



EDPA Euroshop Stand Design Concept

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Booth Size: 6m x 7m

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A GLOBAL NETWORK

“GET SEEN. GET FOUND. GET CONNECTED.”

EDPA prides themselves on being a One-Stop Shop for the exhibit industry and a leader in networking as a united voice for advancement of its members. Its purpose is to provide education, leadership and networking as a united voice for the advancement of its members and the exhibition industry.

Tending to their members needs, EDPA has advocated themselves as leading, reliable, talented and dependable. Creating a space that is based around their dedication to fulfilling their members needs and objects, is highly important.

GET SEEN. GET FOUND. GET CONNECTED. Being internationally recognized is a large marketing objective for EDPA, and providing members with the highest knowledge of the industry will help their booth stand out from the rest.

TARGET AUDIENCE

European Audience- looking for new memberships

Suppliers

Designers

Manufacturers, Builders, Producers, and Distributors

Consultants

Transporters

Installation & Dismantle

Domestic Audience- existing members wanting to attend ACCESS Association Show

OBJECTIVES

Internationally Recognized

Education Source in the Exhibit Industry

Leadership Source for Exhibit Industry

Networking Source for Exhibit Industry

Dedication to EDPA Members

Partnership with Fellow Industry Associations

One-Stop Shop

Reliable

Dependable

Talented

Synergy

DESIRED OUTCOME

Advance the joint interests of its members and connect with new members. Enhancing their success through advocacy, communication, education and good work.

FUNCTIONAL REQUIREMENTS

Booth Space: 6m x 7m

Stand #9F42

Maximum Height: 5m

Floor Covering

Heirarchy of Messaging

Meeting Spaces (2m x 3m) or (4) informal spaces

Kitchenette/Closet

Digital Content Display

Reception

Storage

Space for Fire Extinguisher

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The Design Concept Solution

The booth space that was envisioned for EDPA was designed to have a very open and engaging atmosphere. EDPA is a company that prides themselves on knowing industry research, resources and trends. Being able to network and understand their members needs is very important. Having an open environment for industry professionals to interact, is vital for the booths success at Euroshop. Creating a space that has followed industry trends, corresponds with how they measure their success. By engaging with the members and nonmembers, asking individuals about locations they would like to exhibit in, gives EDPA an opportunity to show just how much knowledge they have on the industry globally. Being a One-Stop Shop, EDPA has the ability to have insight for the members on industry knowledge, showing their true value as a leader in the industry.

ANGLED ARCHITECTURE

Large angled elements to draw audience to the booth

MODERN/SPACIOUS

Clean/open environment for ease of networking

GLOBAL LINKING

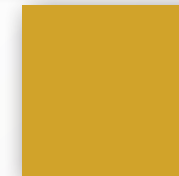
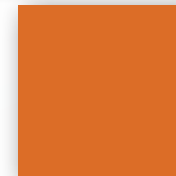
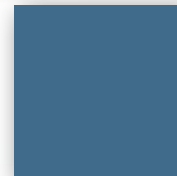
The idea of networking from one place to another. The arc light on the globe being a focal point in the space

DRAMATIC LIGHTING

European booths accentuate lighting very theatrically to attract positive attention



EDPA BRAND



PRE-SHOW ENGAGEMENT

EMAIL BLASTS

Send out to members to remind them of their appearance at Euroshop

SOCIAL NETWORK UPDATES

Twitter, Facebook and LinkedIn statuses to keep individuals up-to-date on what is happening at the show, and what they will be offering

POST CARD

Send out with a laser pen to reiterate the theme. **GET SEEN. GET FOUND. GET CONNECTED.** It also shows the connection of networking from one place to another. Showing how important the members success is to EDPA

AT-SHOW ENGAGEMENT

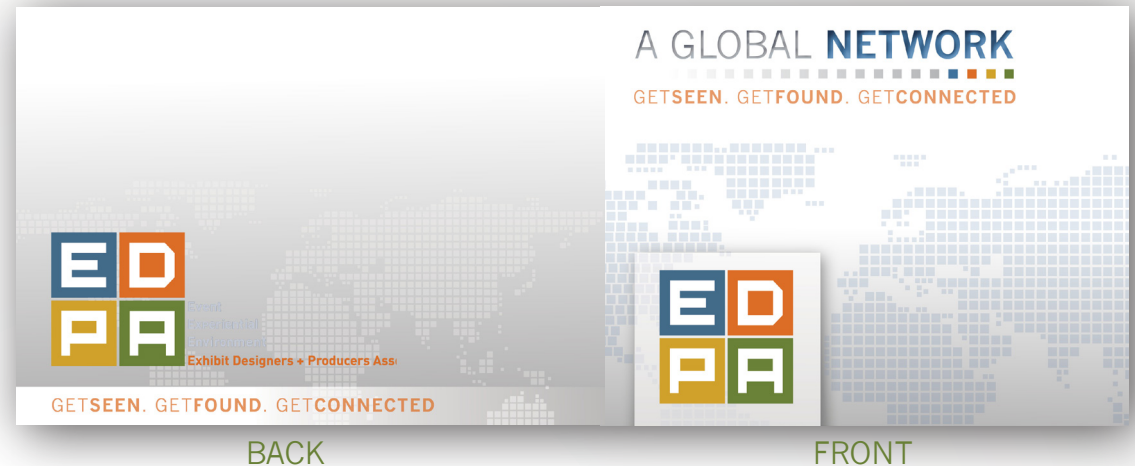
LIFETIME PASS TO ACCESS

Participating in the engagement at the booth (taking business cards) offering a lifetime pass to ACCESS during the show

POST-SHOW ENGAGEMENT

THANK YOU POST CARD

Thanking the new and current members for attending the tradeshow and being a part of the success Euroshop brought them



HALLPLAN



EDPA

TOPVIEW

- 1 Reception
- 2 Stand Meeting
- 3 Map Wall
- 4 Bar Area
- 5 Casual Meeting
- 6 Kitchenette

SPACIOUS BOOTH

**2 STANDING
MEETING AREAS**

LARGE MEETING ROOM

**4 PERSON HOSPITALITY
WITH SPACE FOR
STAFFER BEHIND BAR**



ELEVATIONVIEW

Reached the maximum height with 3 message hierarchy levels





OVERALLVIEW

LARGE BRANDING
ELEMENTS CARRIED
THROUGHOUT THE
ENTIRE BOOTH



LIT RAISED FLOOR
TO SHOW EDPA
UNDERSTANDS
INDUSTRY TRENDS

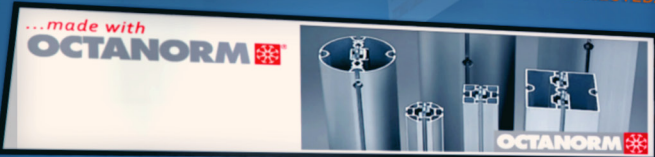
COHESIVE LIGHTING AND
BRANDING THROUGHOUT

Exhibit Designers + Producers Association



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BOOTHSPACE



OPEN AREA FOR EASE
OF TRAFFIC AND
NETWORKING

FROSTED PLEXIGLASS

ETCHED LINES ON GRAPHIC
SO ELEMENTS ARE LIT

MEETING SPACE HIDDEN
ENOUGH TO FEEL PRIVATE



MAPWALL

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STAFFER INTERACTS WITH ATTENDEE:
"WHERE WOULD YOU LIKE TO EXHIBIT?"

- place business card in holder on wall in specified location
- eligible to win lifetime pass to ACCESS

LINE RAYS BEING LIT FROM BOTTOM
(ETCHED GLASS)



STANDING TABLES FOR PLENTY OF
SPACE FOR INDIVIDUALS

ABILITY FOR STAFFER TO USE IPAD
FOR INFORMATIONAL PURPOSES



BAR AREA



SHOWS THEME DISPLAYED ABOVE
LARGE MONITOR

MONITOR SLIDESHOW OF
SPONSORS

BLUE PLEXI TO DRAW THE EYE BACK
TO THE BACK WALL

HOSPITALITY AREA AND NETWORKING
OPPORTUNITY

SERVING BEVERAGES AND SNACKS

IPAD STAND FOR STAFFER TO HAVE A
CASUAL MEETING WITHIN THE SPACE



MEETINGROOM

SEMI PRIVATE MEETING AREA

ANGLED CHAIRS TO SYMBOLIZE MOTION OF
THE GRAPHICS ON THE MAP

ILLUMINATED LAMPS TO TIE IN WITH THE REST
OF THE BOOTH

COMFORTABLE SPACE FOR CONVERSATION



THANKYOU

