client

For over 50 years, Rector has been designing, manufacturing and distributing concrete products to the construction industry. Rector specializes in pre-stressed concrete joists, pre-slab walls and floors for residential properties and housing developments. With an annual revenue of 158 million Euros, plants in Belgium and Poland, and a staff of nearly 700 people, Rector is a major player in the concrete market in France.

In order to build demand for its brand, Rector's marketing strategy involves educating builders about the value of its products. To do this Rector participates in an average of 15 regional and national exhibitions annually.

Requirement

Rector had a custom built stand which was expensive to set up, dismantle, bulky to store and required repairs before each event. So Linéal, Rector's communications consulting agency, suggested they replace it with a modular exhibit from Nomadic Display.

Rector needed a 27 m2 stand that could be reconfigured for use in an 18 m2 space. The display needed to support a large monitor for video presentations, a reception bar, an interactive computer station, a podium for product samples, dispensers for printed information, and a lockable storage room.

Solution

Together with Nomadic Display, Linéal designed a spacious custom tailored modular solution for Rector. Fabric signage blades were placed at the highest point of the display to draw visitors from across the show floor to the Rector brand. Three activity areas were established to facilitate simultaneous small group discussions. A large monitor was positioned behind a semi-circular reception bar to welcome passersby. At one end a downlit podium held product samples on a riser for easy removal and examination with literature dispensers integrated alongside them. The interactive computer workstation was placed at the opposite end for software demonstrations, behind which is a lockable storage room.

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nomadic Triangle Tube

Client

Triangle Tube offers a wide range of space heating, water heating and related HVAC products to the residential, commercial and industrial markets. Triangle Tube has been an innovator and industry leader in stainless steel hot water heating equipment since 1946.

Requirement

Triangle Tube wanted to transform their display property from a traditional boxy and closed exhibit design to a welcoming and open aesthetic that would portray them as comfort oriented and "green". Triangle Tube wanted to improve the visibility of exhibit across the show floor and within various areas of their space. Triangle wanted to lower their trade show operating expenses with a lighter weight solution.

Solution

Triangle Tube contacted BSI Exhibits and described their desire for an open space, strategically placed graphic signage, ample product display and lower operational expenses.

BSI Exhibits teamed up with Nomadic to produce a dynamic trade show display where Triangle could leverage more visual real estate to showcase their brand and products. Triangle Tubes' brand soared high above their space on a large, three sided hanging sign above their space. BSI designed a modern radial floor plan and used vibrant graphics to guide the audience to Triangle Tube's distinct product samples. Wood tones were coupled with light colors to create a warm and inviting atmosphere.

Nomadic created a lighter weight solution than Triangle Tube's previous trade show display which saved them on shipping, drayage and I&D.

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“

Nomadic and St. Joseph Exhibits worked with us to give us everything we wanted in the display and kept our budget in mind. The solution they came up with, exceeded my expectations and was very effective in promoting our products at both US shows.

”

Tara Casey,
Director of Marketing,
Proslide Technology Inc

nomadicclient Proslide

Client

Proslide is an award-winning Canadian company that develops and designs water rides for water parks, theme parks and resorts around the world.

Requirement

A custom rental exhibit with the ability to expand into a larger island, as well as accommodate multiple graphic images showing the company's portfolio of completed projects.

Solution

Nomadic Rentals, together with St. Joseph Exhibits, produced a scalable custom rental solution—a 20' x 40' island used at the Annual World Waterpark Association Symposium and Trade Show in Las Vegas. It expanded to a 20' x 70' environment for the International Association of Amusement Parks and Attractions show in Orlando.

Both exhibits featured graphic images of parks and LCD monitors provided additional audiovisual impact to the displays.

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“

With the Nomadic stand proposed by MSB massa Bárzano we were able to interact with customers, potential buyers and the media using spectacular demos. We achieved our dual objectives of return on investment and reuse.

”

Armando Gutiérrez,
Marketing Manager,
Álvarez Beltrán

nomadicclient

Álvarez Beltrán

Client

Álvarez Beltrán SA is best known as a leading distributor of electrical equipment in Spain. Best known for security systems, Alvarez also provides lighting, HVAC, telecommunications, energy efficiency and renewable energy solutions for private and public sectors.

Requirement

Álvarez needed a platform to promote the full range of their security solutions so they selected a 100 square meter space at SICUR, a major security expo, for its first exhibition. Álvarez wanted the exhibition to help them achieve their goal of expanding beyond current perceptions among customers and prospects to establish themselves as a security specialist. Álvarez wanted to obtain industry, local and national media coverage. Plus Álvarez wanted an exhibit that could be reused in other configurations for events such as road-shows and sales presentations.

Solution

MSB massa Bárzano worked with Nomadic to develop a custom modular display solution to meet their requirements.

To illustrate their expertise and wide range of solutions, Álvarez required spaces dedicated to a variety of functional presentation needs.

One viewing room was constructed of water tight transparent acrylic for demonstrations involving smoke and shattering glass. Other areas were divided by blue acrylic partitions to view video surveillance, alarm, explosion, tunnel fire and bullet-resistant glass products.

In addition, Álvarez required a VIP meeting room, hospitality area, office, and storage.

Álvarez achieved their show goals of generating new business opportunities and attracting prime time news coverage. Álvarez is able to break down the display into smaller units for use in other venues.

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ISR Group

Client

ISR Group is a Tennessee-based defense contractor that develops and provides aerial, ground, and maritime unmanned systems for the US military and various government agencies.

Requirement

An island exhibit for the annual Association for Unmanned Vehicle Systems International conference which draws 5,000 high-level government and industry decision-makers from over 30 countries.

Solution

A custom modular 20 x 20 island exhibit with interactive kiosks to illustrate their expertise in supporting unmanned programs with technical, training, logistics, depot and range services for national defense, intelligence, and homeland security agencies.

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“
Nomadic executed our company's vision, functional needs, and budget in this ultra chic design! We couldn't have been more pleased with the final product!
 ”

Amanda McCrowell,
 For Rent
 Media Solutions

nomadicclient For Rent Media Solutions

Client

Founded in 1982 as For Rent Magazine®, For Rent Media Solutions™ is headquartered in Norfolk, Virginia, and provides property managers and owners with diverse marketing and advertising products, services and education. These products are easy to use, easy to understand, and designed with renters in mind. For apartment shoppers, For Rent Media Solutions provides robust community listings in a multitude of media, including print, social, online, mobile, video and an extensive distribution network.

For Rent Media Solutions publishes 80 magazines covering more than 80 markets nationwide, including AFTER55.com™ A Senior Housing and Care Resource, ForRent.com® Magazine and ForRent.com en Español Revista De Apartamentos. For Rent Media Solutions operates five websites: ForRent.com, AFTER55.com™, CorporateHousing.com®, ForRent.com en Español and ForRentUniversity.com™.

For Rent Media is a veteran exhibitor at the annual National Apartment Association (NAA) conference. It attracts their target audience of more than 8,000 property management buyers and decision makers.

For Rent Media uses the show as an opportunity to kick off their annual marketing campaign and meet with hundreds of customers in a comfortable setting to promote their extensive suite of products offerings.

Requirement

As one of more than 400 exhibitors, For Rent Media stands out by booking 800-1,000 sq ft of space on the show floor each year. Their design brief calls for a fresh, modern look with clean lines that utilizes the newest exhibit features. Graphic design must align with their national brand. And the floor layout needs to facilitate casual networking, production demonstrations and semi-private meeting areas.

In order to have a new exhibit design every year in a sizeable footprint, For Rent Media prefers a custom rental display. A custom rental exhibit enables For Rent Media to have the design they want with the premium features traditionally associated with purchased displays. Exhibit rental also allows them to control costs by eliminating ownership expenses.

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“

Their execution of our vision and needs for the show was perfect and I wouldn't hesitate to work with them again next year! The design of the booth immediately caught attendees' attention. The initial brand impact combined with a location at the entrance of the show floor resulted in an increase in booth traffic.

”

Amanda McCrowell,
For Rent
Media Solutions

nomadiclient

For Rent Media Solutions

Solution

TPS Displays Richmond has worked with Nomadic to develop custom rental display solutions that have fulfilled For Rent Media's to goals for 15 years. For Rent Media believes that the team produces visually compelling custom rental displays and the service and support they receive is unparalleled.

“When the initial renderings come back, every requirement is met and our overall expectations exceeded – it's clear they are the best choice!” says, Amanda McCrowell, For Rent Media Solutions.

Year after year, For Rent Media reports a boost in traffic. Attendees comment on the inviting setting, the lively demonstrations, and they even return to photograph the display. All of which indicates to For Rent Media that prospects take away a positive experience with the brand.

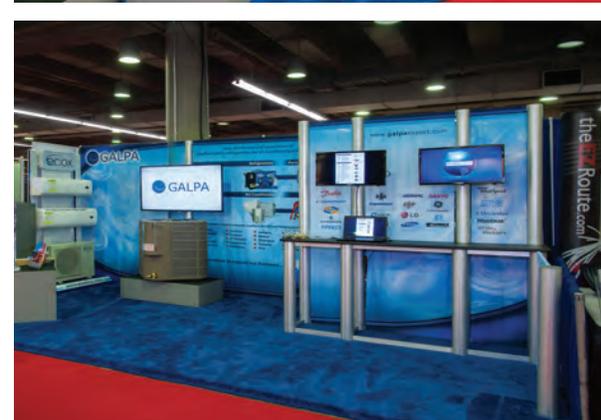
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“
 Mr. Gomes was amazed by the service he received from Bluewater Display and commented on the thorough understanding of Galpa's requirements all the way through to delivery. According to Mr. Gomes Our goals were achieved so we are planning to participate in more US trade shows including AHR in 2014
 ”

Heriberto Gomes,
 Marketing Manager

nomadicclient GALPA

Client

As a leading distributor of air conditioning, refrigeration and household appliances, Galpa exports the largest and most diverse inventory of equipment and parts to Central and South America and the Caribbean. With a 60,000 square foot facility already located in Miami, expanding into the US market is the next step in the evolution of their business.

Heriberto Gomes believes trade shows are the best way for Galpa Export to present the company to their target audience and make a big impact. Galpa currently participates in trade shows in Mexico, Central and South America. Boasting over 50,000 attendees, Galpa Export chose the annual AHR Show (Air Conditioning, Heating and Refrigeration) to help them develop recognition in the industry, meet face-to-face with clients and make some “cool new connections” in the USA.

Requirement

Galpa prefers to use trade show display rentals because they offer significant savings on storage and maintenance. Three months prior to the AHR Show, Mr. Gomes conducted an Internet search and contacted Nomadic Display who put him touch with Premium Partner, Bluewater Display in Florida. Galpa knew Bluewater Display was the best fit for the project, when one of the organizers of the AHR Show highly recommended them.

Solution

Bluewater Display worked with Nomadic to develop a 10'x 20' custom rental proposal for Galpa's trade show display. Galpa's “cool blue” brand was showcased as the color scheme in an open yet highly functional floor plan. The design combined product display with large flat screen monitor to feature a video introduction of the company and its products. An Internet café provided two stations for visitors to surf Galpa's website. Behind it was a cleverly concealed storage area for Galpa's samples and promotional giveaways so the display would remain uncluttered throughout the event.

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“

The Display Consultants were very easy to work with. Nomadic embraced our vision and created a truly distinctive design. APTA was a terrific success for us and we really appreciated the support we received from the Nomadic team before the event and onsite.

”

Leslie Aun,
Keolis

nomadicclient Keolis

Client

Keolis is the leading provider of passenger transportation services in the U.S. and Canada. Their 5,000 employees serve nearly 50 million people traveling by train, trolley, bus and taxi each year. With multiple divisions and several recent acquisitions, Keolis decided it was time to unite them all under a single, updated expression of their brand. Keolis chose the world's largest public transportation exhibition to officially launch their new branding campaign.

More than 750 companies exhibit at the American Passenger Transportation Association (APTA) expo. Anticipating 12,000 attendees at the show, Keolis wanted a presentation that would clearly stand out from the rest. They decided that a 30'x40' trade show exhibit would enable them to do just that. The search for a display company to design and build their new, flagship trade show exhibit, began about seven months prior to the event. Online research led Leslie Aun, Director of Public Relations and Communications, to Nomadic Display's website. Headquartered in Rockville, MD, she preferred to find a local company with which to work. After browsing ideas in Nomadic's library of designs, she submitted a design request online and had her first consultation a week later.

Requirement

"Thinking Like A Passenger" is intrinsic to how Keolis has ensured their passengers reach their destination safely, comfortably and on-time for over 100 years. Keolis wanted a truly unique exhibit to build brand awareness and target prospects that outsource transportation services. To engage their audience, Keolis wanted to tell their story in a fresh and interactive way. Among their functional requirements were casual and private meeting areas, refreshment service and a simulator console. In addition, Keolis wanted the ability to repurpose the presentation for use in smaller spaces at other exhibitions. After interviewing several Washington area firms and receiving proposals, Keolis chose Nomadic Display for the project.

The final design divided the space into activity areas while maintaining an open plan that would be inviting to visitors and support the flow of a lot of foot traffic.

Solution

Keolis was thrilled with their success at the event; even their parent company that attended from France praised their achievement. With a compelling trade show booth, team Keolis was able to meet with public officials and let them know they are ready to do business. They attracted thousands of visitors, made new contacts and extended customer relationships.

Visitors were given fun swag including CDs of songs about buses and trains, wrist bands with clever anecdotes, cell phone chargers and refreshments. Investing in a modular display enables Keolis to break down their new trade show exhibit for use in 10'x10' and 10'x20' exhibit spaces, too.

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“

The Nomadic exhibit design represented the Root Learning image and brand. It also better served our exhibiting needs through the 4 monitor kiosks highlighting the specialties of each division. We extended a positive experience to both current clients as well as potential new clients

”

Tricia Richards,
Senior Marketing
Manager Root Learning

nomadicclient

Root Learning

Client

Root Learning combines strategic consulting with creative engagement methods to drive organizational performance. Root has consulted with companies like PepsiCo, Taco Bell, Dow Chemical, and Prudential. As a veteran exhibitor, Root Learning has invested in display properties ranging from 10' pop-ups displays all the way up to 30' islands. Root contacted 2-Scale, located just 15 minutes from their headquarters in northwest Ohio, regarding their search for a new trade show display to communicate their unique consulting services.

Requirement

Root Learning expressed their desire for four divisions to be individually represented through one seamless platform. Root wanted a Show Smart design solution for an island display that would scale down for smaller events and would be lighter in weight to save money on shipping expenses. 2-Scale came up with an open design solution featuring intersecting archways that would make Root Learning shine on the show floor.

Solution

2-Scale teamed up with Nomadic Display to design and produce a solution that would embody Root's modern corporate culture and branding initiatives, while fulfilling their functional requirements too. Kiosks were placed at each of the four corners of the exhibit to correspond to each of Root's four corporate divisions. The intersecting archways combined a dynamic shape with minimal use of walls to achieve an invitingly open interior space. A rotating ring structure on top dominated the show's skyline. Their new display allows Root to achieve maximum display versatility by using free standing elements in their corporate headquarters and by scaling the exhibit to different configurations for use at smaller events.

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“

Our booth for the ERA show was a huge hit in assisting with the launch of our new company. The edgy look stopped people in their tracks while walking the show and the professionalism the booth displayed kept them there to talk business.

”

Brandi Swenson,
Operations Manager,
Concept 2 Customer

nomadiclient

Concept 2 Consumer

Client

Concept 2 Consumer (C2C) launched their new company that offers a complete range of services for the direct response marketing and sale of consumer goods. The show draws over 3,000 visitors interested in direct-to-consumer commerce through television and online. Members include prominent retail merchants such as eBay, HSN, and QVC.

Requirement

C2C wanted an island display that was open and welcoming yet bright, and eye catching to get noticed on the show floor. Functionally, the design needed to provide areas for meetings with guests. In addition, C2C wanted a modular display that could be reconfigured to fit an inline space for other events.

Solution

C2C's show goals were to generate opportunities with new prospective customers and to network with people they might possibly work with in the future. Mostre Design worked with Nomadic to propose a high touch environment with a fresh approach. A tall archway constructed of aluminum and punched metal provided height for corporate signage and defined space without closing it off to aisle traffic. C2C's logo features bright green so a carpet of the same color was chosen to grab attention and establish recognition for their brand. Opposite the archway, the open space was split between two casual seating areas for small group meetings.

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“

When we used the new exhibit at the 2008 Texas Conference for Women, it resulted in the highest booth traffic, lead generation and booked business at this event to date.

”

Donna Henry,
Associate Marketing
Manager, Brand &
Merchandising,
AAA California

nomadiclient AAA Texas

Client

AAA is an international provider of towing services, travel discounts, multi-line insurance, vehicle financing, travel maps and tips. It's currently serving 50 million members across the U.S. and Canada.

Requirement

An island display that would heighten the AAA Texas brand at big consumer events, and at the same time, be flexible enough to be reconfigured to fit smaller spaces at local shows.

Solution

Displayworks worked with Nomadic to develop a visually appealing 20' x 20' island exhibit. Overhead signage located at the highest point of the display prominently featured their logo to draw attention across the show floor without the expense of a ceiling installation.

The island solution was designed to reconfigure into a 10' x 20' and three 10' x 10' smaller footprints that can be easily set up by one or two people.

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“
 This is my 16th year at this show, I think this was the best yet. Almost 1,000 people visited our stand. The CEO has already agreed to do it again next year with likely the same set-up. The floor space has already been reserved. Thanks to you and the Nomadic team for your valued help.
 ”

Allan Dean-Lewis,
 MBE, Head of External
 Affairs Motor Sports
 Association

nomadiclient Motor Sports Association

Client

The Motor Sports Association (MSA) is responsible for the governance and administration of all major forms of motor sports in the UK. Each year they participate in the Autosport Trade Show. After using the same trade show display for the past three years, the MSA decided to launch their rebrand with a totally new booth design and booked a 30' x 50' space for 2011 Autosport.

Requirement

To drive more people to their trade show booth, MSA planned to hold a competition using a Batak machine, popular among race car drivers for training their reaction to raceway stimuli. Visitors would play and the scoreboard would record their scores against F1 and other elite young drivers. One winner each day received a driving experience at the famous Silverstone Track in Northhamphshire, England.

The Motor Sports Association briefed Nomadic on their needs for the new booth design which included: bigger graphic impact using pictures highlighting 22 different motor competition disciplines, a Batak machine and scoreboard integrated within the wall, a comfortable seating area for client conversations, an Enclosed boardroom area with chairs, Reception points, and a large storage area with coat stands.

Solution

Nomadic provided two designs – one offering plenty of ‘Wow’ factor and another more traditional design. Elements of both design options were chosen by the client and blended together. Large fabric structure blades provided dramatic height and could be seen from all around the trade show hall. Printed fabric graphics were used throughout the show booth. MSA was very impressed by the quality of printing and the sharpness of both text and images.

The space was divided into two areas: colour coded carpet was used to distinguish areas within the display space. One side of the booth display was the dedicated ‘game’ area where the Batak machine was the focal point. Client conversation areas were located on the opposite side.

The end result gave the MSA the presence they desired for the event. The design allows them to reuse it for years to come by repurposing the game area for other engaging booth activities.

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“

We've received many compliments on our new exhibit when we brought it to the recent Power-Gen International in Orlando, Florida.

We've been working with Nomadic through Innovation Exhibits for some time now. We've always trusted and liked the Nomadic solutions that Innovation Exhibits recommended

”

Jay Crilley,
Vice President,
Business Development,
NALCO Mobotec

nomadicclient

Nalco Mobotec

Client

Nalco Mobotec develops innovative solutions to the world's global air pollution control challenges. It produces the technology needed in combustion improvement and multi-pollutant reduction for industrial and utility boilers.

Requirement

A bigger and better display that better communicates Nalco Mobotec as a growing company and major global provider of cost-effective and environmentally conscious combustion technology for industrial facilities.

Solution

Nomadic created an open and distinctive 20' x 20' environment to showcase the company's technological capabilities and environmental solutions for minimizing harmful industrial chemical emissions. The exhibit is designed and built with 14' and 16' towers that support backlit tension fabric structures printed with Nalco Mobotec's logo. Thermoformed moldings, standoff graphics and nature-inspired tension fabric graphics complement the wood-tone laminated panels of the towers.

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“

Our new Nomadic exhibit gave us a higher level of functionality than our previous island exhibit.

”

Doug Vanderkolk,
VP Sales and Marketing,
Safeguards Technology

nomadicclient

Safeguard Technologies

Client

Safeguards Technology LLC, a subsidiary of Itochu (ITOCY), is a global Fortune 500 company, which has been providing security technology products for over 25 years. They specialize in perimeter security for industrial and government facilities and projects.

Requirement

An open and spacious exhibit that effectively showcases their security technology products and consulting services.

Solution

A custom modular 30' x 40' island exhibit for the 2008 American Society for Industrial Security (ASIS) show in the US and the Special Equipment Exhibition and Conference for Anti-Terrorism (SEECAT) in Tokyo. The display provides for interactive presentations of the company's security capabilities at multiple locations throughout the exhibit.

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“
We have used our Nomadic stand at every exhibition we have attended in the past five years. The quality is indisputable. We are confident we made the right choice choosing them as a partner
 ”

Lucy Melby,
 New Business Development Manager, Integrated Technologies Ltd

nomadicclient Integrated Technologies Ltd

Client

Integrated Technologies Ltd (ITL) provide a complete contract design and manufacturing service to enable the commercial realisation of medical, diagnostic, analytical, precision electro-mechanical, or laboratory instrument projects.

The client came to Nomadic in 2006 looking for a solution that would allow them to attend around 4 - 6 trade shows and conferences a year. At that time, ITL needed a stand that was easy for them to transport, install and dismantle without the need to employ external labour for their events. ITL has been so satisfied with their Nomadic Instand, they have used it at more than 25 events.

ITL recently returned to Nomadic with a new design brief. Their Instand display, which is guaranteed for a life, needed bold new graphics to promote their services. ITL wanted to tailor the style and size of their presentations to conform to the variety of exhibition locations and types they encounter now and in the future. In addition, ITL needed their stand to incorporate additional elements at their larger events.

Requirement

Nomadic's design team drew up plans for modular solutions that would enable ITL to showcase their cutting edge instrumentation services to their target audience. By using the latest 3D rendering software, the design team was able to illustrate a variety of display configurations ITL could achieve for different stand sizes with only a minimal investment in graphics

Solution

ITL continues to save on installation and dismantling expenses. Equipped with new layouts, they no longer need to worry about how their presentation will need to conform to different spaces.

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2014 WINNER - Exhibitor Magazine's Best 10x10 and the People's Choice

nomadiclient Visit South Walton

Client

With 26 miles of sugar white beaches and turquoise water, South Walton is a "Perfect Escape". Add sport fishing, world-class golf and tennis facilities, outdoor eco-adventures, a shopper's paradise, a thriving arts community, as well as fun festivals and you understand why it has been rated as a top destination by travel sources like Frommers. South Walton is a brand that represents 16 seaside neighborhoods on Northwest Florida's Gulf Coast.

South Walton enjoys a thriving tourism economy thanks to their high repeat visitation rate. Once a visitor experiences South Walton, they become loyal to the destination. So South Walton decided to focus on attracting first time visitors by targeting social media influencers. The BlogHer community reaches an audience of 92 million across premium blogs, web sites, Pinterest, Facebook and Twitter. Hundreds of writers attend the BlogHer marketing conference annually.

Requirement

They recognized an opportunity to deepen and extend the reach of the Visit South Walton brand through event marketing as a sponsor. South Walton planned a White Beach Party where attendees could be transported to their destination through a simulated environment designed to replicate the sights, sounds, and smells of the beach. While South Walton had used small trade show display properties previously, this big idea called for their first custom designed trade show exhibit.

An impressive and immersive trade show exhibit design would influence the audience to share their experience with their followers. Following a thorough exploration of potential partners, South Walton's agency, Zehnder, brought Synergy Design Group in to bring the big idea to life. Synergy worked with Nomadic Display to transform the idea into reality.

Solution

Together the design teams created a 12'x10' exhibit wrapped inside and out with panoramic photography showing off the white sand beach and turquoise ocean associated with the Visit South Walton brand. Guests were welcomed to the White Beach Party with festive cocktails and canapes, while they experienced South Walton's beaches through an exhibit environment featuring beach video, the sounds of softly breaking waves and air infused with the scent of coconut.

South Walton measured the success of their program through social media impressions and sentiment surrounding the event. South Walton generated 3.2 million Twitter impressions in just 9 days. The South Walton White Beach Party was the most talked about party of BlogHer 13 capturing 23% of the mentions. In addition, Visit South Walton produced over 400 mentions in social media - taking second for most mentioned at BlogHer 13 and received the most positive sentiment of all sponsors.

Following BlogHer, South Walton took their travelling beach exhibit to White Linen Night in New Orleans and the Decatur Book Festival in Atlanta. More marketing events are planned for Chicago and Dallas.

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“
We would be happy to recommend Nomadic Display to all our partners because we trust them to deliver. Now we cannot wait for the next event on the Snapfish calendar as we know that we are ready!”
 ”

Jerome Petit,
 General Manager
 of Snapfish EMEA

nomadiclient Snapfish

Client

Snapfish, is the number one online photo service, with more than 90 million members in over 12 countries with 2 billion photos. They chose The Baby Show for their first venture into the world of events and exhibitions because young mums are one of their key target segments.

Requirement

Snapfish needed strong branding on the stand, an efficient way to display Snapfish photo gifts and prints and plenty of space for visitors. They wanted to share the importance of preserving memories and show mums how creative they can get with snapfish photo books, personalized gifts, cards, calendars and wall art. With their short brief, Snapfish approached Nomadic Display and a few other agencies to acquire a pop-up stand for the exhibition. Nomadic went to work and came up with a brilliant concept which encompassed all of their requirements. Snapfish was thrilled when they saw how well the initial exhibition stand satisfied their needs. Nomadic offered a few options to help snapfish understand their opportunities to improve the look and functionality of the stand and still keep the costs down.

Solution

Nomadic combined two Instand pop ups into a spacious corner stand with clean lines, brilliant graphics, internal shelves, and merchandise and literature displays. snapfish chose to set up the stand on their own and since this was their first event, Nomadic conducted a training session for them so they would feel confident about installing it. Plus, Nomadic's project management team ensured that no deadline was missed and the stand was ready well in advance of The Baby Show. All in all, Snapfish felt Nomadic went above and beyond. Everything was delivered in neatly packed cases so the equipment was well protected and didn't require much space. The stand was ready in no time. snapfish is truly impressed at how it easy their Instand pop-up is to use, the stability of the Instand system and how well everything fit together. The impact that the innovative stand design achieved was phenomenal. The branding was visible from all sides and the well-lit stand with bright colours attracted the attention of many visitors at The Baby Show. snapfish was able to showcase their range of fantastic gifts, engage with visitors who could feel their product's quality, view them online and share their opinions. Snapfish was able to post photos of the event on their Facebook page, too! As an added bonus snapfish has the flexibility to rearrange the stand or break it down for use in different spaces at future events.

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Noche de Boxing

Client

Most recently producers at Intereconomía TV called on Nomadic Display Espana to design and build the tv set design for their program, Noche de Boxeo, or Boxing Night. Noche de Boxeo was created to offer the best live boxing broadcasts.

The program captured the channels' top slot for audience viewership and is a big hit in Spain racking up over 7,000 likes on Facebook. Professional boxers were among the commentators on the debut program including Javier Castillejo, considered to be the best Spanish boxer in history. Beatriz Pino, who is the host of the program is the first woman in Spain to direct a boxing program. Recent broadcasts included matches from Chicago and Atlantic City.

Requirement

For a first class program producers envisioned a striking tv studio set design for commentators that would portray a premium quality experience for tv viewers. In addition, the show is scheduled between two other live broadcasts in the same tv studio set so it had to be installed quickly.

Solution

Nomadic built ten foot tall Instand pop up frames and covered them with colossal photo graphics of boxing images. Frames were arranged in an L shaped wall to allow television cameras to shoot the hosts and panel from two open sides. Not only was the set-up remarkably fast, but it was also far more cost effective than standard television sets.

This wasn't Nomadic's first television rodeo. We've designed tv studio sets for NFL and Fox Network sportscasts. Often transported from stadium to stadium, their set designs needed to be easy to assemble and durable. So Nomadic created custom back drops with network brand graphics printed on durable tension fabrics that look great and stand up to rigorous use.

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nomadicclient North Sails

Client

North Sails, a market leader in sail making, is globally recognized for building sails that are faster, lighter and longer lasting than any other sails in the world.

Requirement

The North Sails came to Nomadic Display with pre existing Instand properties and was looking for a new custom design solution that would accommodate their expanding business priorities; the custom display needed to scale to fit multiple applications.

North Sails wanted to debut their highly anticipated exhibit at the 40th annual Newport International Boat Show in a 20'x20' space. The Newport International Boat Show is an outdoor event that features new sailboats and powerboats and thousands of products and services from both domestic and international exhibitors. North Sails wanted the updated custom exhibit to reflect their market dominance and global positioning as a premium supplier of high quality sails.

Solution

Nomadic partnered with Zap Creative to refurbish North Sails pre existing Instand frame and magnetic struts (at no added cost to the client under Nomadic's industry leading NQA warranty). Nomadic Display strategically installed signature DesignLine® features that provide versatility and will allow North Sails to maximize their display options, such as: foundation, a semi private meeting area, a backlit reception counter with a mounted 22" LCD monitor and a vibrant 10ft graphic backwall displaying NorthSails product in action.

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“

We're very optimistic that the Nomadic solution presented to us by Exhibitree, will help us achieve our goals for this tour.

”

Myrna Holman,
Director of Project
Implementation - CBCF

nomadiclient

Canadian Breast Cancer FDN

Client

Canadian Breast Cancer Foundation (CBCF) is the largest charitable organization in Canada dedicated exclusively to the fight against breast cancer.

Requirement

Lightweight and portable displays that are fast, easy to set-up, and durable enough to withstand the tough conditions of a breast cancer awareness tour, the TELUS Tour for the Cure.

Solution

A customized rental solution comprised of a series of 11 interactive Nomadic Instand pop-up displays. The solution offered significant savings on transportation because the shipment was so compact that the CBCF was able to eliminate one truck. This provided an opportunity for the client to reduce their carbon footprint as well as encourage the re-use of existing exhibit properties.

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“
This campaign was a huge success. We look forward to many more successful projects in the near future with Nomadic.”

Anna Dawson,
Dealer Advertising
& Marketing Manager
Volkswagen Ireland

nomadicclient Volkswagen Ireland

Client

Volkswagen (VW) is one of the world's leading automobile manufacturers and the largest carmaker in Europe. VW wanted to premier its newly redesigned Polo model throughout Ireland in conjunction with a government old car scrappage program. VW's plan to gain market exposure for their newly enhanced model included a variety of live presentations. These marketing initiatives involved: television spots, outdoor events and showroom communications.

Requirement

VW had been disappointed with the low quality stands they had used in the past. Based on their experience, VW wanted eye catching custom displays with clean lines and a high quality finish. Volkswagen wanted custom displays to fuel their brand, spark interest in product benefits, and withstand installation in multiple venues. VW needed 100 displays that would ultimately be placed in 80 showrooms located throughout Ireland.

Solution

Applied Signs partnered with Nomadic to design sleek kiosks/stands that communicate with style, are lightweight, quick to assemble and durable. VW was so pleased with the success of their program that they have since ordered 40 additional custom displays to support the launch of a newly redesigned Passat.

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