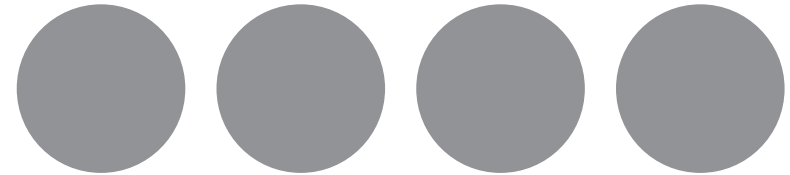


EDPA Euroshop Stand Design



Rely on EDPA to Connect the Dots

Autumn Ricke



Theme

Rely on EDPA to Connect the Dots

The Exhibit Designers and Producers Association (EDPA) is a network of display and exhibit designers, builders and producers. Each member is unique and a valuable resource. The EDPA wants to connect its members with international companies to build a resource sharing network. Each member is a “dot” and the EDPA can be relied upon to connect these dots around the world.



Project Objectives

Objectives

- Focal point is to highlight brand identity while communicating the value and benefit of EDPA membership.
- EDPA is the one-stop resource for dependable reliable and talented U.S. based designers, builders, and producers.
- Create a home base for visiting EDPA members from abroad.

Target Audience

- International audience (attending the show)
- U.S. audience (existing members attending the show)

Desired Outcomes

- Gain new members
- Increase brand recognition
- Help current members connect with international partners



Project Requirements

- 6m x 7m x 5m Stand
- Hierarchy of Messaging
- 2 Meeting Rooms (2m x 3m) or 4 Informal Conversation Stations
- Information/Reception Counter or 2 Literature Distribution Stands
- Kitchenette (2m x 2m)
- Means for Displaying Digital Content
- Storage



Concept

- The stand designed for the EDPA at Euroshop is created to have an open welcoming environment to promote relationships. A bar, bar-height tables and a semi-private meeting room provide multiple conversation areas.
- The meeting room is separated from the main part of the stand to provide an area for semi-private conversations.
- There is a world map displayed in the stand with strings radiating from Düsseldorf, Germany. Each string leads to a country around the world. Attendees will be encouraged to place their business card on the string of their home country. By displaying their card on the map attendees will gain access to the EDPA network and be encouraged to become a member.
- The reception counter is located at the entrance of the booth to promptly direct attendees to the resources they are seeking.
- To increase brand identity the stand is designed with a high header. The header utilizes large versions of the logo to promote the EDPA brand.
- Monitors strategically located in the stand showcase sponsors. IpadS will be available for attendees to explore internet links to the EDPA members.

Inspiration

- Strong diagonals to show reliability and dependability
- Dots and lines to show connections and ties
- World map with strings and pins to arouse curiosity



Pre-Show Marketing

- Utilize free Euroshop advertising
 - Complete company profile and data on Euroshop website to allow attendees to learn what the EDPA is and able to provide for them
 - Send visitor information to current members to encourage them to attend Euroshop and place a banner ad on EDPA website
- Mailers to current members containing an EDPA connect the dot
 - Similar to coloring book “dot to dot” pictures the connect the dot image will reveal an outline of the stand shape at the show and invite members to attend
- An email blast to all people attending with a link to the micro-site
- Micro-site will have:
 - Connecting the dots animation that shows an outline of the stand shape at the show and invite attendees to check out the stand and participate in the interactive map
 - Link to website so attendees can learn more about EDPA
 - Highlight events happening during the show like the interactive map as well as the cocktail hour in the IFES stand



During the Show

Interactive Map

- There will be a world map with a central pin on Düsseldorf, Germany. There will be strings radiating from this pin connecting to each country on earth.
- Attendees will be encouraged to hang their business card on the string connecting to their home country. Everyone who hangs their business card on the map will be included in the directory and will receive a copy.
- This will be a way to encourage people and companies to join the EDPA.

IFIS Cocktail Hour

- This is an additional opportunity for attendees to network and see additional benefits of joining the EDPA.
- By joining EDPA members also attain access to IFES.



Post-Show Marketing

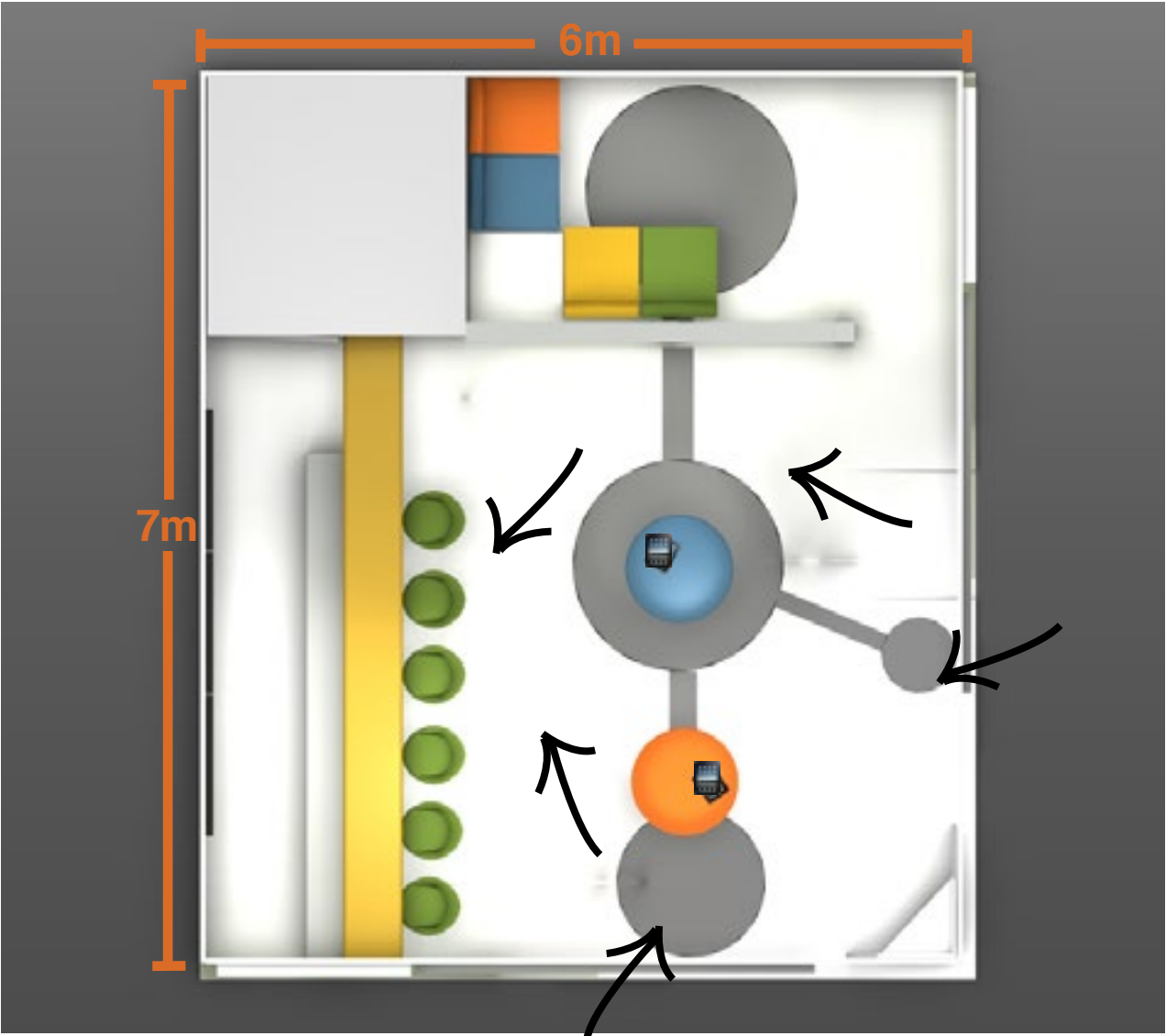
- Follow up with attendees who displayed their card on the map by sending a directory of contact information to all participants.
- Follow up with attendees who were interested in membership who may not have displayed their card on the map.
- Send out a thank you “dot to dot” mailer expressing appreciation to any and all visitors to the stand.

Hall Plan

- The stand is next to a hall entrance and backed by a wall and another stand
- Due to this position the sides located next to the aisles were left open to ensure people had space to enter
- The side next to the wall and the stand have been completely covered
- Arrows indicate direction of traffic flow near the stand.

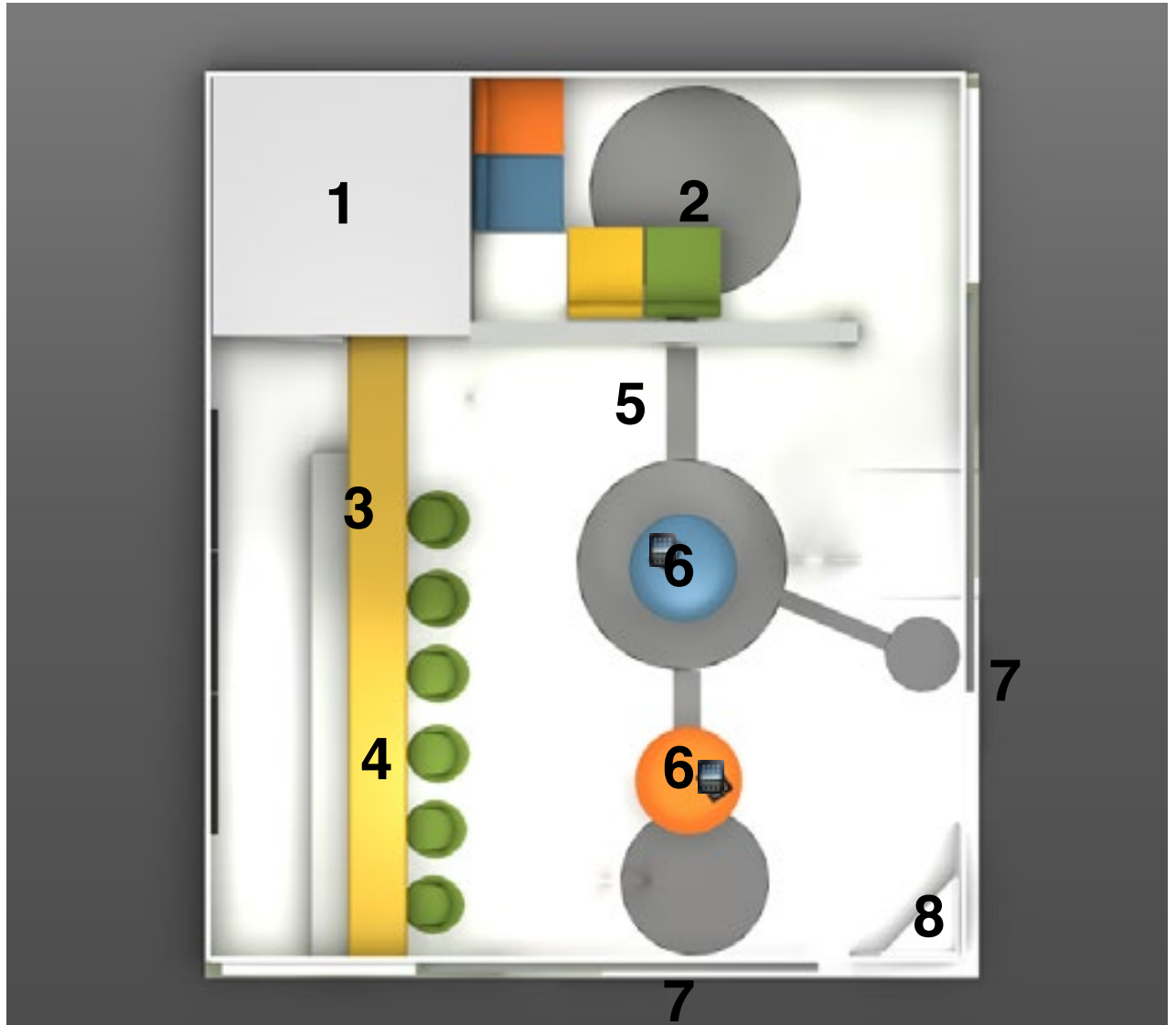


Floor Plan



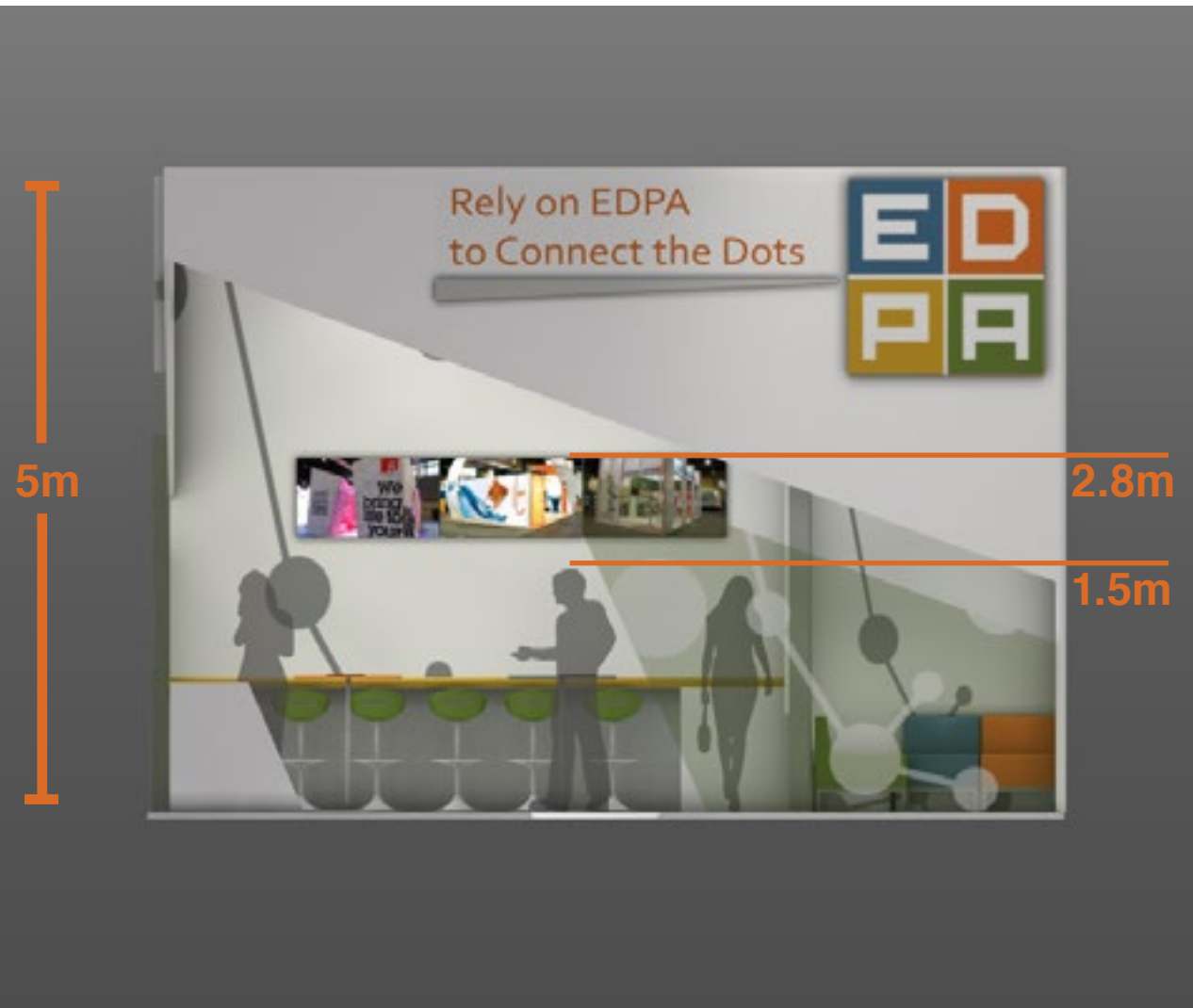
Floor Plan

1. Kitchenette
2. Meeting Room
3. Food Serving Area
4. Bar
5. Interactive Map
6. Bar Tables
7. Entrances
8. Reception Counter



Elevation View

- Stand height is 5m
- Height of the average person is 1.5m or 5ft 8in
- The height of the diagonals are 2.8m or about 9ft
- EDPA logo size is 1.5m x 1.5m







Large header with easy to see branding and message

Acrylic panels with LED lighting underneath that change between the EDPA colors

Custom built reception counter with built-in storage





Display images of
sponsors work

Strings on the world
map would radiate
from Düsseldorf



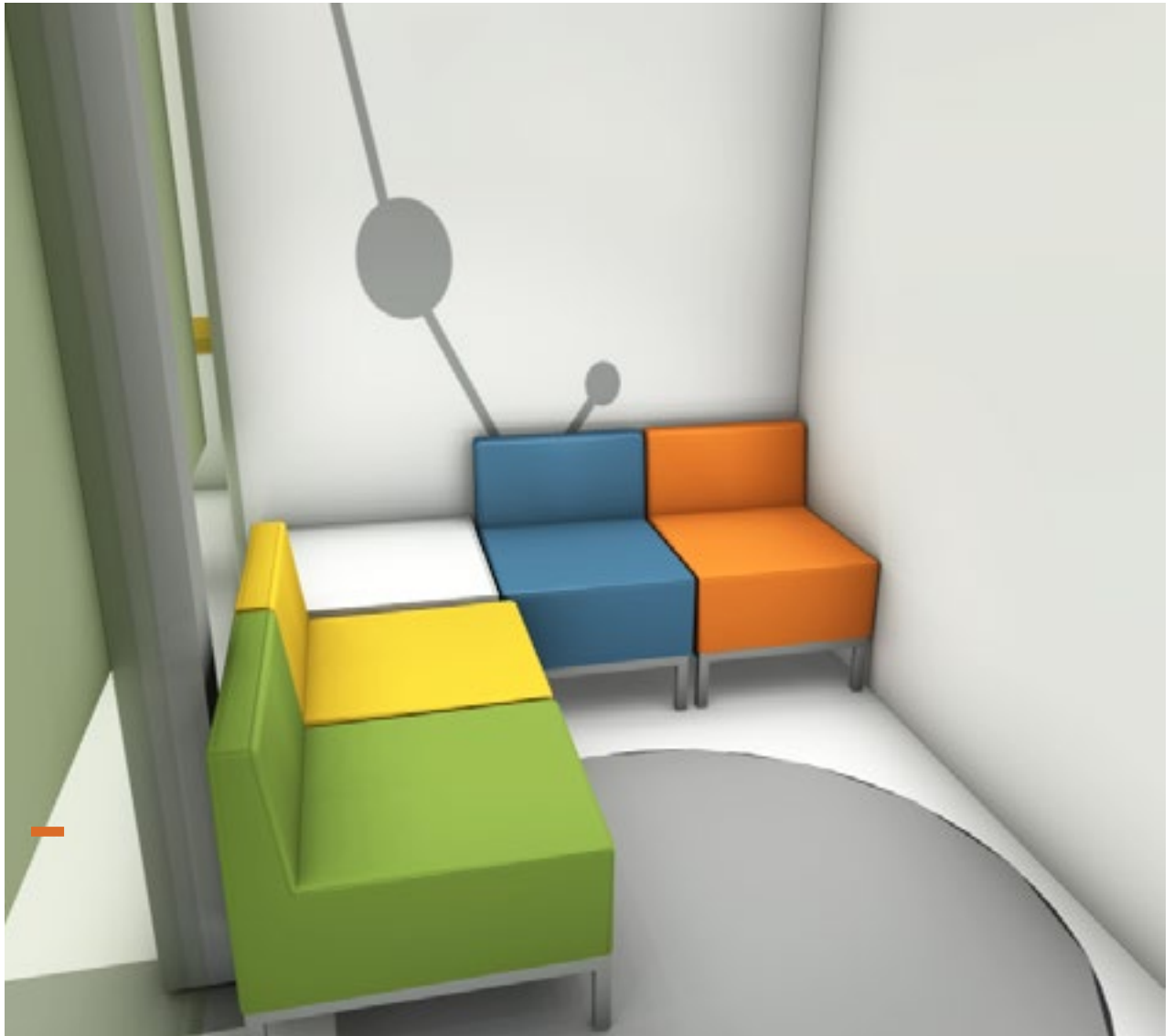
Entering the Stand

- Attendee will be greeted by receptionist
- Attendee will be asked to put business card on map and if they would like to enjoy some refreshments
- Attendee can interact with staffers to learn more about EDPA or browse with members on iPads
- Current members attending show are given a place to reconnect and converse while promoting the EDPA
- Stand atmosphere promotes conversations allowing for attendees to learn about the EDPA and its members



Meeting Room

The corner table has access to power so materials may be presented on digital devices



Bar

- There is room behind the bar for workers to move freely
- The bar has built-in storage
- The bar has direct access to the kitchenette where food supplies will be stored
- The circular stand at the end of the bar will be utilized for serving pastries, tea and coffee



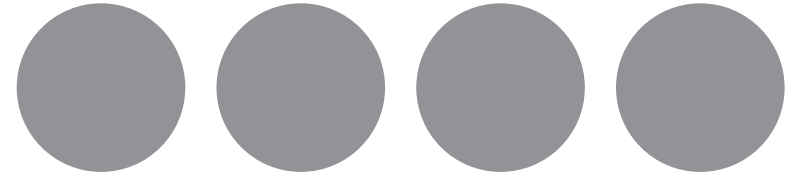
Materials

- Walls and header will be silicone edged fabric graphics
- Flooring will be a white laminate with gray vinyl decals
- The diagonals will be clear acrylic panels with frosted vinyl decals
- Meeting room wall will be clear acrylic framed by aluminum extrusions
- The surfaces of the tables and bar will be covered with table wraps





Thank You



Rely on EDPA to Connect the Dots

Thank you for considering my stand design for this contest. I greatly appreciate the time you have taken to review this piece and hope you enjoyed the project as much as I did working on it.

Autumn Ricke