

MARKADCOCK

EVENTPORTFOLIO

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BOOTH MESSAGING & DESIGN



Meticulous consideration for every aspect this booth including; floor location, site-lines, convention center lighting, and even viewing angles for new Dolby products made this a challenging and unique project.

Creative design solutions reduced expenditures by \$75K while maintaining design considerations to showcase products.



Attendee flow for invited guests was plotted and a key consideration in the design to ensure smooth movement throughout the booth.

CES2013 MEETING ROOMS

Hosted at the distinctive Wynn Hotel in Las Vegas, these sleeping rooms were transformed into impactful “wow” spaces designed to immerse partners and customers in upcoming/unreleased brand messages.

Our unusual request of the hotel to have the hotel furniture removed provided us the ability to design a functional yet sophisticated meeting space that would not have been possible using the convention center.

Unique design elements such as a full fabric wall art boards that were “floated” and backlit with LED lighting were created. Branded translucent window clings, a meeting table designed with executive dynamics, and many other thoughtful touches provided a welcoming and functional environment that showcased brand messaging.



Impactful brand messaging using floating back-print plexi panels.



Branded translucent window graphics .



Thoughtful touches like branded butler trays for service items.



Table designed with consideration for executive meeting dynamics.



Custom florals and logo presence provide the finishing touches.

CTIA2012 BOOTH DESIGN



This 50'x100' booth for CTIA used portions of the booth from the previous year. However, it needed to have a completely different look and feel to convey new product messaging and provide an engaging and memorable experience for attendees. The property was divided into 5 areas where key feature messages were showcased. Additionally, 3 rooms for PR and executives were created at the back of the booth providing private ad-hoc meeting space.

One particular challenge faced was a last-minute move from our location on the show floor. The new location required the booth to be "flipped" in design vs. a simple rotation as well as a shift in the final dimensions. This was all accomplished with less than 3 weeks notice prior to load-in.



Right-side of booth with a Social Media feed video wall.



Creative integration of the HTC logo in a device display area that served as seating. The "T" created a vehicle setting to showcase car-specific features which avoided stringent restrictions to bring in a vehicle.



Final CGI Rendering of Booth: Visualization and planning is key to creating a truly successful execution.

INNOVATIVE EXPERIENCES



The unusual photographic subject of a bubble artist was used to showcase the camera's rapid frame capabilities and simultaneous movie/picture capture. This world-famous artist was coached to provide an up-close-and-personal performance in the center of the booth while surrounded by attendees capturing pictures with our devices. The result: an absolute log jam of attendees on the show floor at our booth – something that every company really wants to do without violating exhibit rules and regulations!



Other features like SOUND were experienced in a private “sound-proof studio room” decked out with high-end stereophonic equipment and a mock car dashboard. DESIGN messaging was conveyed using museum-like acrylic cases displaying samples of product pulled from the assembly at various stages of production and audio tracks describing the manufacturing process.

This “car dashboard” showcased the automotive aspects of the product without the complex/expensive needs for a vehicle.



A photo wall displayed pictures taken with our device and allowed attendees to take pictures of subjects hidden behind the wall.



The product was showcased in various states of manufacturing and included listening stations featuring a video narrated by product engineers.



CTIA2011 AWARD-WINNING BOOTH DESIGN



This 40'x90' booth was designed to be open, inviting and full of energy. Attention to detail covered nearly every surface of the exhibit with fun and entertaining "doodle art" – including some hidden idea icons and captions that whimsically framed visitors representing our customer segments. Display units represented physical journals that the engineers used to capture inspirations and thoughts of the engineers during the design process.

Creative use of items such as the company logo in a car "shifter" bench – a scooter "coming out of the wall" as a nod to a 3D feature.



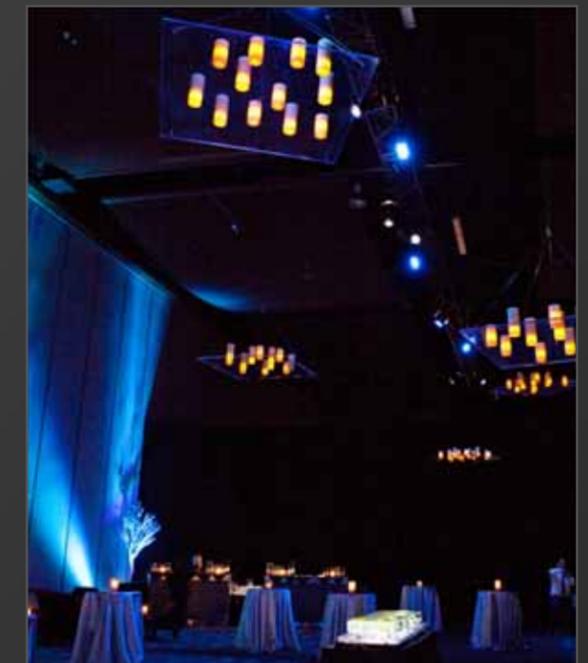
Thoughtful and whimsical integration of the brand.



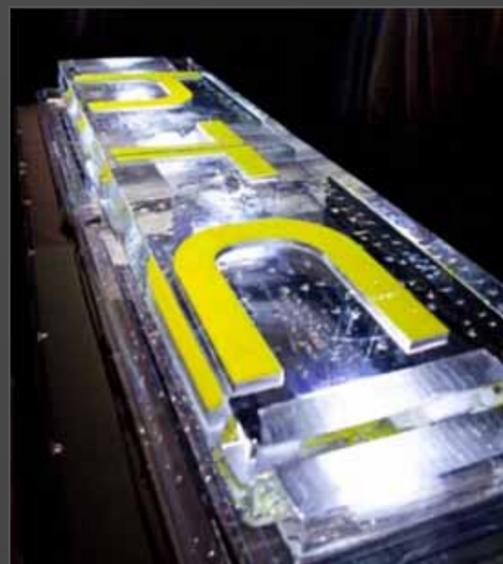
Event Design
Award Winner
Best Storytelling

ALL-HANDS2013

MEETING AND HOLIDAY PARTY



Suspended candles on clear Plexiglas panels created a stunning visual effect.



A winter-wonderland holiday celebration awaited employees much to their surprise after an all-day meeting which ended just three hours before.

Every detail; from a jazz trio, to interactive photo activities, the company logo suspended in a table of ice, and richly designed winter décor provided an memorable evening for all.



ROOMBRANDING SPACE TRANSFORMATION



The look and feel conveyed an edgy urban beat in alignment with the product introduced during the presentation.

A 30' fabric wall of brand-supporting lifestyle images installed on a wood frame.
Due to building restrictions this structure, and all other pieces were required to be free-standing.



With only two hours of access using a room that there was no prior access to, a critical product sell-in meeting transformed from plain to WOW. The local executives attending thought they were in the wrong room!

BEFORE: drab space that needed some imagination.



Iconic images of pop music artists on reflective vinyl applied to each window.
The reflective vinyl protected the images from being seen outside the conference room.



TRADESHOWS

END-TO-END OWNERSHIP



This annual Microsoft event with an attendance of 5,000 included full art-design and selection as well as execution of all show logistical elements and conference content.

Large-scale branding throughout the convention center was used to support the product launch.

Branding opportunities were made available to showcase partners and to offset total costs of the trade show.



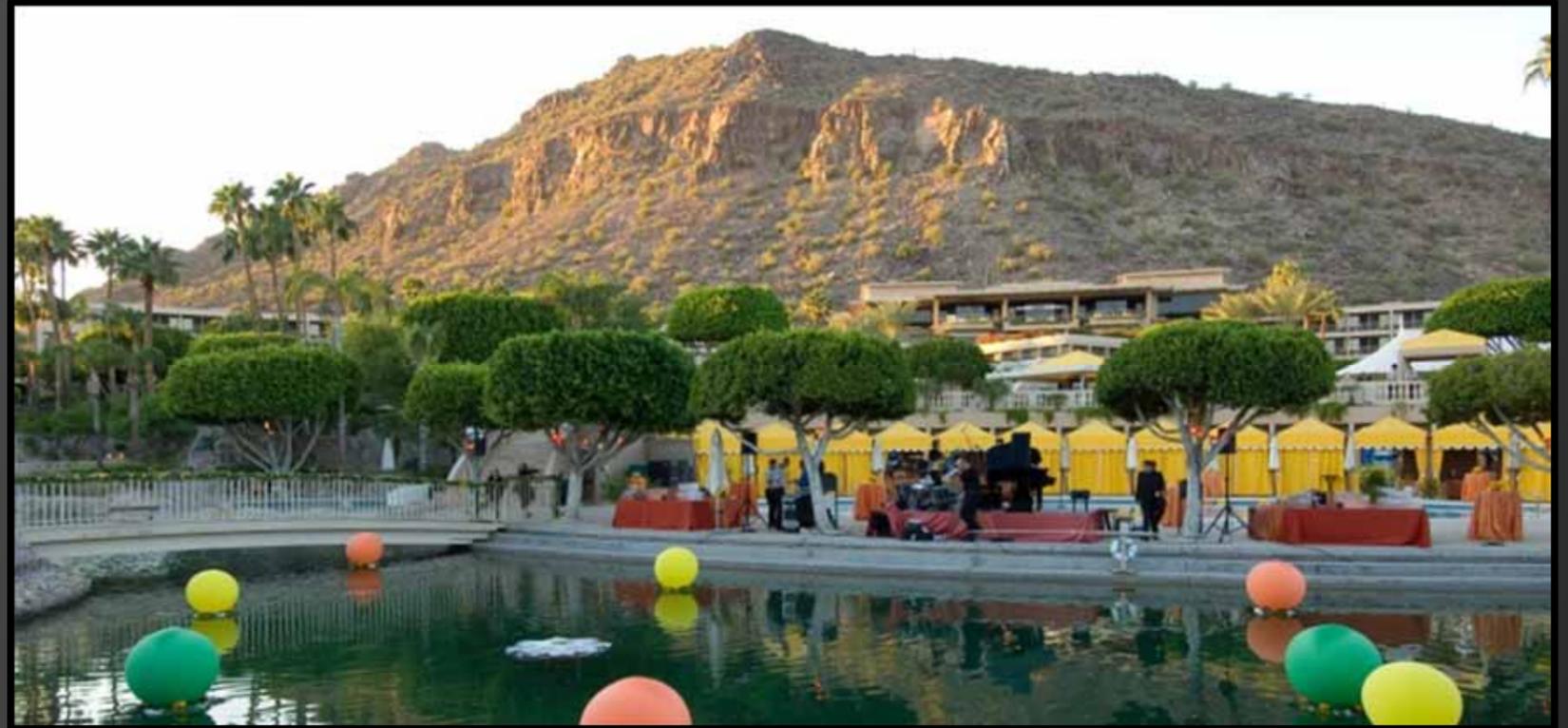
A partner exposition pavilion not only required full partnership management, but also review of items such as line-of-site reviews, booth design, and décor vendor management.

DESTINATION MANAGEMENT

LUXURY DÉCOR



This cocktail reception and dinner showcased over 96 different tequilas with experts hosting tastings. Décor such as King's tables were used to compliment the feel of the desert location.



Fun and unique competitions were used to built teamwork among the attending executives and to provide a few laughs along the way for their memory books.

An extremely rare treat is being asked to plan an executive retreat where the budget has few constraints.

This event held in Scottsdale, AZ at the Phoenician Resort had unique décor designed for *each* event – whether that be a poolside cocktail party, a brunch with an industry keynote speaker, or an outdoor dinner in a picturesque desert setting.

A floral design firm collaborated on this event to create breathtaking, yet integrated décor designed to enhance the look and feel of the event for the attending executives and their guests.



THANKYOU

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