



HOUSTON MARATHON HEALTH & FITNESS EXPO 2023 | HOUSTON, TX | 35 X 50' ISLAND



WATCH THE EVENT COME TO LIFE

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**WE RUN EXHIBITS LIKE
NO ONE ELSE.**

A flair for fun and standout expertise. Read on for how we made Chevron shine at their titular Houston marathon. The crowds simply couldn't pass them up.





CHEVRON HOUSTON MARATHON 35x50' ISLAND EXHIBIT

CHALLENGE The teams at 2020 Exhibits were tasked with building a big ole booth that'd stop the crowd in its tracks at the 2023 Houston Marathon's Health & Fitness Expo. Housed in the Texas-sized George R. Brown Convention Center, the Expo covered a whole lot of ground and featured exhibits from other major brands—a popular running shoe label among them.

Intimidating? Quite the opposite. We were pumped about this opportunity to flex our flawless fabrication and installation skills.

We knew going in that, like everything we create, design, and deliver, this large booth would require constant, clear communication back and forth across our teams at 2020 Exhibits. Given its large footprint, our priority was to ensure easy

ingress and egress despite the booth's many elements. The latter included structure, design, technology, interactive opportunities, and numerous other considerations .

Challenges aside, everybody involved, our client included, knew we had all the right stuff to woo attendees and raise the roof at the Chevron booth.

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WORD GETS AROUND FAST WITH **VIBRANT CIRCULAR SIGNS**

RUNNING WITH THE RIGHT CROWD:
2020 EXHIBITS PROVED CHEVRON
WAS IN IT TO WIN IT

A big shout-out to Momentum Worldwide for providing us with colorful, imaginative graphics. Their creativity gave us a head start. Together we brought a spirited visual mix to life by building the booth and handling a good stretch of printing projects, too.

Fortunately, we think fast on our feet. So, we hit the ground running with an awesome plan to (quite literally) make Chevron's exhibit a not-to-be-missed, fun-filled success.

Indeed, it was: The crowds kept rollin' in all throughout the Expo.

INTERACTIVE STATIONS TO **EXCITE THE AUDIENCE**

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DEDICATED ACTIVITY ZONES MADE FOR BUILT-IN FUN

HOW WE TOOK A TERRIFIC PLAN AND RAN WITH IT

Precision fabrication of walls and stand-alone and circular signs; spot-on sizing and proportion of each component; printing perfection, and seamless installation were carried out flawlessly by our brilliant teams working in tandem across the company.

Best of all, we allotted plenty of room for fun. Visitors enjoyed different cool & unique activities on every side of the booth: They created customizable shirts here, made signs to show support for runners there, and on yet another side, picked up their share of Chevron Houston Marathon Swag.



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