

Direct Development: New exhibit exudes masterful presence

Objective:

How does a business distinguish itself at an international conference that draws more than 500 exhibitors and 50,000 participants? Direct Development, a shopping center real estate developer, was attending its first-ever International Council of Shopping Centers conference in Las Vegas and needed it to establish a presence.

The company sought a fresh, attention-getting, and comfortable space in which to conduct business. They also wanted the exhibit to have an architectural edge and to mirror the company's new office in Dallas.

Target Audience:

National and international retailers.

Strategy:

Direct Development wanted to incorporate a lot of color and offer plenty of visuals to entice potential clients into their exhibit. This would be key come show time when the company was placed in a hard-to-find space in a cavernous convention center.

It also was important to utilize photographs of finished developments and incorporate building site plans of current construction projects –something most potential clients ask to see.

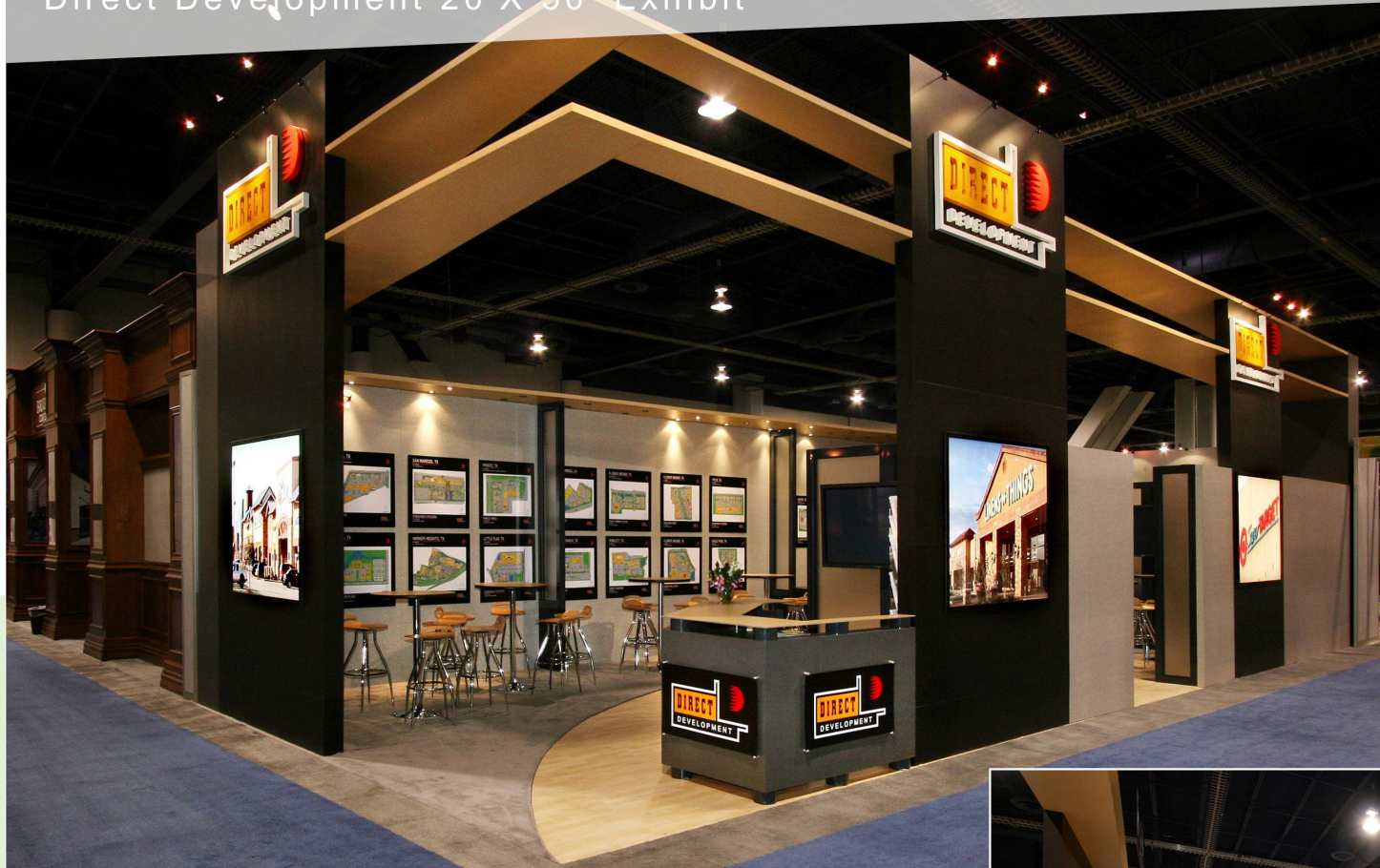
Result:

Direct Development was surprised by high traffic volume through their exhibit. As a result, the company was able to complete a number of new deals plus expand their potential client base. Visitors commented on their inviting space and a number of new contacts were a result of traffic drawn into the exhibit.

C a s e S t u d y : D i r e c t D e v e l o p m e n t



Direct Development 20'X 50' Exhibit



Case Study: Direct Development



3510 Himalaya Road | Aurora, Colorado 80011 T 303.722.6565 | F 303.722.8844 | www.PGExhibits.com

This item and the information contained herein is the property of PG Exhibits, comprises trade secrets of PG Exhibits, and must be returned to PG Exhibits upon request. It is protected as an unpublished work under Copyright law, and is the sole property of PG Exhibits. Do not copy or disclose to any third party.