



Deep Dive: Focusing on Design

Exhibitors typically have multiple objectives at any given show. Generating leads, increasing engagement, and enhancing brand awareness are all woven into event strategies that ultimately generate ROI and deliver a net positive for the bottom line. Designers, writers, and executives strive to balance these priorities to convey a clear, comprehensive message.

When it comes to highlighting technology, the exhibit floor becomes an especially critical stage as demonstrating innovation, is at the core of most tradeshow agendas. Showcasing tieback technology assets and generating interest in their unique set of capabilities were top priorities, DOF Subsea exhibited at Subsea Tieback 2016. There were two particular assets that DOF Subsea set out to highlight - The Harvey Deep Sea Liner and the Glider Autonomous Underwater Vehicle (AUV).





The fundamental concept for framing the technology was to create an artificial environment that felt very much like that of an offshore platform or dock. The design pulled together detailed components that drew the attendee into that space. The top of the booth took on a curved wave look, giving the booth an “at-sea” design element arching above it. The giant graphic behind the display featured vessels on the water and designers paid particular attention to include as much surface water imagery as possible.

The backdrop for the Harvey Deep Sea liner was a signature feature of a water wall that not only gave a feeling of moving water in the display, but actually provided the sound of water to enhance the manufactured experience of walking along an ocean liner. Even the floor was wooden to give the sense of being “on deck”. In order to give the proper attention to the technological detail, several steps were taken within the design to deliver that very specific messaging. Demonstration videos played prominently above the liner model just in front of the water wall.

The Glider AUV was displayed in its own space, allowing the unique color and design of the product itself to draw attention while literature racks with vessel information were placed nearby so attendees could easily peruse data about the model. No detail was overlooked in the show strategy to both engage the audience while delivering product specifications.

The booth achieved its objectives in elevating the brand and highlighting DOF Subsea’s capabilities. The company received positive feedback from both current and potential clients regarding the design and concept of the booth. There was a significant increase in foot traffic at shows once the new design was put into place. This not only reinforced DOF’s strong brand presence and marketing strategy, but also opened the door for conversations with potential clients in order to discuss their competencies to meet their needs.