



THE GOLDEN TICKET

2020 EXHIBITS SUPER BOWL CELEBRATION

It is rare in business where the opportunity arises to entertain your clients via the actual service you provide. The tradeshow business has the unique opportunity to entertain their clients with the use of their own resources since at the core of what they do is throw great events. 2020 Exhibits, a world leader in the tradeshow and events industry, leverages this opportunity annually for one of the biggest celebrations of the year – the Super Bowl.

Each year, 2020 Exhibits throws an elaborate Super Bowl party for its clients, vendors, and friends. The party is far more than a traditional game watching get-together. It is a full blown campaign designed to both entertain and “wow” their clientele with all of their capabilities.

Since Super Bowl 50 was played in San Francisco, the City by the Bay became the central theme and all the campaign events centered around San Francisco (and of course the game itself). The showroom at 2020 Exhibits headquarters was transformed into an event space that was a healthy mix of Bay area attractions and Super Bowl memories. Planned months in advance, no detail was overlooked as the event campaign had several elements including pre-event, in-event, and post-event deliverables.

Prior to the event, attendees were treated to an opulent golden ticket made out of aluminum and hand delivered in a black and gold envelope. This personal touch was followed by an e-mail campaign complimented by an event landing page reminding party-goers of the event and updating the attractions.

The event space itself was the hallmark of the party. Designed and constructed in-house by 2020 Exhibits, the signature piece of the environment was a replica of the Golden Gate Bridge soaring high above the festivities. Iconic San Francisco features seen below included an Alcatraz bar, Fisherman’s Wharf, a Ghirardelli Chocolate stand, and a quaint Napa Valley winery. A kid’s zone with games and treats for children made it a family friendly event where parents could feel free to enjoy the game. Throughout the space, life sized pop-ups of NFL players past and present were mingling with other celebrities for guests to have their photo taken by a professional photographer.

Join us for the 2020 Exhibits

2016 SUPER BOWL PARTY!

SUPER BOWL

2020exhibits
Exhibits • Events • Environments

BIG FUN - A TASTE OF SAN FRANCISCO

BIG GAME

SUPER BOWL 50TH WILL KICKOFF
AT 5:30 CST ON FEBRUARY 7, 2016.

DOORS OPEN AND PARTY STARTS
AT 4:00 CST.

BIG SCREENS

THERE'S SURE TO BE HARD-HITTING
AND HIGH-FLYING ACTION!

WATCH LIVE SUPERBOWL
COVERAGE ACROSS MASSIVE
VIDEO WALLS AT 2020 EXHIBITS.

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No San Francisco - based Party is complete without Fisherman's Wharf and Alcatraz.



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Of course, the game itself took center stage at kickoff. 2020 Exhibits state-of-the art A/V brought the game into the showroom larger than life. A huge array of 3 x 3 monitors and 90" high definition screens made 2020 Exhibits the next best thing to being down on the field! A local sports radio personality kept the party moving and provided some expert commentary.



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THE 2020 EXHIBITS SHOWROOM WAS TRANSFORMED INTO AN EXTRAVAGANT SUPER BOWL SHOWCASE

The success of the event will certainly carry momentum into 2017's event as well. Super Bowl 51 will be played in 2020 Exhibits' backyard at NRG Stadium in Houston elevating the event to not only an extravagant Super Bowl party, but an opportunity to frame the campaign as a destination event.



Super Bowl 51 will be held in Houston, making a trip to Houston (and a stop at 2020 Exhibits) a must!