

case study ::: no. 38

Liebherr – 2008 MINEXPO



Occurring only every four years, MINEXPO is the world's single largest event for the mining industry. Over 1,285 exhibitors attracted a global audience of nearly 40,000 guests. Once again, industrialevents was able to successfully adapt the brand concept created for Liebherr to yet another application. Due to the construction required for expansion of the Las Vegas convention Center, the entire MINEXPO was moved to indoor exhibit space. With the considerable size of mining equipment, this proved to be a specific challenge.

The nearly 30,000 ft² exhibit space, covered with a hard floor to distinguish it from the competition, was anchored by a pavilion structure which housed ten meeting rooms, a large conference space and a VIP lounge all serviced from a full kitchen. The pavilion featured a conceptual mine area highlighting product messaging as well as raw minerals and the finished goods made from them.

The product display area was dominated by two massive dump trucks, an excavator and other Liebherr products. The product areas were separated by two lounge areas providing less formal meeting space while delivering product specific messaging and interactive touch screens. These elements, combined with the uniquely enhanced feel of the exhibit experience, made this event a great success for Liebherr.

