

**NEC****NEC**

CASE STUDY MODULAR

THE

CHALLENGE

NEC Display Solutions showcases their extensive product line at several trade shows throughout the year, each with a different booth size. They wanted to create bold, recognizable elements that would work across all sizes, while still being flexible to evolving product lines and adaptable AV features.

KEY DETAILS

- Flagship fabric signage at perimeter
- Multiple product feature walls
- Adaptable double-deck and meeting spaces
- Large format AV
- Open traffic flow



THE

SOLUTION

The clear solution was a modular layout, but that only addressed logistical challenge. To create a modular structure with an impactful, custom design, we reverse engineered the configurations and tested each element.

At the perimeter, large fabric signage created a strong overhead presence, and seamlessly scaled down from the largest exhibit size to the smallest. This environment-defining signage set the stage for strong sightlines and open traffic flow into the space, and served as a flagship element across all shows.

We created multiple product feature walls, accented according to product category and flexible to NEC's rotation of featured products at each show. Large format AV integrations delivered content and imagery throughout the entire environment, engaging attendees within the booth space and from all corners of the exhibit hall.

Double-decks created space for business meetings while also establishing separate areas for product demonstrations below. Building up

utilizes space to its fullest potential, and creates visual interest, drawing attention in from the show floor.

By removing components, this property satisfied the requirements of small spaces without compromising branding or engagement. Modularity allowed for eye-catching design that was functional and efficient, boldly showcasing the NEC brand and all its products.