

ELEVATION3D



EXHIBITORLIVE is the trade show event for trade show professionals. In a room of exhibit producers selling many of the same services and skills, we wanted to stand out with from the crowd with our core differentiator: partnership. We knew we had to exemplify our message.

Evaluating the demographics of our audience as well as their own experience at the event, we created an opportunity for the audience to tune out the noise of the floor and experience powerful (and entertaining) moments of listening.

We created an AR experience in which users scanned one of the letters on our bold LISTEN wall, which then played an audio clip or music mash-up and custom video. Each graphic of the LISTEN wall corresponded directly to the theme of the AV clip.

[Preview](#) the media clip from the moon landing (letter 'l').

KEY FEATURES

- Custom AR technology
- Interactive media experience
- Semi-private meeting area
- Seamless storage space
- Bold, unique display effortlessly draws attention
- **2019 Best of Show (Small Booth) Winner**

