

**olink<sup>®</sup>**

**INSPIRING &  
INTERACTIVE EXHIBITS  
SUCCESS STORIES**

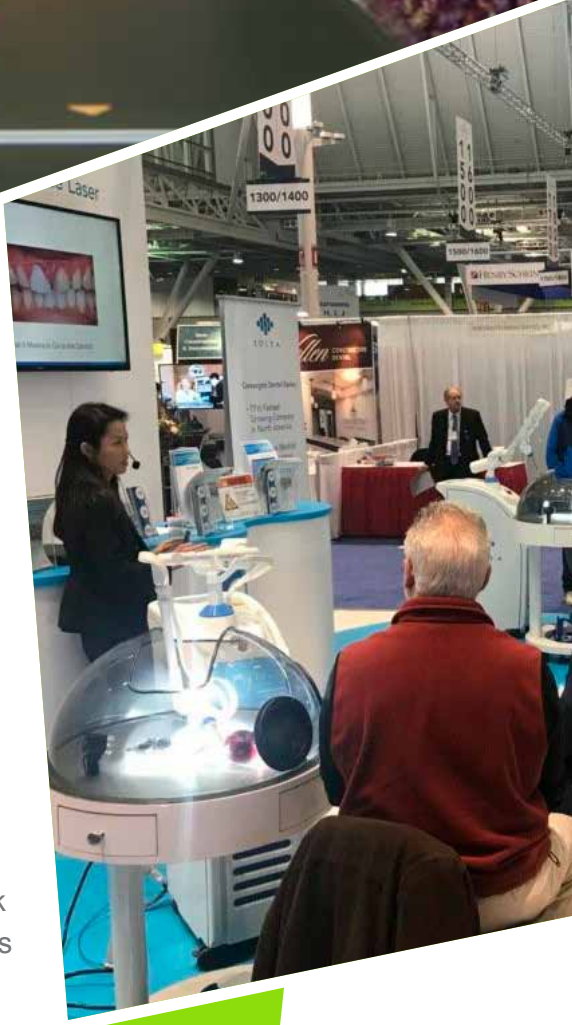


*Interactive exhibits create memorable experiences.*

# introduction

The purpose of attending trade shows is to connect with and learn from individuals about a good or service provided by a company. Simply having a booth in a trade show is not enough. The goal for any exhibitor is to engage visitors in an interactive, experience-rich environment that is remembered long after the event is over. Be memorable!

For over 40 years, Nimlok has partnered with exhibitors to create uniquely interactive experiences that align with their brand's vision. Read how Nimlok has helped companies draw a crowd with interactive games, demonstrations and product displays. Get inspired!







## interactive games & in-booth activities

Interactive games and activities are one of the surest ways to draw a crowd to an exhibit. Creating a fun and engaging booth atmosphere allows visitors to let loose and naturally connect with booth staff. These companies included fun games, unique giveaways, and interactive booth activities focused on boosting brand awareness.



**aryzta**

## HOTTEST & COOLEST GAMES ON THE SHOW FLOOR

For ARYZTA, a B2B bakery business, the goal was simple: increase brand visibility among Tim Hortons franchise owners while fundraising for the Tim Hortons Children’s Foundation. As the primary supplier of Tim Hortons’ baked goods, it was important for ARYZTA to establish a strong and supportive connection with the Tim Hortons franchise family.

**THE EXHIBIT:** ARYZTA turned to Nimlok Chicago, an expert Nimlok distributor, to design and deliver an exhibit experience that seamlessly incorporated clever games and coveted giveaway items, tied directly to charitable contributions. The team at Nimlok Chicago brainstormed a concept that played to the seasonality of ARYZTA’s menu, coming up a themed “Break the Ice — Feel the Burn” 20’ x 40’ custom island exhibit.

The exhibit itself was an inviting, open-concept design that prioritized visitor comfort and engagement. Eye-catching graphics included a vintage brick backwall and enticing sheer graphic panels on the ground structure. Custom lighting and neon signage gave the exhibit a friendly yet sophisticated feel, while stylized seating areas fit both themes and encouraged visitors to stay awhile.

For a clever twist, the space was divided into two distinct sides: the “hot” side featured summertime treats, games and giveaways, while the “cold” side promoted winter-themed foods and activities. This allowed ARYZTA to communicate the full-range of versatile food items offered by the brand year round.

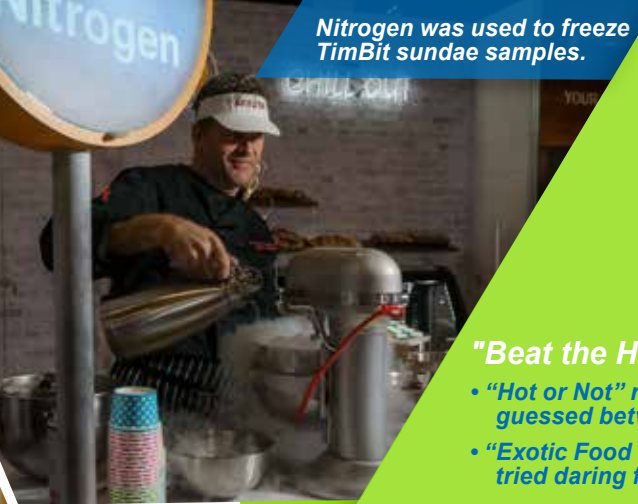


## HOTTEST & COOLEST GAMES ON THE SHOW FLOOR

**THE EXPERIENCE:** Attendees flocked to the exhibit for a wild mix of fun and thrilling games, delicious food pairings and the opportunity to positively contribute to a charitable cause. Word spread quickly that the ARYZTA exhibit was the place to be, many visitors returned with friends and colleagues to challenge them to a game or share the delicious food items.



Attendees show off matching ARYZTA knit hat giveaway.



Nitrogen was used to freeze TimBit sundae samples.

### "Beat the Heat" included:

- "Hot or Not" roulette, in which participants guessed between sweet and spicy pastries
- "Exotic Food Dice Roll" where participants tried daring food selections based on their roll

### "Break the Ice" included:

- Nitrogen frozen "TimBit" sundaes for a frosty surprise

Each game cultivated buzz in the booth, creating a memorable experience for visitors, while supporting a charitable cause.

**THE END RESULT:** ARYZTA's trade show experience was a resounding success, due to the dynamic exhibit, which created the perfect environment to raise brand awareness, and the interactive games that engaged attendees every step of the way.

ARYZTA surpassed its pledge goal, donating well over \$10,000 to the Tim Hortons Children's Foundation. Additionally, over 1,000+ giveaway items were distributed, confirming that ARYZTA drew a huge crowd of highly engaged visitors. ARYZTA's interactive exhibit created a memorable buzz that reinforced brand messaging and built lasting relationships with its target audience.



Exotic Food Dice Roll contestants.



# convergent

## SHOW STOPPING DEMO STATIONS

Interactive, hands-on work stations are one of the most effective ways to communicate the value of a product to customers. For Convergent Dental, manufacturer of the Solea dental laser, the challenge was to directly show dental professionals how the lasers would benefit their practices and patients in a tangible way.

**THE EXHIBIT:** The goal was to create an experiential space that supported the company's sales and marketing goals. Product demonstrations and interactive, hands-on presentations given by industry professionals allowed the company to impact its target audience. Convergent Dental's exhibit drew a huge crowd of eager attendees, thrilled at the opportunity to interact with the cutting edge technology.

Rising to the challenge, Nimlok experts at IDEC Displays transformed the company's exhibit into a space that simulated a dentist's workstation, accommodating hands-on demonstrations that allowed visitors to use and experience the lasers themselves. The work stations also doubled as convenient visitor seating during presentations, adding value and versatility to the display.

**THE EXPERIENCE:** Inside the exhibit, storage solutions contained within the central ground structure allowed staff to secure expensive products after show hours, while helping to keep the exhibit space open and clutter-free. Brightly colored flooring distinguished demonstration spaces from the presentation area.

**THE END RESULT:** Thanks to IDEC Displays, Convergent Dental was able to create an interactive, attendee-focused experience by seamlessly incorporating presentations and product demonstrations. The show was a resounding success, with measurable sales increases and boosted brand recognition throughout the industry.






# alight

## BRIGHT IDEAS & ENGAGING GAMES

For companies in the process of expanding trade show programs, exhibit rentals can end up being more costly than purchasing an exhibit customized to meet the brand's specific needs. After years of renting an exhibit that required a new set of graphics for each show, Alight was ready to for an exhibit of its own.

**THE EXHIBIT:** Alight partnered with Nimlok Chicago for its exhibit solutions, which included assistance in planning booth activities that fulfilled the company's experiential and interactive marketing goals. Nimlok Chicago designed, built and delivered an open-concept exhibit that checked all the boxes. The space prioritized brand messaging with a bold hanging structure that broadcasted Alight's logo across the show floor. An open-concept layout encourage visitor traffic and engagement, attracting and engaging attendees from every angle with interactive displays. The exhibit also included ample space for staff members to conduct presentations to further educate booth visitors.

**THE EXPERIENCE:** Alight created an interactive exhibit that showcased the brand's fun and tech-savvy personality. The space aligned with Alight's focus on innovation, while communicating the company's commitment to businesses large and small. The main goal was to create a unique and memorable experience that reinforced the brand as a thought-leader, while appealing to both young professionals and industry veterans.

A woman with short blonde hair, wearing a black top and a blue patterned bag, is looking up at a display of candy dispensers. The dispensers are tall, cylindrical, and filled with yellow candy. They are arranged in a row, and each has a numbered dial at the bottom. The background is dark, and the text is white and yellow.

On a scale of 1-10, how satisfied are you with the benefits experience you currently offer your employees?

# alight

## BRIGHT IDEAS & ENGAGING GAMES

The focal point of Alight's exhibit was an electronic "Simon Says" style game that encouraged participants to tap the color pattern with their feet. Exciting light patterns and game sounds turned heads from the aisle and nearby exhibits, drawing a crowd of interested visitors. Additional engagement-focused displays were located throughout the exhibit, including bright candy dispensers that polled visitors in exchange for a sweet treat.

**THE END RESULT:** Alight succeeded with this multi-sensory experience that captivated the attention of passersby and booth visitors alike. Partnering with Nimlok Chicago allowed the company to capture leads, reach its target audience and nurture connections with attendees.

*Alight's modular exhibit easily reconfigures to fit a 20' x 30' booth space!*





# nimlok.

## CUTTING-EDGE VIRTUAL REALITY

Each year Nimlok exhibits in EXHIBITORLive, a trade show for trade show exhibit producers and manufacturers. To stand out at a high-stakes show, and present the many exhibit solutions offered, the Nimlok team used cutting-edge VR technology that took exhibit design to the next level.

**THE EXHIBIT:** The exhibit itself stood 17' tall, in a 20' x 20' island space. The inside tunnel featured an illuminated exhibit gallery space to show off Nimlok's portfolio. Overhead a hanging structure boosted branding and created visual interest with dazzling hanging accents.

A central charging station gave visitors the opportunity to watch the VR presentation and discuss how Nimlok brought brands to life on the show floor.

**THE EXPERIENCE:** A Nimlok exhibit design expert sketched and created on-the-fly exhibit designs that solved a wide variety of exhibitor pain points. Based on a descriptive client brief, the team brought the exhibit to life through engaging and interactive design previews in front of a live audience.

The designs ranged from free-flowing organic structures, to sleek inline exhibits that prioritized functionality. The presentations also included direct audience engagement, allowing visitors to get exhibit design questions answered in real time.

**THE END RESULT:** This is just one of many examples of how interactive VR technology is revolutionizing traditional marketing methods. VR allows companies with large products or service-based offerings to give clients a firsthand view of portfolios, products in-action and so much more.





# dynamic product displays

Stunning product displays are the perfect way to represent all a brand has to offer. See how these exhibitors used creative product displays to educate visitors and achieve their trade show goals.



# nuna

## HANDS-ON EXPERIENCE

Smart and balanced design can transform any booth space into an interactive experience. For NUNA, a manufacturer of upscale baby strollers, swings and play gyms, smart design was an integral part of the brand's identity. To keep up with an expanding trade show program and showcase its many products, NUNA needed a display that was interactive, practical and had a polished high-end atmosphere.

**THE EXHIBIT:** Design experts at Nimlok Kentucky created a dynamic 50' x 60' island exhibit that replicated a luxury showroom experience. This space stood out among the competition as a welcoming, modern space that invited attendees to explore NUNA's entire line.

Attractive displays made product comparison a breeze, enabling booth staff to easily call-out quality features and highlight key selling points. Visitors were treated to an interactive shopping experience.

**THE EXPERIENCE:** Elegant graphics distinguished product categories, providing helpful specs to support each display. The effect was similar to a 3D catalog, where attendees could learn about each product and gain valuable hands-on experience. While product displays were the focal point of NUNA's exhibit, other features like an engagement-driven central counter and sophisticated lighting helped establish the premiere brand within the industry. Strategically placed consultation areas were the perfect gathering place for visitors to individually connect with staff, learn more and place orders.

The versatile nature of a modular exhibit was another huge win for NUNA. With a new, modern, modular exhibit, graphics can be easily updated from show to show, adding to the overall value and longevity of the exhibit. Shipping, set-up and storage costs were also dramatically decreased thanks to lightweight, portable exhibit elements.

**THE END RESULT:** Partnering with Nimlok Kentucky enabled NUNA to connect with its customer base, increase sales and save a significant amount of money thanks to the versatility of the exhibit design. NUNA successfully established the luxury brand experience promised to customers.





# aurora world

## UNIQUE PRODUCT SOLUTIONS

All is not fun and games in the competitive toy manufacturing industry. Rival companies can be ruthless when it comes to gathering inspiration for next year's designs, especially when brands stand shoulder-to-shoulder at trade shows. Aurora World, an established plush toy and gift producer, needed a large-scale exhibit that kept proprietary products contained and not visible from aisles, yet enticing enough to invite in interested buyers.

**THE EXHIBIT:** Understanding Aurora World's need for a private, yet highly visible exhibit, Design Group Exhibits rose to the challenge. Design Group Exhibits created an impressive enclosed 50' x 60' island exhibit that effectively and attractively displayed a large volume of product.

**THE EXPERIENCE:** The exhibit exterior was designed to capture attendees' curiosity, featuring Aurora World branded graphic murals and a stunning exhibit entryway to control crowd flow. Additionally, unique "floating" display shelves boldly displayed the Aurora World brand and products to attendees. Design Group Exhibits expertly fabricated these floating shelves, which came with wireless LED lighting to illuminate the display. The interior of the exhibit played host to additional floating shelves to further showcase product capabilities to visitors. Themed sections inside the space organized products by categories and helped visitors better understand Aurora World's offerings.

Visitors were granted access to an intimate brand experience as they were guided through the exhibit by product experts. A full sensory environment filled with color, texture and engaging LCD displays created a major impression and solidified Aurora World as a premiere brand within the industry.

**THE END RESULT:** The combination of the booth exterior—which gave passersby a taste of Aurora World's product scope—and the booth interior—which engaged visitors with Aurora World's brand and product lines—resulted in a successful exhibiting experience at Toy Fair. Because of the creative expertise of Design Group Exhibits, Aurora World was able to attract large crowds inside their exhibit space and vault their brand above competitors on the show floor.





# trilliant

## IMMERSIVE CAFÉ EXPERIENCE

Effective networking and interactive spaces in trade show booths can help build business relationships turn into “referral machines” for exhibitors. Trilliant is a leading provider of private label food offerings and exhibits in various industry events to create an interactive brand experience for its customers. Faced with aggressive growth goals, Trilliant planned to go beyond a standard product pitch; it wanted to give in-booth visitors an unforgettable experience where audiences could learn about products and capabilities first-hand.

**THE EXHIBIT:** Trilliant works with expert Nimlok dealer, Nimlok Cincinnati, to create an all-in-one branded environment where booth visitors can engage with the brand and its offerings through vivid product-focused imagery, tasteful product displays and a refined coffee bar serving Trilliant’s private label coffee.

**THE EXPERIENCE:** This product-focused exhibit transported visitors from the trade show hall into a cozy café environment, with a fully-functional coffee bar that doubled as a practical space for product sampling and engagement while visually communicating brand quality and atmosphere. An exterior sample display functioned to draw attendees in from the aisle, in addition to reaching hurried passersby that did not have time to participate in Trilliant’s full experience.

**THE END RESULT:** The all-in-one exhibit drew-in attendees, engaged visitors and enabled Trilliant’s staff to exceed their sales goals.

*Trilliant has increased its business via interactive, product focused exhibits at industry trade shows.*



# tech-savvy demonstrations

Integrating software based products or services in an exhibit can be a challenge. These exhibits keep things exciting with sleek stations that allow visitors to engage with a technology-based company in an interactive and cutting-edge environment.





*Dedicated software demo stations foster interaction.*

# vigilanz

## INTERACTIVE SOFTWARE DEMOS & VIBRANT BRANDING

Vigilanz, a healthcare data software company, needed a fresh look to boost the brand for its extensive trade show program. The company also needed to prioritize technology integration in order to communicate the value of its products to a consumer-driven market. The goal was to create a space that seamlessly displayed interactive software demos to showcase how Vigilanz' solutions help customers prioritize their patients' healthcare needs.

**THE EXHIBIT:** Nimlok Minnesota brainstormed a creative exhibit that revolutionized Vigilanz' trade show program, taking visitors step-by-step through the buyer's journey and presenting clear benefits.

**THE EXPERIENCE:** Engagement was the focal point of the exhibit, with a custom reception counter that encouraged passersby to stop and talk to booth staff. Interactive LCD displays provided a cohesive overview of Vigilanz' software solutions, while acting as a waiting area for demos and consultations. Conveniently located behind the central structure, a dedicated space for software demonstrations allowed visitors to see firsthand how Vigilanz' product could benefit their organization. Demos highlighted Vigilanz' responsive software that cohesively organized a large quantity of patient data, improving the response time for vital hospital procedures. This maintained a sense of privacy, which enabled visitors to securely discuss the nature of their organization's current operations.

**END RESULT:** Nimlok Minnesota designed a creative space that allowed booth staff to connect with customers and prospects in a bright, interactive environment. Vigilanz was able to increase its brand presence, demonstrate solution-based software and gather valuable leads from within the industry.



**rct**

## OUT OF THIS WORLD TECHNOLOGY

Specializing in automation and simulation products, RCT needed to incorporate its simulation software and products into an exhibit that welcomed visitors and explained the company’s global reach.

**THE EXHIBIT:** Nimlok Orange County designed an exhibit that allowed attendees to experience RCT’s cutting-edge developments from the driver’s seat. Innovative displays brought a simulation experience right to the trade show floor, allowing visitors to operate the software and control their experience.

**THE EXPERIENCE:** Bright backlit displays that featured eye-catching infographics educated attendees about the scope of RCT’s capabilities. Customized iPad kiosks made registration and lead capture a breeze, assisting sales staff by creating an autonomous process that aligned with RCT’s mission. Graphics extended to the floor to create a completely immersive exhibit experience and utilizing every inch of branding real estate.

*“RCT has attended many expos in its time and this was by far the most seamless experience we’ve had producing a booth to date,”* said Cid De Carvalho, Marketing Manager with RCT. *“It was reassuring working with such a competent team who went above and beyond for us.”*

**THE END RESULT:** Nimlok Orange County’s dynamic design empowered RCT to reach all its engagement goals and show-off innovative technology solutions in an engaging and interactive way.





# mann + hummel

## CREATIVE DISPLAYS & DOMESTIC SIMPLICITY

Unique and interactive displays are the key to creating an exhibit that attendees are thrilled to visit. Mann + Hummel wanted to create an experience that allowed attendees to mentally place its air filtration products in their homes.

**THE EXHIBIT:** Nimlok St. Louis designed, built and delivered this clever 20' x 30' island exhibit that incorporated interactive LCD and iPad displays that were accessible from the interior and exterior of the exhibit. Throughout the space, interactive touch screen displays took visitors through the necessary steps to find an air filtration system that was right for them. Bright clean colors and woodgrain textures created an inviting yet private space to learn more about Mann + Hummel's products and services.

**THE EXPERIENCE:** Custom iPhone covers, placed cleverly over TV monitors, were a familiar and creative way to attract passersby to the brand's tech-savvy catalog integration. Visitors were encouraged to browse filtration systems and narrow down their selection based on key features. These interactive displays also allowed visitors to spin, zoom in and see the systems in action.

**THE END RESULT:** Through creative, effective interactive displays, Mann + Hummel was able to extend the reach of booth staff and provide a unique and memorable experience. The exhibit received much praise from new contacts, and helped Mann + Hummel reach its sales goals for the show.



# work with **nimlok** to create YOUR OWN INTERACTIVE EXPERIENCE

Inspired by these exhibitors' success stories? Ready to start crafting an interactive brand experience?

With over four decades of experience as a leading manufacturer of attention-grabbing trade show exhibits, Nimlok's worldwide network of expert dealers can help any company, on any budget, achieve the exhibit of its dreams. **Connect with a local exhibit expert today!**

[www.nimlok.com](http://www.nimlok.com)