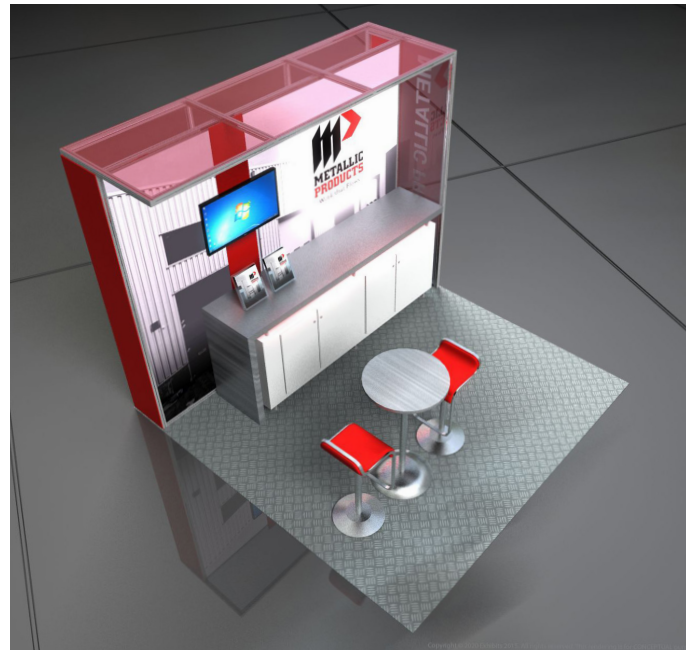


Forging Ahead: Superior Manufacturing on Display

One of the most significant challenges of product expansion in the manufacturing industry is introducing your new products into the marketplace. Exhibiting at a tradeshow provides the perfect opportunity to leverage your past success to forge into new segments while reinforcing your established capabilities.

Metallic Products, a manufacturer of metal products used primarily for air ventilation in the construction of metal structures, called upon 2020 Exhibits to seize such an opportunity. Exhibiting at METALCON, the challenge was to expand Metallic Product's established presence and leverage that reputation into creating new customers. They had never promoted their products in a trade show environment. In addition, they were in the process of broadening their product line beyond the signature product offering – ridges vents – and boost sales of additional ventilation devices such as canopies and hatches.





Metallic Products aimed for more than a simple “pop-up” type display and opted for an exhibit that would stand above - showcasing their core strength of superior manufacturing. Additionally, a series of custom videos needed to be highlighted to give attendees an understanding of product details from the showroom floor. The challenge facing the design team was to introduce all these elements in a way that would increase recognition and create engagement.

The team designed and constructed a 10' x 10' booth that addressed each of the client objectives. Making the most efficient use of space available, the 2020 Exhibits team incorporated a combination of modular elements, large format graphics, superior lighting design, and top-end AV equipment to create a space that demonstrated the reliable image Metallic Products needed to portray.

By implementing strong brand imagery in the background and pairing those elements with message delivering utilities like cabinets, a welcome counter for product collaterals, and a video monitor for the product demonstrations, 2020 Exhibits was able to deliver an exhibit that allowed the client to showcase the specifics of the product offerings while demonstrating the quality and superiority of their products.