



Standing Out in a Crowd

Acuity Genetics
Trade Show Presence

Competing against

700

other booths
at the show

Over

100

business prospects
gathered

*"I appreciated the
feedback I received
from customers on our
booth being different
and unique."*

-Acuity Business
Development Director

THE CHALLENGE

Acuity Swine, a swine genetics research and products company, planned to exhibit at the World Pork Expo, a large international trade show serving the pork industry. Acuity wanted a display that would stand out in the crowded space, grab attention and attract visitors to their booth over their competitors. Acuity's approach to their company vision and strategy is non-traditional for the genetic industry, therefore, a differentiated booth experience further built that narrative.

THE IDEA

BLNKPG designed a booth that was reusable, casual, conversational and professional — all centered on a camping theme! The 10' x 20' tent-style booth featured outdoor lounge chairs, cocktail tables and coolers. Signage was created and placed in strategic positions to direct expo visitors to the booth. Attendees were also targeted with geofencing ads, encouraging them to stop by the Acuity booth. Visitors could enter a drawing to win the on-site coolers and branded chairs. To further the casual camping theme, a dinner was arranged for Acuity customers and prospects in an outdoor tent at the show, to encourage networking between the company and its guests.

THE PAYOFF

Acuity was able to capitalize on the non-traditional booth experience as the display stood out from others at the trade show, and drew large numbers of visitors. The flow of the space facilitated multiple critical conversations simultaneously. The company picked up over 100 business prospects from those entering the prize drawing. The dinner was well attended and left visitors with a positive impression of Acuity.

The Acuity team provided positive feedback on the unique look and feel of Acuity's trade show experiences reaching two key objectives of the strategy: differentiation and critical conversation facilitation.

Let us tell your success story.

With a team of ag-centric agency veterans, BLNKPG has a passion for all things rural and sharing the stories that help support both its legacy and growth. Developed with a client-partnership mentality, BLNKPG is dedicated to driving results based on fresh ideas.

A BLANK PAGE IS THE BEST PLACE TO START.

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