



GO FARTHER

MODERN, GAME-CHANGING EXHIBIT DESIGN TAKES THE LEAD

As a leading supplier to the oil and gas industry, Santrol, a Fairmount Minerals company, sharply focuses on maximizing their expertise, imagination and knowledge to deliver game-changing products to the market. It is with this exacting creative imagination and precision that Santrol approached 2020 Exhibits to design and execute their powerful and dynamic SPE Hydraulic Fracturing Conference (SPE) exhibit experience.

SPE is the place to see and be seen. As the industry's premier event for hydraulic technology, SPE set the ideal stage for Santrol's launch and introduction of Propel SSP™—THE game-changing proppant transport technology.

Working from the agency's established "Go Farther" campaign, the design team at 2020 Exhibits infused the exhibit environment with this same sense of adventure and daring found in the Wright Brother's spirit of innovation and determination in creating their "flying machine." It is from this creative idea that the exhibit environment took flight..

We Know the Idea Will Fly

Clean and modern, with smooth lines and an inspired look and feel serving as key drivers for this 800 square-foot exhibit space. Engaging interactive learning areas with 65" touch screen monitors and clean, crisp imagery were a soothing backdrop. A 45-degree arch brought attention skyward, to Santrol's rich signature color, which stretched the width of the booth, creating a high-definition visual landscape, leading the eye to the branded hanging signage above.

Focusing on strong lines, inventive shapes, and sharp angles, the exhibit was unlike any other. The semi-enclosed floor plans gave way to open, airy environment. While each of these vignette images offered many a WOW impression, the space maintained an unmistakable consistency that branded each space as Santrol.



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Wide swaths of the signature brand color tie the structure and images together. Through clean lines and motion found in the Wright Brother's plane soaring through the skies to the strong, magnified image of the technology in action, the exhibit environment had a dynamic and tech-savvy feel.

Every aspect of the design and the exhibit was purposeful and strategically considered, with a reception area, lounge, and demo kiosks offering attendees the opportunity to see and experience this new product at their own pace. Functional storage and amenities are found throughout the space. Custom carpet serves as directional way-finding, drawing visitors into the comfortable, modern lounge seating with plants and modern, curved white lounge furniture delineating the space, providing an intimate custom feel.

Focusing on strong lines, inventive shapes, and sharp angles, the exhibit is one-of-a-kind. Bold and compelling graphics merge to make the Santrol exhibit dramatically different yet utterly cohesive as part of the new product launch. With a crisp, clean design as the backdrop, Propel SSP™ took center stage and was, undeniably, the star of the show.

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.

