

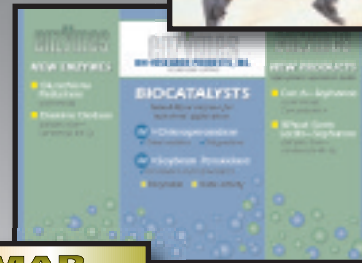
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Communications

OUR FAVORITE TRADE SHOW DESIGNS

Why is booth design important?

Creating a booth design for a major industry leader is a “can’t-go-wrong” situation because they are the industry leader and people are going to the trade show specifically to see what is new in their product lineup. On the other hand, creating a good booth design for the “other companies” at the trade show is the challenge. The client is exhibiting to attract new customers and build sales for the coming year. He wants non-customers to visit the booth, talk with his sales people and hopefully be converted into future customers. It is the responsibility of the media marketing people to design a booth that will make the trade show visitors look twice at the booth while walking down the aisle. Make the visitor take a second look and know what the client is featuring whether it is new products, new technology, improved technical service, or maybe a fresh new sales & marketing approach. That can be a lot to do with a picture and a few words, but nothing beats having the client come to you afterwards and say that, “it was a great show!”



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OUR FAVORITE TRADE SHOW DESIGNS

Year: 2010

Client: Bomar Specialties Company, Winsted CT

Show: RadTech UV/EB Show, Baltimore MD

Bomar Specialties Company became a client of MDP Communications in 1997. At the time they were a small company with an angst to grow. They could be a garage operation 51 weeks a year, but we decided that they would look bigger during their trade show week. They were David and they had some Goliath competitors, but with each trade show the size difference became less noticeable.



RadTech is a semi-annual show. The challenge in 2010 was that the client was still in love with the design from 2006 which was used again in 2008, but it was time to move on. I thought we are never going to be clever enough to make the client forget the last design, but listening to the client talk about their current needs and the products coming out of their laboratory, the seed of an idea started to grow.

They were trying to impact the market in two different segments, performance and innovation. We decided that they needed two separate displays to explore the two research efforts. It was the performance display that really caught the attention of the viewer. It was just a graphic of a runner, but the emotion was exultant, conveying a “making it all the way to the top” attitude. That was how the client felt and how we wanted to portray the company. I think that companies do well to express their business mission first and specific products second. In the Bomar case, we had a separate poster section that emphasized new performance oligomers and new innovation oligomers.

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UV performance

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OUR FAVORITE TRADE SHOW DESIGNS

Year: 2009

Client: Bio-Research Products, Inc., North Liberty IA

Show: American Chemical Society Fall Meeting, Washington DC

Bio-Research Products is a small producer of high quality enzymes used in medical diagnostic tests. As MDP Marketing, I had been helping them with marketing their products and discussing new



markets for their products. Still, the owner’s decision to modify several of their key enzymes as biocatalysts for the industrial market was a bold move. And what bigger stage for a new product introduction than a national meeting of the American Chemical Society. This was to be the first ever trade show exhibit for the company in its 35 year history. The owner wanted it to be done well, but with cost restraint. In this case, the exhibit design was secondary to the cost of the display and graphics. We purchased three pullup displays which, when placed side by side, looked just like one basic 10 foot wide display, but at a fraction of the cost.

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OUR FAVORITE TRADE SHOW DESIGNS

Year: 2006

Client: Bomar Specialties Company, Winsted CT

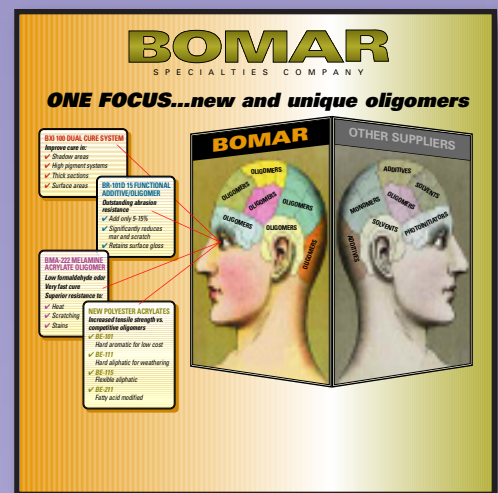
Show: RadTech UV/EB Show, Chicago IL

Bomar Specialties Company was smaller than its main competitors, but it was a more focused company. That is, it could be a market leader in its own niche which was oligomers for UV cure coatings. Other companies were trying to sell a variety of UV related products which inflated their size relative to

Bomar. The client was looking for a breakout year in 2006 and had secured four 10 foot booths for their display. In 2004, they had a double booth for the first time.

I knew what I wanted to say about Bomar in the display, but it was taking too many words and trade show visitors will walk right by a text-rich display. One day a graphic popped up in my head from a comic book I had read a century ago and from that moment on I knew the display would feature a picture of a phrenology head.

The picture of the two heads, the Bomar head focused on oligomers and the other head focused on a wide variety of products, told the story of market segmentation without the need for a single sentence of text. It was the hit of the show and would become more associated with Bomar than the Bomar logo.



BOMAR

SPECIALTIES COMPANY

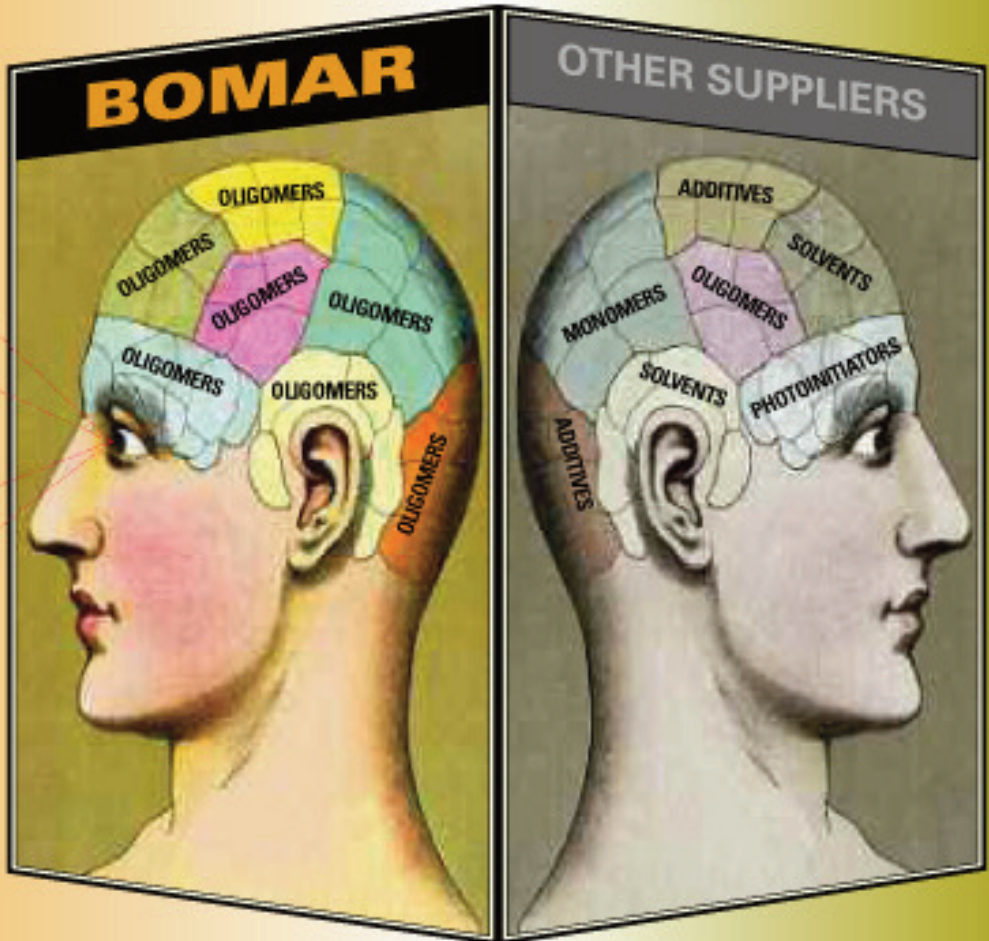
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 ✓ Surface areas

BR-101D 15 FUNCTIONAL ADDITIVE/OLIGOMER
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BMA-222 MELAMINE ACRYLATE OLIGOMER
 Low formaldehyde odor
 Very fast cure
 Superior resistance to:
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 ✓ Scratching
 ✓ Stains

NEW POLYESTER ACRYLATES
 Increased tensile strength vs. competitive oligomers
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 Hard aromatic for low cost
 ✓ BE-111
 Hard aliphatic for weathering
 ✓ BE-115
 Flexible aliphatic
 ✓ BE-211
 Fatty acid modified



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OUR FAVORITE TRADE SHOW DESIGNS

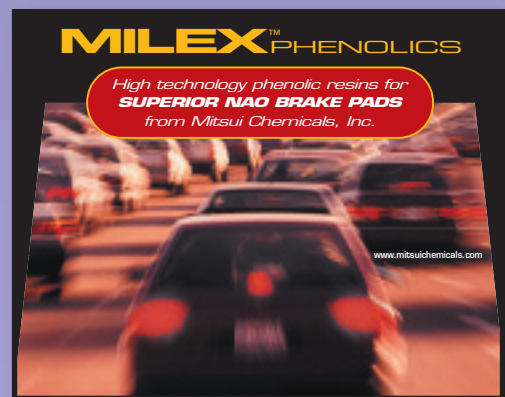
Year: 2003

Client: Mitsui Chemicals America, Inc., Purchase NY

Show: S.A.E. Brake Show, Phoenix AZ

Mitsui Chemicals America was a long time client of MDP Marketing, but we had an opportunity on the media graphics side in 2003. The company was introducing new polymer technology for automotive brake pads and putting a new mar-

keting manager in charge of the project. And the client wanted to jump right into the market with an exhibit at the Society of Automotive Engineers Brake Show. We really were not sure which direction to go with this, but we did want the display to stand out and attract visitors. We wanted a spectacular graphic and we found it in a freeway traffic jam photo with cars caught in the act of stopping and tail lights flashing. The photo said “stopping” and it was only a short jump from stopping to “braking.”



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