

A photograph of a modern, multi-level jewelry booth for Simon G. The booth features curved, metallic railings and large glass display cases filled with jewelry. The Simon G logo is prominently displayed on the upper level. The background shows other trade show booths, including one for Gemvara.

CASE STUDY IN-BOOTH SALES

THE CHALLENGE

As the renowned luxury jewelry brand Simon G geared up for the highly-anticipated JCK trade show amidst rapid growth, they had a critical need for a new exhibit that would not only meet logistical requirements but also elevate their in-booth sales strategy. Collaborating with Elevation3D, the objective was clear: create a modern brand experience that not only captivates from all angles but also facilitates seamless in-booth sales interactions to support growth.

The challenge was to dazzle a crowd while ensuring a clear path for potential customers to explore Simon G's jewelry line, culminating in on-the-spot order placements.

Elevation3D's solution allows our team to focus on providing outstanding customer service without any logistical hurdles.

Zaven Ghanimian, CEO

THE SOLUTION

Elevation3D tackled the challenge with a keen focus on enhancing Simon G's in-booth sales success. The design centered around a high, custom pierce-cut logo with flanking 12' tall LED monitors, establishing a captivating landmark on the trade show floor. Clear sightlines strategically led the audience to a striking entrance, setting the stage for a journey through Simon G's luxury offerings.

Externally, the booth mimicked a retail vignette, displaying Simon G's brand identity and products elegantly from all angles. LED monitors strategically showcased the brand story and product highlights, complementing boldly-lit product displays for maximum visual impact.



The remarkable design, attention to detail, and seamless execution are a testament to Elevation3D's commitment to excellence. It has not only impressed our clients but has also boosted our team's confidence in presenting our products and services.

Zaven Ghanimian, CEO



Upon entering the booth, guests had a distinct path to presentation workstations with comfortable seating, fostering engagement and providing dedicated spaces for placing product orders on site. The traffic flow was meticulously designed, ensuring a clear path for both clients and brand representatives in an environment conducive to extensive sales meetings.

Elevation3D's distinct design achieved unparalleled success for Simon G's in-booth sales objectives. Beyond the captivating aesthetic and attention-grabbing elements, the booth's layout, traffic flow, and strategically positioned presentation areas created an environment where clients felt compelled to explore the jewelry line and place orders on the spot. The booth at the JCK trade show became a memorable and successful platform for Simon G, solidifying relationships with existing partners and attracting new customers through a seamless and engaging in-booth sales experience.

