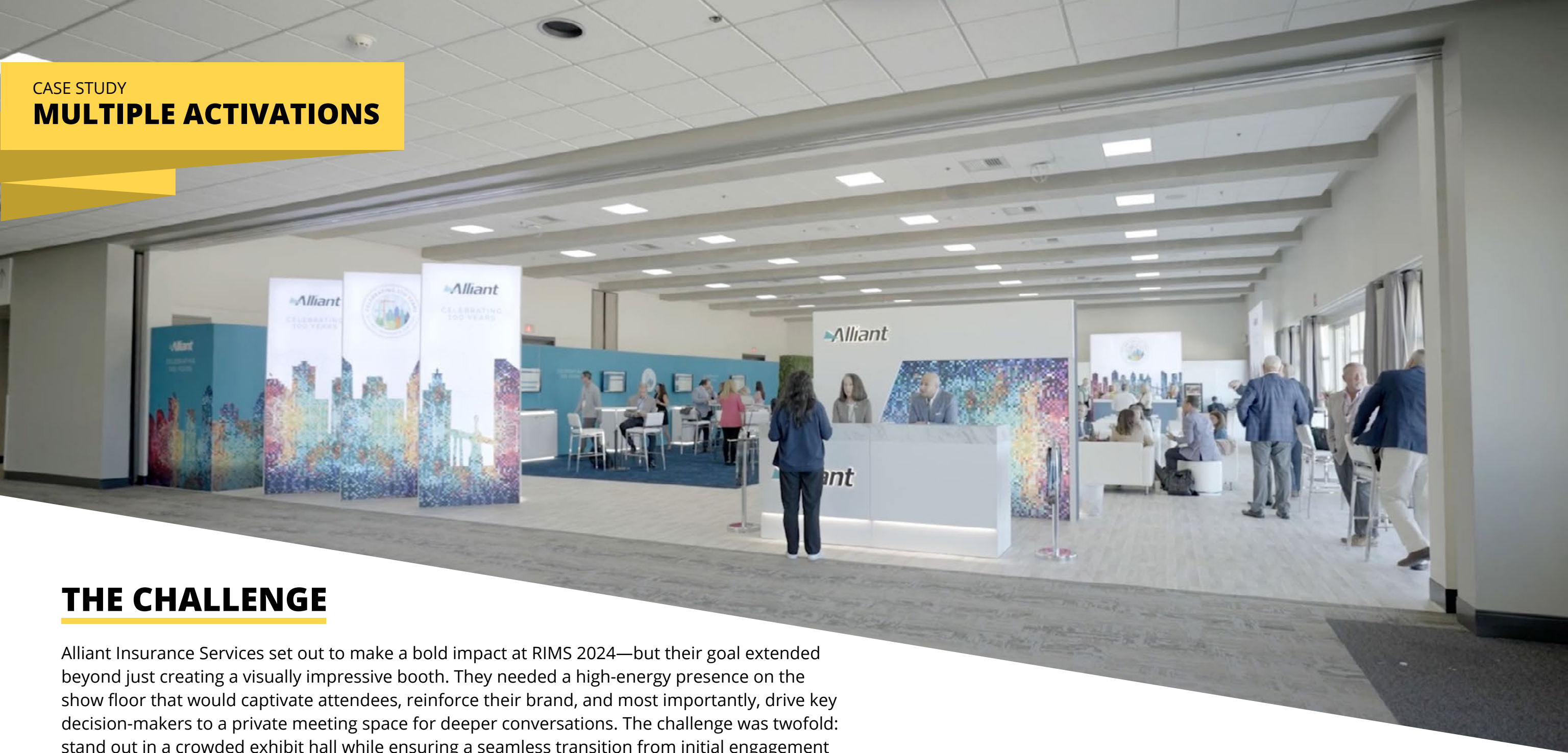


CASE STUDY

MULTIPLE ACTIVATIONS



THE CHALLENGE

Alliant Insurance Services set out to make a bold impact at RIMS 2024—but their goal extended beyond just creating a visually impressive booth. They needed a high-energy presence on the show floor that would captivate attendees, reinforce their brand, and most importantly, drive key decision-makers to a private meeting space for deeper conversations. The challenge was twofold: stand out in a crowded exhibit hall while ensuring a seamless transition from initial engagement to scheduled meetings. On top of that, the design needed to highlight their 100th anniversary in a way that felt modern, dynamic, and aligned with their forward-thinking approach.

THE SOLUTION

To meet these goals, Elevation3D created an exhibit that was both a visual anchor and a strategic engagement tool. The centerpiece was a custom LED installation, designed to resemble a Rubik's Cube, that showcased dynamic branded content and drew attendees in from across the floor. The booth layout was intentionally open and inviting, designed to encourage organic interaction and provide multiple touchpoints for engagement. But the real success came in how we transitioned this initial excitement into meaningful business connections.

Rather than relying on passive interest, we ensured a clear attendee flow from the booth to the dedicated private meeting space upstairs. Strategically placed facilitators, along with clear branding and directional signage, guided visitors to an environment built for impactful conversations. The meeting space was designed with flexibility in mind, featuring executive conference rooms for high-level discussions, demo stations for hands-on presentations, and hospitality areas for casual networking. Every element of the experience was crafted to maximize engagement, support lead conversion, and deliver a premium brand experience that aligned with Alliant's objectives.

THE RESULT

- **Award-Winning Design** – Recognized for “Best Use of LEDSkin” by BeMatrix
- **Strong Booth Traffic** – The space consistently drew a steady flow of attendees to both spaces
- **Increased Lead Conversion** – A well-orchestrated attendee flow led to high-value meetings.

Elevating the Experience

By balancing visual impact with strategic attendee movement, we helped Alliant create an exhibit that wasn't just engaging—it directly supported their business goals.

