



CASE STUDY CUSTOM BUILD-TO-RENT

THE CHALLENGE

Lexmark faced two challenges: logistical and creative. They needed one custom exhibit design that could scale to meet the different size requirements of all their shows, and they had to work within a limited budget. The space needed to scale between 50'x50' and 60'x80' at its largest. In addition, Lexmark was debuting in a new market and their brand needed to be prominent and memorable to succeed on the show floor.

KEY DETAILS

- Scales from 20' x 20' to 60' x 80'
- Dueling 16' LED tile wall
- (5) private meeting rooms
- Modular lightbox hanging signage



THE SOLUTION

Aligning with budget limitations, Elevation3D structured a two-year, four show rental package that allowed Lexmark to use a brand new, custom property without the obligation or added costs of warehousing or disposal.

A multidimensional, layered design concept with large, captivating graphics and engaging media met all of Lexmark's needs. Overhead, a large fabric sign with rear-lit graphics called attention to the space from all sides of the exhibit hall. A secondary fabric sign hung below, echoing the brand logo, and capping the solution center in the middle of the space. The solution center comprised of four bright panels with dynamic and informational media. A few feet away a lounge area allowed the Lexmark team to interact with customers and build relationships. In addition to two meeting rooms, these elements were the foundation for the Lexmark exhibit at its smallest show space.

Building out and up, the main entrance was flanked by two oversized LED screens displaying vibrant and eye-catching graphics. These screens hung above two bar-style demo stations—easy

for passersby to slide into a seat from the main floor. Functionality in mind, the glowing fabric tower and double-deck structures created space for a spacious storage area, and five conference rooms. Each conference room was equipped with AC units, monitors, and large whiteboard walls—an ideal atmosphere for cultivating business.

As a result of the smart and creative design, the exhibit was later able to scale down to occupy a 20'x20' space, creating another cost savings for Lexmark. A scalable, eye-catching, and functional custom design exceeded expectations and drove business in a busy new market. The powerful structure maximizes functionality without compromising branding.



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