



## A TALE OF TWO BOOTHS

**Client:** Cardiac Science Corporation (Division of Burdick)

**Project:** Booth décor and booth attraction at two trade shows:

- Health Industries Distributors Association (HIDA) show at the Hynes Memorial Convention Center in Boston – September 14-16
- Physicians Sales & Service (PSS) National Sales Meeting at the Gaylord Orlando Resort– September 28 & 29

### Goals:

- To attract people to booth in droves and communicate booth message: CONNECTIVITY
- To duplicate the same booth décor at both shows

The overall theme of the HIDA show was sports related, so originally booth attractions that would involve connectivity were considered – Climbing wall (which we provided at a previous show and was very successful), Virtual Golf Driving range, Miniature Golf Course, etc.

The client eventually decided on the Wii game in the middle of the booth, where attendees could play whatever sports game they preferred and see themselves on a video monitor playing the games – Tennis, Baseball, Boxing, Bowling, etc.

We provided a Burdick Game Day double-sided, lighted scoreboard entrance, and brick walls delineating the game area in the booth space which had sports paraphernalia on the walls. We provided a Sports Bar décor package with the products around the perimeter of the booth, and the treadmill off to one side.

The booth flooring was covered in Astroturf resembling a football field. Originally the 12'X4' brick walls displaying various sports themes and pennants were at the four corners of the booth...but they were moved inside to delineate the game area in the center of the booth.



A football themed table top was used for the plasma screen. A single sports locker was used for storage. The 8' oak trimmed sports bar was opposite the entrance. The Wii games were placed in the center of the booth on an angle with the Xbox game. An area of 5 square feet was left for the food display – tables to be brought in by the caterer.

The booth design was duplicated at the PSS show, except that the bar was taken out and replaced with a 3'X6' banner provided by the client in its place.

The Creative Impact Group helped our client to achieve their trade show goals by attracting potential customers to the booth and successfully communicating the Connectivity message. In addition, Cardiac Science was thrilled that were able to stretch their budget by micro-managing the trucking and lodging.

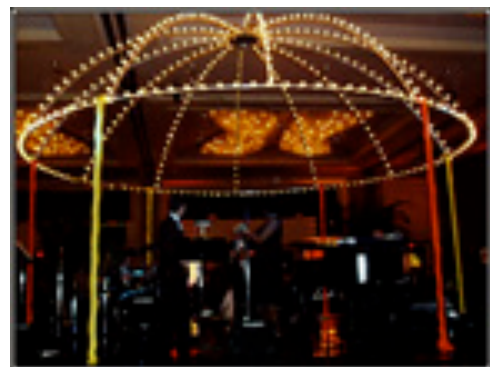
### **CENTRAL FOCAL DÉCOR**

An ideal event would be to transform your event room with décor to support the theme of your choice. Whether you are hosting a themed party or an elegant reception, you can stretch your budget. Creating a center focal eliminates the need for perimeter décor and provides you with great impact on a limited budget. If the central focal is important enough, your table décor can play second fiddle. Whether you book a band or a single performer, the entertainment will really be in the spotlight in this wonderful central setting.

For a recent reception for the Private Label Manufacturers Association, Creative Impact Group provided a 20 foot white, lighted frame aluminum dome atop the center stage. The frame of the dome was covered in complementary colors to support the décor theme. The musical jazz group featured in this central focal stage filled the room with music, and cost-effective floral arrangements adorned the buffets in complementary colors.

Another way to stretch the budget is to rent buffet linens. Colorful linens do a lot to warm up a room even if you don't decorate your tables with anything other than the house linens.

Center focals work extremely well in hotels and banquet halls. Logistically, they are good for traffic flow as guests can visit the buffet stations that are strategically placed around the room.



### **HARLEY THEME – A CASUAL THEME APPEALING TO ALL AGE GROUPS**



CIG recently designed a Biker Bash party for an Annual Convention. The Biker Bash theme appealed to the wide age range of the attendees, from their 20's to their 60's. The theme is very versatile and casual. Attendees can enjoy a wide variety of entertainment, from dancing with a DJ, a photo op with a Harley, plenty of interactive games, and even washable tattoo artist.