

Keeping Buyers Engaged with Mock Showroom During Pandemic

WeDo events. Due to COVID-19, a foodservice group that sells kitchen equipment to the hospitality industry was forced to cancel all its tradeshow and close most of its offices and warehouses around the U.S. Normally, the company serves as a one-stop shop for industry buyers. Because of tradeshow cancellations, however, the company was unable to showcase and demonstrate its products to restaurants, hospitals, hotels, schools and more, including businesses that were still operating during the pandemic.

After learning more about this client's needs, we suggested a way for them to segment their local showroom into separate areas representing each of their suppliers. This way, the company could have private areas for video demonstrations or in-person demos to small groups. In addition to using hanging signs to separate areas, we suggested the company outfit their showroom in a way that would mimic the feel of a tradeshow, making it a familiar buying atmosphere for customers. The company was concerned about its tight budget, however.

Exhibition Design

We were able to deliver a budget-conscious solution that allowed the foodservice group to keep business going by bringing small groups of buyers into the showroom. The company had

previously considered using other products for its needs, but they were too costly. We explained that we could mimic the look and feel of those more elaborate products in a budget-friendly manner, using lots of foam board as a starting point. This turned into perforated window vinyl, various constructed cube hanging signs, foam table wraps, banners, floor graphics and more.

Our client was ecstatic with the outcome. We provided a sense of normalcy for the company's buyers during an abnormal time, allowing it to keep business going and meet buyers' needs. We were asked to outfit other showrooms for them, in addition to other new projects involving promotional products, embroidery, screen printing, exterior signs and more. Now the foodservice group knows that we do signs and a whole lot more and are their go-to company for almost everything.

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