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Save Money With Our Best Practices Blog

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Outsourcing Your Trade Show Services To Ethos Edge Creative

April 29, 2024

Why You Should Consider Outsourcing Your Trade Show Services To Ethos Edge

Trade shows and live events are crucial for businesses to showcase their products and services, connect with potential customers, and stay ahead of the competition. However, exhibiting at trade shows involves a lot of planning, logistics, and coordination. From designing and building your booth to managing shipping and handling show services, the list of tasks can be overwhelming.

Many businesses make the mistake of trying to manage everything themselves, only to find themselves overwhelmed and stressed out by the time the trade show begins. This is where outsourcing your trade show services to a professional exhibit company can make all the difference.

Here are some compelling reasons why you should consider outsourcing your trade show services to us:

1. Focus on Your Core Business:

When you outsource your trade show services to Ethos Edge Creative, you free up valuable time and resources that you can invest back into your core business. Instead of worrying about logistics and booth setup, you can focus on preparing your sales team, refining your pitch, and connecting with potential customers on the show floor.

2. Expertise and Experience:

Professional exhibit companies like us have years of experience designing, building, and managing trade show booths, and experiential activations. We understand what works and what doesn't, and we can help you create a booth that stands out from the competition and attracts attention. From booth design and construction to logistics and show services, we have the expertise and resources to ensure that your trade show experience is a success.

3. Cost Savings:

Outsourcing your trade show services can actually save you money in the long run. We have relationships with vendors and suppliers, which means they can negotiate better rates on everything from booth construction to shipping and handling. We can also help you avoid costly mistakes and ensure that you get the most value for your trade show budget.

4. Peace of Mind:

Perhaps most importantly, outsourcing your trade show services gives you peace of mind knowing that everything is being taken care of by professionals. From the initial planning stages to the final breakdown, you can relax and focus on doing business at the show knowing that we have everything under control.

In conclusion, outsourcing your trade show services to Ethos Edge Creative can save you time, money, and stress, allowing you to focus on what really matters: growing your business. If you're planning to exhibit at an upcoming trade show, consider partnering with us, so we can help you make the most of your show floor investment.

Let's create remarkable experiences together.

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Make Your Booth More Sustainable

May 14, 2024

How to Make Your Booth More Sustainable with Portable Power Solutions

In today's environmentally conscious world, sustainability is becoming a key focus for businesses across all industries, including event planning and trade shows. At Ethos Edge Creative, we understand the importance of creating eco-friendly solutions without compromising on functionality and aesthetics. In this blog post, we'll explore how you can make your 10x10, 10x20, (and even bigger booths), more sustainable by using our innovative portable power solutions, PIXLIP offerings, and custom fabrication.

The Benefits of Portable Power Solutions

One of the most significant ways to enhance the sustainability of your booth is by incorporating portable power solutions. Traditional power setups at trade shows often rely on the event organizer's infrastructure, which can be both costly and inefficient. Here's how our portable power solutions can make a difference:

Reduced Carbon Footprint: By using portable power systems, you eliminate the need for extensive wiring and the associated energy consumption that comes with traditional power setups. This not only reduces your carbon footprint but also promotes a greener, more sustainable event environment.

Cost Savings: Trade show organizers often charge exhibitors for power usage, which can add up quickly. With portable power solutions, you can bypass these fees, resulting in significant cost savings. These savings can be redirected to other aspects of your booth, such as enhanced design elements or interactive features.

Flexibility and Convenience: Our portable power solutions are designed to be easy to set up and move around, providing greater flexibility in booth design and layout. This convenience allows you to create dynamic and engaging displays without being tethered to a fixed power source. How cool is to own your own power? VERY cool.

PIXLIP Offerings: Eco-Friendly and Innovative

In addition to portable power solutions, our PIXLIP products are another excellent way to enhance the sustainability of your booth. PIXLIP is known for its high-quality, modular display systems that are not only effective but also environmentally friendly. Here's how:

100% Recycled Materials: PIXLIP products are made from 100% recycled materials, making them an eco-friendly choice for your booth. By choosing PIXLIP, you're contributing to the reduction of waste and promoting the use of sustainable materials in the event industry.

Lightweight and Durable: PIXLIP displays are incredibly lightweight and durable, making them easy to transport and set up. Their longevity ensures that you can use them for multiple events, reducing the need for frequent replacements and further minimizing waste.

Energy-Efficient Lighting: PIXLIP's integrated LED lighting systems are highly energy-efficient, consuming less power while providing bright, vibrant illumination. This efficiency not only supports sustainability but also reduces your overall energy costs.

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Combining Sustainability with Functionality

By integrating our portable power solutions and PIXLIP products into your booth design, you can create a sustainable, cost-effective, and visually stunning display. Here are a few tips to get started:

Plan Your Power Needs: Assess your booth's power requirements and choose portable power solutions that match those needs. Consider using rechargeable battery packs or solar-powered options for added sustainability.

Maximize Natural Light: If possible, position your booth to take advantage of natural light. This reduces the need for artificial lighting and enhances the overall ambiance of your display.

Use Modular Design: Leverage the modular nature of PIXLIP products to create flexible and adaptable booth designs. This allows you to easily reconfigure your display for different events, maximizing the use of your materials.

Educate Your Team: Ensure that your team is knowledgeable about the sustainable practices you're implementing. This helps in maintaining these practices throughout the event and educating visitors about your commitment to sustainability.

Conclusion

Sustainability in event planning is not just a trend but a necessity for a better future. By adopting portable power solutions, using PIXLIP's eco-friendly displays, and other approaches to booth and display fabrication, you can create a booth that stands out for its environmental responsibility as well as its aesthetic appeal. Join us in making a positive impact on the environment, one booth at a time.

For more information on our sustainable solutions, and how to implement them in your next event, contact Ethos Edge Creative today!

Let's create remarkable experiences together.



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Elevate Your Show Experience with An Exceptional Events Partner

June 10, 2024

When it comes to exhibiting at trade shows, the success of your company hinges not just on the quality of your booth, products, and/or services, but also on the strength of your relationship with your exhibits house. At Ethos Edge Creative, we believe that exceptional customer experience is the cornerstone of a successful trade show presence.

Why Customer Experience Matters

You are the events company customer. A great customer experience ensures that your needs are met promptly and effectively. This includes everything from initial consultations and design processes to the execution and support during the event. When your exhibits house understands your goals and preferences, they can tailor their services to exceed your expectations.

The Power of a Strong Partnership

A reliable and communicative exhibits house becomes an extension of your team. This partnership allows for seamless coordination, quick problem-solving, and innovative solutions that can set your booth apart from the competition. It's not just about transactions; it's about building relationships that foster mutual growth and success.

Our Commitment to Excellence

At Ethos Edge Creative, we pride ourselves on our client-focused approach. Our customer centric style, and dedication to service ensure that we can act swiftly and adapt to your evolving needs.

Conclusion

Investing in a trade show exhibit house that prioritizes customer experience and relationship-building can make a significant difference in your company's trade show success. With Ethos Edge Creative, you're not just getting a service provider; you're gaining a partner committed to elevating your brand's presence and impact at every event.

For more insights and to explore how we can enhance your trade show experience, visit Ethos Edge Creative.

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Brand Activations: Boost Your Brand Beyond the Show Floor

July 2, 2024

In today's competitive market, companies need innovative strategies to boost brand recognition. While trade shows are effective, not all companies can exhibit at these events. This is where brand activations come in, offering unique and engaging ways to connect with your audience.

What are Brand Activations? EBrand activations are interactive, immersive experiences that allow consumers to engage with a brand in memorable ways. These activations can happen anywhere—on the streets, in stores, or at events—providing companies with versatile options to reach their target audience.

Benefits of Brand Activations:

- **Enhanced Engagement:** Unlike traditional marketing, experiential activations create hands-on experiences that engage consumers on a deeper level.
- **Increased Brand Awareness:** Memorable experiences are more likely to be shared on social media, expanding your brand's reach.
- **Stronger Emotional Connections:** By creating positive associations, brands can foster loyalty and long-term relationships with their audience.

Examples of Brand Activations:

Pop-Up Shops:

- Create temporary retail spaces that offer unique experiences, limited-edition products, and exclusive deals.
- **Example:** A beauty brand setting up a pop-up shop where customers can try new products and receive personalized consultations.

Street Marketing:

- Engage with passersby through interactive installations, giveaways, or live performances.
- **Example:** A tech company setting up a demo station in a busy urban area, allowing people to try their latest gadgets.

In-Store Experiences:

- Enhance the shopping experience with activities like product demonstrations, workshops, or themed events.
- **Example:** A home goods store hosting DIY workshops to showcase the versatility of their products.

Branded Events:

- Host events such as concerts, fitness classes, or art shows that align with your brand's values and interests.
- **Example:** An outdoor apparel brand organizing a hiking event followed by a campfire storytelling session.

How to Plan an Effective Brand Activation:

- **Understand Your Audience:** Know what resonates with your target demographic and tailor the experience to their interests.
- **Set Clear Objectives:** Define what you want to achieve, whether it's increasing brand awareness, generating leads, or driving sales.
- **Leverage Technology:** Use digital tools like AR, VR, and social media to enhance the experience and reach a wider audience.
- **Measure Success:** Track metrics such as social media engagement, foot traffic, and sales to evaluate the effectiveness of your activation.

Conclusion:

Brand activations offer a powerful way to boost brand recognition and create lasting impressions. By thinking outside the booth, companies can engage their audience in unique and meaningful ways, ultimately driving brand loyalty and business growth.

Interested in creating an unforgettable brand experience? Contact Ethos Edge Creative today to start planning your next experiential activation.



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The Weight of Smart Design

August 17, 2024

The Importance of Weight in Trade Show Booth/Experiential Activation Design: Saving Costs and Enhancing Sustainability

When designing a display, every decision impacts your overall budget and environmental footprint. One of the most crucial but often overlooked factors is the weight of your booth materials. A focus on lightweight design can lead to significant savings in three key areas: freight, material handling, and installation/dismantling (I&D). Beyond cost, it also supports your sustainability goals by reducing the energy and resources needed across the supply chain.

1. Freight Costs: Lightening the Load, Lightening the Bill

Freight expenses are calculated based on weight and volume. Heavier booths result in higher shipping costs, which can escalate quickly, especially for large-scale events. By choosing lightweight materials like aluminum framing, fabric graphics, and modular components, you can cut these costs substantially. Additionally, less weight often means faster shipping options and fewer delays. Lightweight booth designs offer the flexibility of easier storage and handling during transportation, reducing the chances of damage and ensuring your display arrives in pristine condition.

2. Material Handling: Less Weight, Less Hassle

At many trade shows, material handling (also known as drayage) is charged by weight. Every pound of your booth contributes to the cost of moving it from the loading dock to the show floor. A lighter booth can significantly reduce these charges. By designing with weight in mind—such as incorporating collapsible structures, tension fabric, and lightweight signage—you can decrease your reliance on heavy equipment like forklifts, further driving down costs. Moreover, with less weight to manage, you can streamline your booth setup, making it easier for your team to transport and position materials quickly.

3. Installation & Dismantle (I&D): Efficiency Saves Time and Money

The time and labor required for booth installation and dismantle are directly linked to the weight and complexity of your setup. Lighter materials are generally easier and quicker to assemble, which can lead to substantial savings in labor costs. For instance, booths that rely on snap-together frames or modular panels can often be set up without specialized tools or crews, allowing your team to handle setup more efficiently. Additionally, faster installation and teardown times mean you can avoid costly overtime charges, all while reducing the stress and hassle that comes with tight show schedules.

Sustainability Benefits: A Lighter Footprint

In addition to cost savings, focusing on weight in booth design aligns with growing demands for sustainable practices. Lightweight materials often require fewer resources to produce and transport, leading to a reduced carbon footprint. Modular designs that can be easily reconfigured or reused across multiple events also contribute to waste reduction. By prioritizing eco-friendly materials—like recycled fabrics, biodegradable components, or energy-efficient LED lighting—you're not only saving money but also making a positive environmental impact.

Conclusion: The Weight of Smart Design

When it comes to trade show booths, experiential activations, and retail environments, weight is more than just a number—it's a strategic factor that affects your budget, logistics, and sustainability efforts. By embracing lightweight designs, you're investing in a more efficient and cost-effective approach that meets both your business and environmental objectives. The next time you're planning your project, consider how reducing weight can lead to a heavier return on investment.



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WTF Experiential Interactions.

September 4, 2024

That's right, Where's... The... Frog?

In today's fast-paced world of B2B interactions, trade shows, and retail activations, it's no longer enough to simply show up with a booth and hope for the best. Audiences want more—experiences that are memorable and engaging. At Ethos Edge Creative, we've seen firsthand how interactive and immersive activations can transform a brand's presence.

Take a client we recently helped. They were planning to give away swag at their trade show booth in the usual way—just handing it to whoever passed by. But we knew there was a better way to captivate their audience. So, we proposed an idea: let's create a forest-themed booth with a twist. We built a lush, green wall designed to look like a rainforest, and hidden among the foliage were a few camouflaged frogs. The catch? Attendees had to spot the frogs to win the swag. What started as a simple giveaway turned into an experience. A literal "Where's The Frog" interaction.

People gathered around the booth, looking up, curious and eager to participate. Soon, the booth was buzzing with energy. "What is everyone doing?" attendees would ask. "Looking for the frogs," was the reply. And while they searched, they interacted with the booth attendants, while collecting valuable lead information in the process. Not only did the client get to engage with attendees in a fun, memorable way, but the booth became a highlight of the show, drawing even more curious onlookers.

In trade shows and business fairs, you only have about three seconds to capture someone's attention. But when you can create a moment that invites interaction and curiosity, like our frog-finding adventure, people remember it. And that's where Ethos Edge Creative excels. We bring brands to life through experiences that stick—because in today's world, it's not just about what you sell; it's about the experience you create. People no longer want a basic transaction—they crave something memorable, something that leaves an impression. At Ethos Edge Creative, we believe in crafting moments that resonate. When you invite someone into an experience, you're giving them a reason to engage with your brand on a deeper level. It's about forging connections, sparking curiosity, and making them feel like they're part of something bigger than just a product or service.

Let's look at 3 examples beyond the trade show floor.

Apple: Walk into an Apple Store, and you're not just walking into a shop—you're entering an experience. Apple's open, minimalist design encourages customers to play, explore, and test products at their leisure. The Genius Bar is there to answer questions and build relationships, making customers feel cared for, not sold to. This customer-first design keeps people loyal and willing to pay more for the Apple experience, not just the products.

Starbucks: At Starbucks, every drink is personalized. Whether you want an extra pump of syrup, no foam, or a splash of almond milk, their baristas will cater to your specific tastes. This level of personalization transforms a simple coffee purchase into a personal, customer-focused experience. People come back because it feels like more than a transaction—it's a relationship.

Tesla: Tesla owners know that their cars will improve with time, thanks to free over-the-air software updates that add new features and enhance performance. Tesla doesn't just sell cars; it provides an ongoing experience where the product gets better without requiring additional purchases. This creates long-term loyalty, as customers feel Tesla is constantly working to enhance their driving experience, not just selling them a one-time product. In today's world, people crave experiences over transactions, and that creates lifelong customers willing to pay more. The focus is on building relationships, not just selling a product or service. Businesses that recognize this shift foster customer loyalty and thrive in the new era of experiential interactions.

At Ethos Edge Creative, we fully embrace this customer-first, experiential approach. We believe that every project should transcend the traditional transaction and focus on creating a meaningful relationship. The experiential aspect of what we do is designed to engage people on a deeper level, turning interactions into lasting impressions. By prioritizing the customer experience over the product or service itself, we build stronger, more loyal partnerships that go beyond just "doing business." It's all about crafting experiences that leave a lasting impact.

Activations that feature WTF moments, (that we call "What The Frog?!" —like our trade show booth swag story—are what make experiences truly memorable. Let's transform ordinary interactions into unforgettable adventures that resonate with your brand's audience.

By the way... did you find the frog in the picture?