



## 2020 EXHIBITS SPONSORS STUDENT INTERNS FROM THE KINKAID SCHOOL

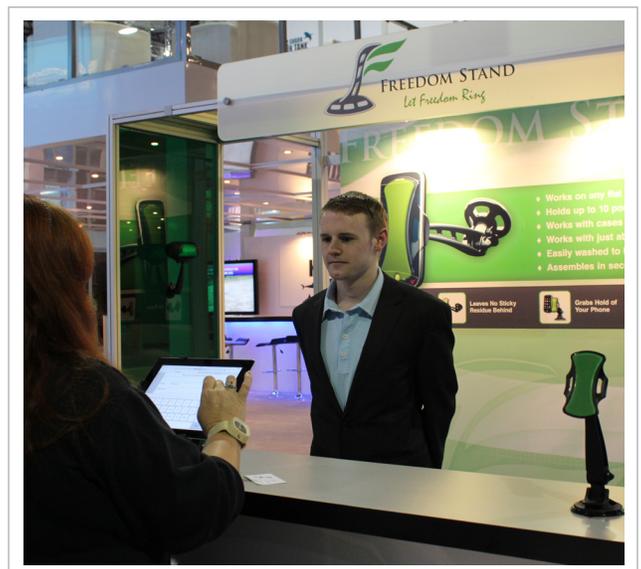
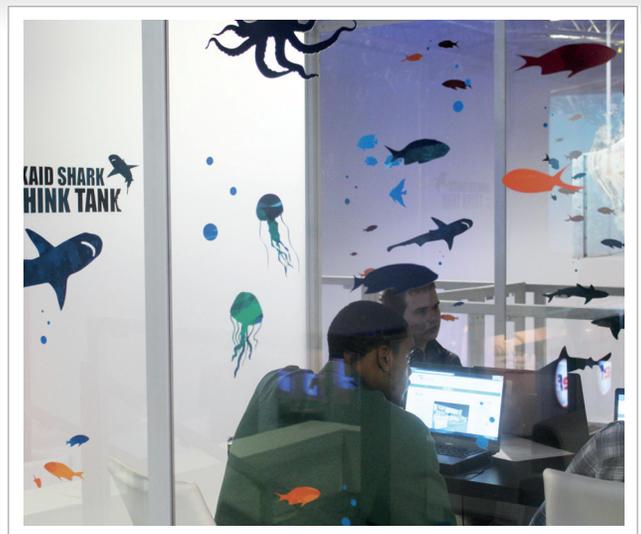
Seven focused and dedicated high school seniors from The Kinkaid School, a college preparatory school in Houston, joined 2020 Exhibits for a Career Development internship program.

With "enrichment through experience" cited as the Career Development program's primary purpose, 2020 Exhibits challenged the interns throughout the customized internship program, covering a broad spectrum of the event marketing, collaboration and design process. Over the course of three weeks, they learned about the global impact of the event marketing and exposition industry, gained practical insights and experienced the power and possibility found through the dynamics of face-to-face marketing.

### Welcome to the Kinkaid Shark Think Tank

Throughout the internship program, 2020 Exhibits focused on delivering an engaging and interactive experience whereby the interns established two teams, which sought to win the hearts, minds and attention of the attendees at the final product and brand unveiling, as exhibitors in a mock trade show. In the spirit of healthy competition and to enhance the overall internship experience, the interns competed in "Shark Tank" style, presenting their product and brand ideas to panel of seasoned marketing and branding professionals, aiming to win additional resources and deliver a private pre-show event.

With a focus on creating an engaging event experience, two products were selected and rebranded: Delightful Desserts and Freedom Stand. 2020 Exhibits program mentors worked with the intern/business owners on marketing deliverables ranging from company logos and business cards to sales collateral, including multimedia presentations and large scale graphics. Projects were managed and the teams worked collaboratively through 2020 Exhibits cloud-based project, event and lead technology, which directed the project through each stage including tasking internal project members, design reviews and approvals; rendering reviews; exhibit



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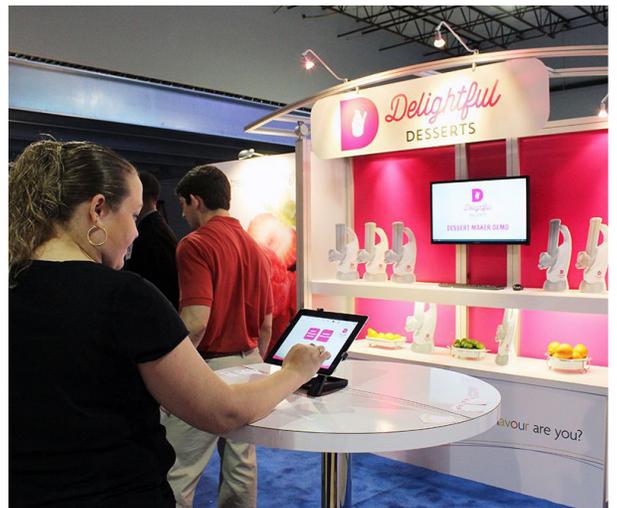


# CUSTOM EVENT | THE KINKAID SCHOOL



construction and installation and, ultimately, provide feedback which enable show attendees to instantaneously receive and review select digital marketing collateral media.

Each member of the team adapted to several key positions throughout the project process. Different aspects of the project process as well as key roles ultimately helped to support a successful and engaging program which led to a richer experience and greater understanding. Ultimately, the teams were able to showcase their product brands, companies and new exhibits at their first-ever tradeshow. Held in the 2020 Exhibits Showroom, interns enjoyed a true face-to-face marketing experience with 2020 Exhibits employees acting as tradeshow attendees; either as consumers or wholesale buyers, visiting each exhibit to learn more about their offerings and, in many cases, to gather information about each product – which was instantaneously delivered as digital media to the attendee's e-mail. Attendees also made on-site purchases, via Media Station. The 2020 Exhibits staff gave high marks to both teams.



## About 2020 Exhibits

Headquartered in Houston, TX, with offices in Chicago, Cincinnati, Cleveland, Las Vegas, Toledo and Salt Lake City, 2020 Exhibits provides total trade show and event management, including the design, fabrication and installation of trade show exhibits for clients locally, nationally and internationally. With a laser-sharp focus on the delivery of dynamic interactive experiences to build brand engagement, 2020 Exhibits proven expertise in the integration of custom rental exhibits and multi-screen, A/V rich environments helps global brands drive results. Since 1987, the company's award-winning team has worked collaboratively with clients to provide optimum exposure and offers the total event package of services and support including interactive technologies; lead retrieval; audio visual and digital multimedia; in-house production and printing; experiential marketing; event furnishings; graphic and creative design; brand marketing.



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