

Source:
Dimensional Communications Inc.

Contact:
201.767.1500
info@dimcom.com
www.dimcom.com

MAKING "AS SEEN ON TV" AN APPEALING SIGHT ON THE TRADE SHOW FLOOR

Idea Village shows its innovative side in a custom/modular hybrid exhibit.

When your slogan is "Where Innovation Lives," you can't settle for just another trade show booth. As the company behind many of the biggest, "As seen on TV" products, Idea Village's greatest innovation may be finding a way to price those famed special products as offered to us in our living rooms.

Our greatest innovation: combining custom elements with an off-the-shelf aluminum extrusion system to create a cost-effective, yet progressive design - and also enable easy reconfiguration of the exhibit. And with TV figuring so huge at Idea Village, we built nine plasma screens into the exhibit walls to uniquely integrate video, still images, and other visual elements.

Client: Idea Village

Project: 2009 International Housewares Show

Location: Chicago, IL

Design: Dimensional Communications Inc.

Total Floor Space: 750 sq. ft.

Photo attachment on page 2

Dimensional Communications Inc. creates visitor experiences - trade shows, retail displays, museum exhibits, corporate interiors - that help our clients connect more productively with their customers.

These are high-impact moments that can only happen in immersive environments. With our full-service process, we make memorable customer experiences while making the client experience unexpectedly satisfying and cost-effective.



Client:
Idea Village

Project:
2009 International
Housewares Show

Location:
Chicago, IL

Designer:
Dimensional
Communications Inc.

Total Floor Space:
750 sq.ft.