

case study ::: no. 13

**Siemens Water Technologies**



Siemens Water Technologies (formerly USFilter), an industry leader in water filtration products and services, asked industrialevents to design and construct an exhibit inventory to support a global tradeshow strategy. The client wished to transition the strategy of showing huge pieces of equipment, a very costly policy, to a brand reinforcing presence.

Based upon our winning design proposal, we were able to deliver a substantially upgraded exhibit inventory by creating dramatic new exhibit elements for addition to existing properties. We also guided the client to an exhibit experience driven more by name recognition and brand position as opposed to the costly display of enormous product samples.

The success of the program led the client to discard the vast majority of the previous exhibit inventory in favor those conceived and produced by industrialevents. The resulting cost savings allowed for considerable expansion of the exhibit program for dissemination of the brand message to a wider audience, with a directed message, at more events.

