

ENGAGING ENVIRONMENTS

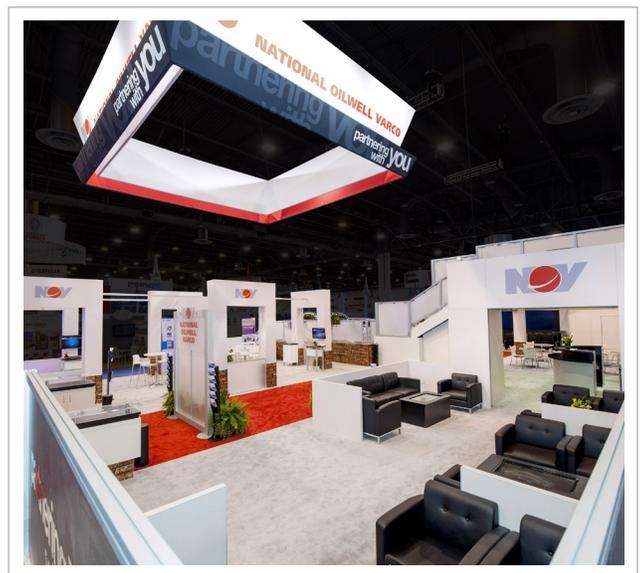


The Power of Partnership

In the world of oil and gas marketing, the equipment is anything but small (or light). As a worldwide leader in the design, manufacture and sale of equipment and components used in oil & gas drilling and production, the provision of oilfield inspection and other services, and supply chain integration services to the upstream oil and gas industry, National Oilwell Varco sought to sharpen their focus, engage attendees and, in effect, celebrate their most important asset: customers.

National Oilwell Varco's (NOV) key objectives focused on making their visitors feel welcome, invited and, in their words, "comfortable and relaxed." NOV sought to be a calming oasis, away from the "hustle and bustle" of an otherwise very hectic and product-heavy OTC environment. Together with the NOV Team, 2020 Exhibits wisely considered varied learning styles, interests and preferences, with planning centered around their ongoing focus to always "Think Like a Customer." Two central themes, engagement and enjoyment, drove much of the design process and planning. Working with NOV's multiple business units and key product areas, 2020 Exhibits created vignette or focused client-centric areas ranging from a movie theater setting (popcorn and all) for those business units focused on presentations to an interactive area with touch screens and a lounge-like feel. A modern design and interactive environment with animation tables and a private VIP area, served as the perfect backdrop for visiting industry leaders and dignitaries.

How did the environment succeed without big products? It is important to note that NOV took full advantage of OTC's Houston location to host two key offsite events during which products were present and show-ready. The first event was their 10th annual customer appreciation shrimp boil, where thousands of customers traveled in style, riding private buses from the Reliant Center to NOV's offsite facility to enjoy a very festive atmosphere. The focus



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here is light, casual and purely social—with NOV's large oil & gas equipment serving as a backdrop during this event. The following day NOV hosts an invitation-only "Equipment Day" and it is here that the sale team spent quality time with clients to see NOV's products, up close and personal. Also onsite is one of NOV's largest rigs, a big attention getter, with private Rig Tours hosted throughout Equipment Day.

NOV's decision to move away from a product-centric space to a more personable, attendee-focused space was met with resounding success. With a clear focus the human element, success was found in an environment that feels more intimate, comfortable and, well, less trade show-like.

About 2020 Exhibits

Headquartered in Houston, TX, with offices in Chicago, Cincinnati, Cleveland, Las Vegas, Salt Lake City and Toledo, 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; audio visual and digital multimedia; trade show exhibits; lead retrieval; a/v rentals; corporate interiors; events; in-house production and printing; experiential marketing; event furnishings; graphic and creative design; brand marketing.

