



NAA APARTMENTALIZE 2022 | SAN DIEGO, CA | 60 X 40' ISLAND



EXPERIENCE THE VIRTUAL EXHIBIT

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**BOLD.
BRILLIANT.
BREAKTHROUGH.**

Our client, Lowe's, a leading home improvement retailer, set their sights on standing out—and shining during Apartmentalize 2022—the rental housing industry's premiere annual tradeshow. Lowe's wanted to build on their excellent reputation by being a powerful presence at the show.



LOWE'S 60x40' ISLAND EXHIBIT

CHALLENGE Lowe's trusted 2020 Exhibits to produce a custom-created, show-stopping exhibit that stayed within their budget.

LOWE'S KNEW WE'D DELIVER LIKE NOBODY'S BUSINESS

To start, we presented Lowe's with a precise, 3D rendering of our proposed floorplan. Once approved, we kept costs down by integrating rental inventory into a custom-created exhibit.

Key client directives and goals:

- Provide turnkey services—successful design, installation, dismantling
- Drive maximum heavy traffic to the Lowe's exhibit
- Convey the client's brand message throughout the design, at every touchpoint
- Feature engaging, dynamic experiences to optimize critical direct/F2F sales

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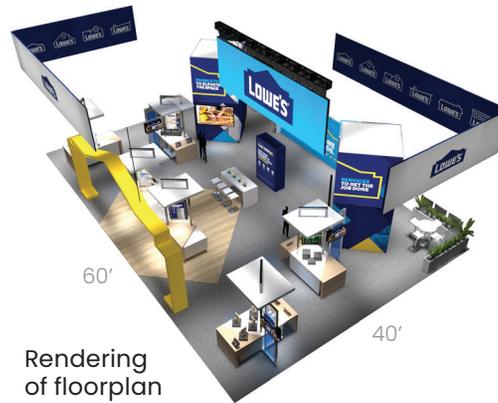


VIBRANT BACKLIT GRAPHICS promoted the Lowe's MVP Program and described its numerous benefits



KIOSKS

Ambitious in design, size, scope, and integrated technologies, the Lowe's exhibit included kiosks showing new products through **interactive touchscreens**



Rendering of floorplan

DESIGN KIOSKS THAT
ENGAGE THE AUDIENCE

CREATE A BIT OF BRILLIANCE BEHIND THE SCENES

OVERALL EXHIBIT EFFECTIVENESS? LOWE'S NAILED IT. SEE BELOW FOR STATS.

The results are in, and they're outstanding. The post-show analysis provided by a third party reveals the overall effectiveness score for the Lowe's Apartmentalize 2022 exhibit is 4.64. The highest score possible on the scale is 5.00.

SPECIFIC, STELLAR SCORES SAY IT ALL: LOWE'S WON THE DAY.

Does the overall exhibit grab attendee attention?

Score: 5.00

Can visitors quickly discern what is displayed and where?

Score: 4.50

Is it quickly/easily discernable who the company is?

Score: 5.00

Is there enough open space for attendees?

Score: 5.00

Is the corporate identity effectively integrated in exhibit design?

Score: 5.00

HERE ARE EXCELLENT TALKING POINTS, aka ACTUAL COMMENTS.

- Attractive booth. Good use of color, lighting and/or imagery.
- Good use of A/V.
- Good job integrating company branding into overall exhibit.
- Good job communicating brand promise/value proposition.
- Good use of space, open, easy to enter/exit and navigate.
- Nice work! This is your (Lowe's) best booth yet!

SHOW THAT YOU CAN
HANG
WITH THE BEST

WE SURE KNOW HOW TO
MAKE AN ENTRANCE.

2020 Exhibits created a dynamic 60x40 island exhibit that welcomed clients and potential clients alike with its impressive scale and style. Attendees entered through a vibrant, custom-fabricated archway spanning over 30 feet wide and standing nearly 15 feet tall.

WE CREATED A BIT OF BRILLIANCE
BEHIND THE SCENES.

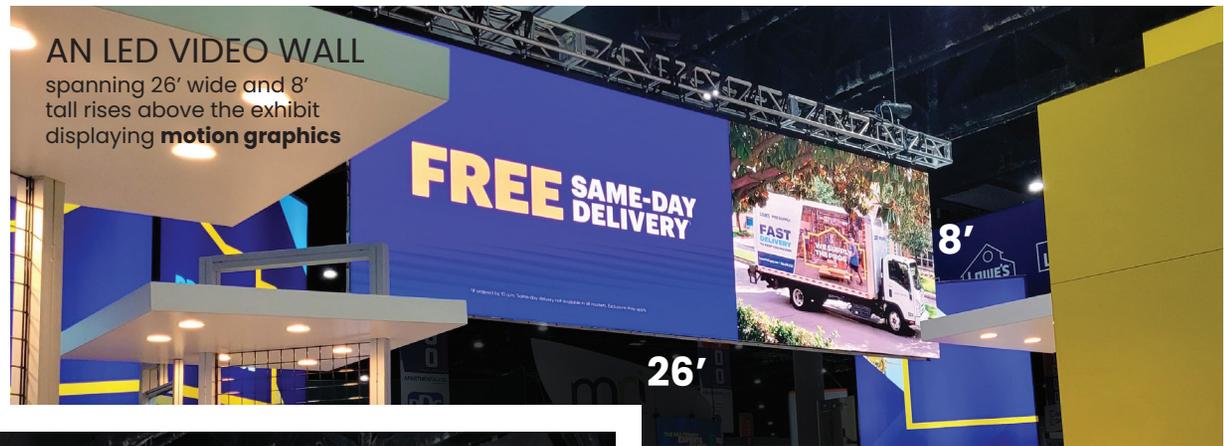
Vibrant backlit graphics promoted the Lowe's MVP Program and described its numerous benefits: the chance for businesses to earn back when they spend, receive free access to business tools, chances to win All-Pro prizes, and earn bonus points to redeem for even more rewards.

WE MADE A BIG IDEA EVEN BRIGHTER.

2020 Exhibits suspended a massive, 'high-definition' rental LED screen. The LED screen featured in the Lowe's exhibit was comprised of Absen LED tiles. These tiles utilize common cathode technology resulting in high brightness, high contrast, crystal clear images—and perfect performance.

To borrow their tagline, 2020 Exhibits helped Lowe's "Do it right for less" and absolutely floor the crowd at Apartmentalize 2022.

Imagine what we can do for you.



SEE YOUR SPACE FROM
ACROSS
THE VENUE

MAKE A FRESH SPACE TO
CONVERSE
WITH CLIENTS

