

## Case Study | ChiroTouch - Custom Exhibit



## Showstopper Delivered

The National by the Florida Chiropractic Association is the largest event for chiropractic professionals worldwide, with over 3000 attendees coming to learn about the latest in products and services. As a key sponsor of the 2016 event, **ChiroTouch** wanted to shake things up and reintroduce its pioneering management software to this key audience with an entirely new exhibit that looked like nothing else on the floor. ChiroTouch turned to AGS because of our long-standing relationship with FCA and our local presence in the Orlando area. The end result was a 20ft x 30ft structure—built on time and within budget—that quickly became the most popular hub for demos and discussion.



*It was nice to know that you guys were just as invested in doing it as we were, in the sense that you wanted to get it right. And we wanted to get it right.*

—S. Donley, Senior Event Manager



*“One design principle that’s central to our philosophy of **No Exhibitor Left Behind** is producing beauty on a budget. When something stops you in your tracks, and you can’t resist, that creates value. We make that possible for every exhibitor.”*

*—Carlos Gallardo, Chief AGS Exhibits Designer*

## Objectives

- Create a structure that will stand out on the floor of a hectic two-day event with a massive audience and frenetic atmosphere
- Design an open space that will be inviting, comfortable and conducive to face-to-face discussion and interactive sessions with attendees
- Work with an experienced local vendor capable of delivering the final product safely to show-site

## Solutions

- Introduced the ChiroTouch team to the new **D.D.I.Y (Don't Do It Yourself)** Design Service, and transformed a pre-existing design into a customized booth in less than a week
- The central feature was “The Tower”, a 20-foot structure with multi-dimensional panels promoting ChiroTouch messaging and services
- A unique configuration of visually-stunning signage was attached to the tower by sleek metal slat frames, adding even more opportunities for conveying the brand to attendees
- Custom seating areas and counters for monitors and other materials made the space both functional and engaging

## Results

- The exhibit was truly the talk of the show, scoring an award for outstanding design
- The meeting tables and areas were always busy
- Demo activity was up over the previous year
- A larger footprint created an energetic environment with good flow
- ChiroTouch secured a winning look for a busy 2017 show schedule

