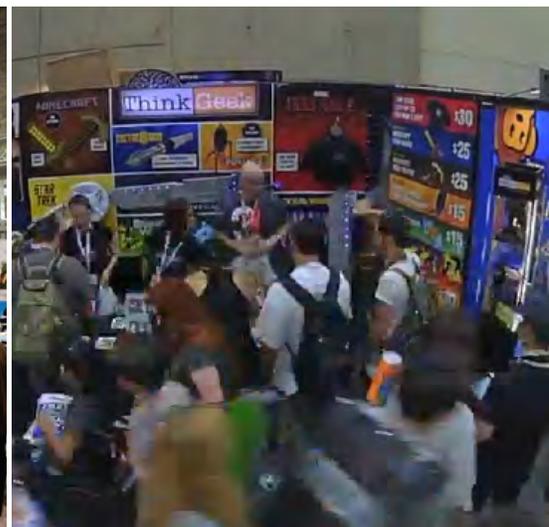


# Exhibiting Excellence

An Album of Face to Face Marketing Success Stories

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**nomadic**clients



# 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](http://www.nomadicdisplay.com) for more examples of our clients!

## Awards of Distinction



## Memberships



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“  
*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

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# 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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“

*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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**Nomadic**  **Display**®



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 Unites 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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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 uplift 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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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 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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“

*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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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.

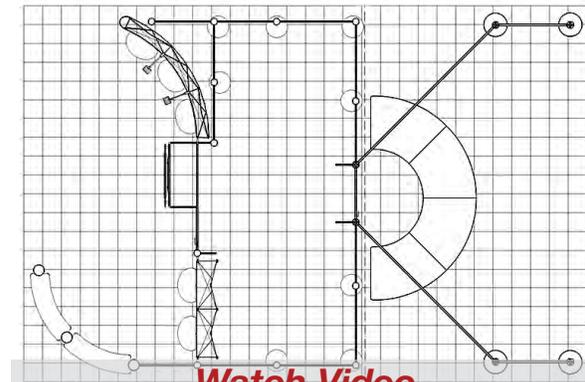
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# nomadiclient ThinkGeek

## 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.

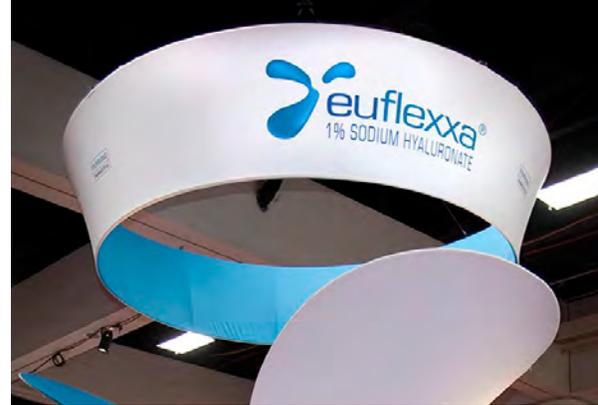
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# Ferring Pharmaceuticals

## 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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“  
*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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“

*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.

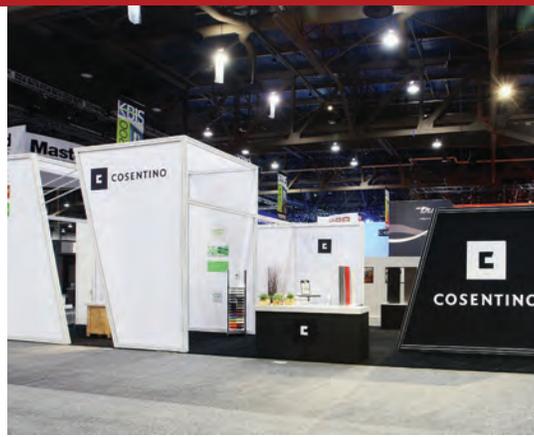
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