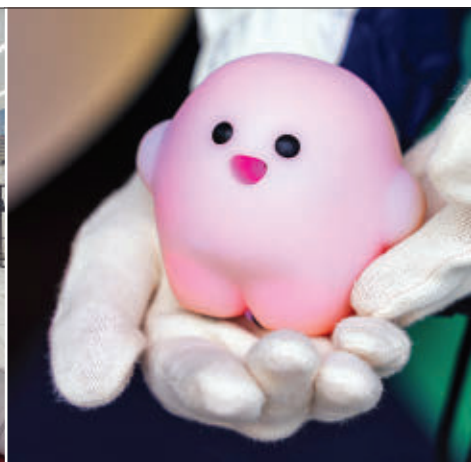






EXHIBITOR MAGAZINE'S 39TH ANNUAL

Exhibit Design Awards

Every experienced designer grasps the principles behind a functional, well-executed exhibit. But coveted Exhibit Design Awards are not granted for mastery of the basics. They're reserved for those who understand where compelling design meets purpose. This award acknowledgement requires a bit of nearly undefinable magic that elevates a trade show booth to something extraordinary. The following pages highlight the winners of the 2025 Exhibit Design Awards. Consider this section both a gallery of brilliant, standard-setting design and a guidebook of ideas worth borrowing. You'll find sprawling, multi-million-dollar behemoths alongside clever solutions born from constraint, yet each design embraces creative problem-solving and shows a clear sense of purpose brought expertly to life.

MINNEAPOLIS-BASED JUDGING PANEL

TWEE ANDERSEN, IIDA, IDEC, ALLIED NOMA, SENIOR INSTRUCTOR, SCHOOL OF DESIGN, DUNWOODY COLLEGE OF TECHNOLOGY; **RYAN FLOSS**, VICE PRESIDENT, CREATIVE DIRECTOR, KNOCK INC.; **PAM GLANDER**, ASSISTANT PROFESSOR, DUNWOODY COLLEGE OF TECHNOLOGY; **ELIN ODEGAARD**, ENVIRONMENTAL GRAPHIC DESIGNER, HGA; **LYNDA RILEY**, CREATIVE DIRECTOR OF RETAIL, BOLSTER; **AMY ZAROFF**, EXPERIENCE PRODUCER AND STRATEGIST, AMY ZAROFF

Full Circle

Remember Hello Kitty — that fictional feline-inspired character from the 1970s created by the Japanese company Sanrio? Its adorable wide-eyed appearance and childlike demeanor was representative of *kawaii*, a Japanese cultural aesthetic characterized by cuteness, innocence, and charm. The cuteness trend has remained strong over the decades, visible in Japanese art, fashion, merchandise, and communication of all kinds. So it seemed purr-fectly genius when the German pavilion employed it to tell the

EDGE AWARD

Category: Use of Storytelling

Exhibitor: German Expo

Pavilion

Design: Facts and Fiction GmbH,

Cologne, Germany, +49-221-

951-5300, factsfiction.de

Fabrication: Futurewave SRL,

Zaventem, Belgium, +32-2-

315-45-61, futurewave.eu

Show: World Expo 2025

Budget: \$750,000 – \$999,000

Size: 102-by-104 feet

tale of a circular economy at World Expo 2025 in Osaka. Designer Facts and Fiction GmbH was challenged to convey complex content in an entertaining way. Enter the Circulares, round, hand-held — and cute — companions destined to guide visitors through the pavilion. Each guest received their own Circular, which served as a mascot, design element, and interactive audio guide. They could choose their preferred language and audio volume, and the adorable pastel-colored, battery-driven devices complied while inviting them to delve deeper into the pavilion's content at more than 40 touchpoints. Thanks to infrared sensors, the Circulares lit up, vibrated, and spoke at these key areas, and for an added twist, they would converse with one other when held close. At the end of the visit, each Circular was passed to the next guest to continue the integral cycle, after going through an automated cleaning and sanitizing station. To ensure that the Circulares remained relevant, an after-use concept was developed whereby each would become part of a sustainable narrative. After all, in the world of circles, everyone is forever connected. **E**

NANCY OLSON, contributing writer; editorial@exhibitorgroup.com





TOUR DE TECH

Designers created an electronic tour guide that was at home in its host country but easily switched between languages to meet a global audience. The personalized device conveyed complex content in an entertaining way and allowed visitors to experience the pavilion at their own pace.



値 価 出
価 出 イ
出 デ 出
ア 出 出

BOULDER THINKING

A black-and-gray landscape punctuated by glowing Japanese words such as “content,” “idea,” and “discovery” turned Artfreak’s booth at Content Tokyo 2024 into a luminous metaphor for creativity. By limiting visual clutter, designers let key messages shine while using strategic lighting to guide attention and create drama.



Quiet Riot

At Content Tokyo 2024, Asia's leading showcase for creative communication, more than 46,000 professionals gathered to explore the future of content creation and experiential storytelling. Amid the sensory overload of LED walls, flashing graphics, and dense messaging, Tokyo-based Artfreak Co. Ltd. chose the opposite strategy — an environment defined by restraint, balance, and quiet magnetism.

The exhibit was composed almost entirely of matte black and smoky gray geometric forms, arranged like uncut gemstones. Against this subdued canvas, bursts of color came only from the laser-cut Japanese characters illuminated from within. Words such as コンテンツ (content), アイデア (idea), 発見 (discovery), and 価値 (value) glowed in shifting hues of violet, cyan, and amber, symbolizing creative sparks emerging from raw material. “The decision to keep the booth black and gray was intentional,” explained designer Honoka Kawahara. “It allowed light to become the active design element.”

A layer of translucent, light-reactive film cloaked the central structure, refracting ambient light so the black surfaces shimmered subtly. Smaller polyhedral “stones” were scattered across the floor, their illuminated insets revealing motion-graphic vignettes of Artfreak's project work. The interplay of darkness and illumination guided visitors into moments of quiet discovery.

Judges praised Artfreak's design for “turning simplicity into spectacle — an elegant balance of restraint and revelation that transformed absence into presence and form into message.” **E**

GOLD AWARD

Category: International Exhibit

Exhibitor: Artfreak Co. Ltd.

Design/Fabrication: Artfreak

**Co., Ltd., Honoka Kawahara,
+81-3-6661-3852, artfreak.co.jp**

Show: Content Tokyo 2024

Budget: \$80,000 – \$149,000

Size: 20-by-27 feet

BEN BARCLAY, contributing writer; bbarclay@exhibitorgroup.com

Built to Inspire

When devising a trade show booth for a real estate construction firm, every element must be engineered with precision, especially when the brand in question is Strabag Real Estate GmbH, a company known for its commitment to innovation, sustainability, and high-quality execution.

Designed and fabricated by Atelier Damboeck Messebau GmbH, the double-deck structure at Expo Real 2024 was a study in modern modularity. Comprising eco-friendly

wood beams and sustainable materials, the space evoked both architectural clarity and environmental responsibility, making the brand's climate-conscious values immediately visible.

"We wanted to create a space that represented all areas of the company, united under the umbrella brand," said Markus Ungerath, interior designer at Damboeck. "The walkways

on the upper floor allowed for playful exploration of the company's divisions from different perspectives."

That spatial experience unfolded across a range of zones: open communication areas, secluded meeting rooms, a fully integrated reception area, and even a dedicated stage. Meanwhile, floating graphic elements in a geometric grid reinforced the stand's sense of structure, while furnishings and textiles crafted from recycled materials delivered on Strabag's sustainability demands.

The space functioned as both a brand ambassador and operational hub. It expertly balanced beauty with brains and left no doubt in visitors' minds that smart construction can speak as loudly as bold design. **E**

GOLD AWARD

Category: Green Exhibit

Exhibitor: Strabag Real Estate GmbH

Design/Fabrication: Atelier Damboeck Messebau GmbH, Neufinsing bei München, Germany, 49-8121-975-0, damboeck.de

Show: Expo Real 2024

Budget: \$250,000 – \$499,000

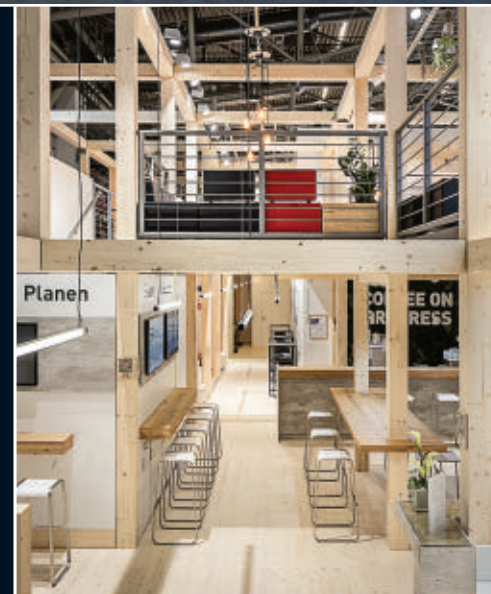
Size: 36-by-88 feet





LEVELING UP

This bold, two-story exhibit balanced open space and private zones, proving that sustainable construction principles can be scaled for visual impact and operational performance.





Remedial Studies

Inspired by an old-fashioned shop, Derse performed a remarkable job at what it does best: create an unforgettable brand experience. Recalling a traditional apothecary, the 20-by-40-foot space engaged visitors with the provocative tagline, “What’s your remedy?” The multi-layered theme acknowledged the pressures faced by event marketers and prescribed solutions through compelling design and storytelling.

Time — and spending — were of the essence, and Derse was challenged on both fronts, with a three-month time-frame and a commitment to limit cost. To meet the challenge head-on, the company used its own Big Metal 6-inch by 6-foot modular frame to minimize material handling, eliminate rigging, and limit the company’s labor needs.

The booth’s main aisle, flanked by two 10-foot-by-5-foot LED tile video walls depicting storefront windows, invited visitors to enter and explore. The thoughtful floor plan guided them through detailed storytelling zones, culminating at the back of the booth where personalized “remedy” giveaways were dispensed. Each touchpoint brought the apothecary theme to life, as did pre-and post-show outreach, print and digital graphics, booth staff scripting, and custom-wrapped giveaways provided during and after the show. And this checked yet another box for Derse in its mission to implement a 360-degree marketing plan that surrounded the in-booth experience.

The clever strategy generated excitement prior to the event, drew delighted throngs on the exhibit floor, and cultivated meaningful leads that kept the enthusiasm going long after EXHIBITORLIVE 2025 was just a heady memory. **E**

GOLD AWARD

Category: Self-Promotion

Exhibitor: Derse Inc.

Design/Fabrication: Derse Inc.,

Milwaukee, 414-257-2000,

derse.com

Show: EXHIBITORLIVE 2025

Budget: \$150,000 –

\$249,000

Size: 20-by-40 feet

BEYOND SNAKE OIL

Inspired by an old-time shop, with intricate woodwork, a tin ceiling, and ornate details, Derse’s apothecary-themed environment at EXHIBITORLIVE 2025 demonstrated its skill in immersive storytelling. Various touchpoints brought the theme to life, as did pre- and post-show outreach, staff scripting, and giveaways.



Unfinished Business

At Japan's SC Business Faire 2025, a showcase of retail-environment innovation and commercial-space design, the aisles glowed with polished surfaces. Yet Tokyo-based Artfreak Co. Ltd. — known for merging spatial and content design into cohesive brand storytelling — chose to reveal the creative process rather than its finished product.

For this self-promotional exhibit, the Artfreak team created a booth that looked intentionally unfinished:

GOLD AWARD

Category: International Exhibit

Exhibitor: Artfreak Co. Ltd.

Design/Fabrication: Artfreak

Co., Ltd., +81-3-6661-3852,

artfreak.co.jp

Show: SC Business Faire 2025

Budget: Less than \$40,000

Size: 20-by-20 feet

a working studio frozen mid-construction, where materials, textures, and tools became part of the narrative.

Within the 20-by-20-foot square booth, metal beams, exposed plywood, and hanging tires framed a minimalist structure bound together by industrial

ratchet straps emblazoned with the Artfreak name. Each strap served a dual purpose — practically holding elements in tension while symbolically tying together the firm's four business pillars: business interiors, creative designs, event promotion, and trailer houses. Sustainability also grounded the concept. Nearly every component was repurposed from previous exhibits, and the modular framing was designed for reconfiguration.

Across this quiet backdrop stretched the exhibit's most poetic element: the White Carpet. Positioned in contrast to the traditional red carpet that celebrates success, the white pathways symbolized a blank future yet to be written. For Artfreak, white represents a space where the firm and its clients co-create. "Design is never finished; it's a continuous dialogue," said Artfreak designer Keiji Murakami. "The white space belongs as much to the client as to us." **E**

BEN BARCLAY, contributing writer; bbarclay@exhibitorgroup.com





THOUGHTFULLY UNDONE

At the SC Business Faire 2025, Artfreak's thoughtful use of everyday materials told its brand story in unexpected ways. The company transformed raw materials and a symbolic White Carpet into a meditation on collaboration by celebrating the creative process and embracing deliberate imperfection.





SPEAKING WITH SPACE

The exhibit's open, curved walls invited attendees into a bilingual experience, where English keywords outside met Japanese words inside, turning architecture into a story and creating a tangible narrative of Carrier Japan's brand rebirth.



The Language of Change

At the 2024 Heating, Ventilating, Air-Conditioning, and Refrigerating Expo, Carrier Japan Corp. had a story to tell. The show marked the Japanese heating and air-conditioning company's first public appearance since it transitioned from Toshiba Carrier into part of the larger U.S.-based Carrier Corp. So while Carrier Japan's exhibit needed a full-on rebrand to portray a broader cultural perspective, the structure also had to embody its story of East meets West.

Designed and fabricated by Hakuten Corp., the exhibit was a 50-by-60-foot sculptural metaphor for transformation that jurors called "evolutionary." Anchored by white exterior walls featuring oversized 3-D English keywords, the minimalist façade exuded global ambition and visual clarity.

Inside the footprint, the exhibit shifted in tone and texture. Bathed in Carrier's blue hue, the interior walls displayed Japanese words expressing employee insights about the company's values. This bilingual interplay, with English on the exterior and Japanese inside, created a visual dialogue between external global aspirations and internal company culture.

In keeping with its subtle messaging, the exhibit used sculptural form, color contrast, and language as its storytelling tools. Similarly, a restrained product footprint left space for reflection, allowing the reimagined brand to speak through design rather than display.

"We wanted the architecture to make transformation tangible through simplicity and contrast," said lead designer Kodai Fukuchi. "Our goal was a space that spoke both to the world and to the heart of the company." **E**

LINDA ARMSTRONG, awards manager; linda.armstrong@exhibitorgroup.com

SILVER AWARD

Category: International Exhibit

Exhibitors: Carrier Japan Corp.

Design/Fabrication: Hakuten Corp., Tokyo, 81-3-6821-8910, hakuten.co.jp

Show: Heating, Ventilating, Air-Conditioning, and Refrigerating Expo 2024

Budget: \$150,000 – \$249,000

Size: 50-by-60 feet



Built to Last

At first glance, Isocell GmbH & Co. KG's exhibit at Bau 2025 looked effortlessly simple. But achieving that visual clarity required a high level of technical complexity as well as a design team willing to transform someone else's vision into an award-winning reality.

It all started in 2024, when Isocell, a provider of cellulose insulation products, came to the design table with a fully formed and sustainability-based concept. It was up to Area Lab, then, to transform this visually striking design into a

stable, buildable, and repeatable system. Their solution, executed with technical precision by Atelier Damboeck Messebau GmbH, centered on a wood-grain exterior and bold architectural angles that subtly conveyed the impression of a house.

Inside the 41-by-65-foot space, a series of roof-like structures continued the architectural motif. To maintain the integrity of the

design — and support Isocell's goal of reusing the structure — every element was engineered for longevity. The design and fabrication team developed a modular system with prefabricated components, allowing for swift installation and reuse.

From the clean joinery that allowed for seamless assembly to the concealed supports that gave the illusion of architectural weightlessness, the exhibit married function with finesse. Even the product displays felt like an organic part of the environment, rather than an add-on.

Judges praised the result as “a beautifully executed balance of design fidelity, technical ingenuity, and storytelling.”

By merging sustainability with standout aesthetics, the team delivered a remarkable, responsible brand presence. **E**

SILVER AWARD

Category: Island Exhibit

Exhibitor: Isocell GmbH & Co. KG

Design: Area Lab, Salzburg,
Austria, 43-662-880068, area.at

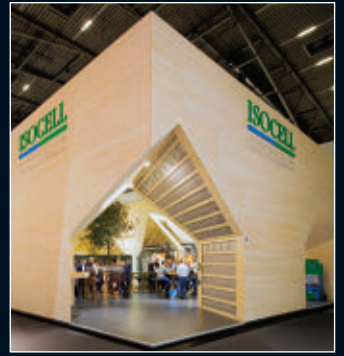
Fabrication: Atelier Damboeck
Messebau GmbH, Neufinsing
bei München, Germany,
49-8121-975-0, damboeck.de

Show: Bau 2025

Budget: \$150,000 – \$249,000

Size: 41-by-65 feet





HOME THEATER

Crafted for IsoCELL GmbH & Co. KG, this dramatic stand used a modular system and bold architecture to create a resource-conscious and visually striking experience.

Inner Beauty

Around 4000 BC, when the wheel was as novel as AI is now, Egyptian women used malachite to slather their faces with a green hue for color and definition. Centuries later, “green” in cosmetics means something else entirely, with L’Oréal Travel Retail Asia Pacific committed to achieving carbon neutrality by 2030, including its suppliers and trade show booths.

A physical metaphor for its beauty and skincare offerings, L’Oréal’s stand at Tax-Free World Association (TFWA) 2025

was as eco-friendly as LED light bulbs and solar panels.

The booth’s enveloping curtain was lightweight semi-translucent recycled rPET fabric capitalizing on the convention hall lighting to minimize energy consumption. Inside, the luminous environment was divided into three sections encompassing approximately 20 brands. While IG00 Activation Ltd. Designer Daniel Lam noted the

difficulty of “navigating the delicate balance between showcasing the ‘recycled’ story and maintaining the premium brand image,” the result was as balanced as a tightrope walker. In an environment as lux as its products were carpets of regenerated nylon made from discarded fishing nets and castoff rugs, tabletops composed of recycled oyster shells, and wall cladding made of volcanic-rock tiles. The combination of recycled steel and salvaged metals forming the structural framework and finishes in low-VOC paints along with chair backings and table surfaces of reused metal, completed an aesthetic that judges hailed as “equal parts elegant and environmentally friendly.” **E**

CHARLES PAPPAS, senior writer; cpappas@exhibitorgroup.com

SILVER AWARD

Category: Green Exhibit

Exhibitor: L’Oréal Singapore

Pte. Ltd. - Travel Retail

Asia Pacific

Design/Fabrication: IG00

Activation Ltd., Hong Kong,

852-2804-1678, igoo.com.hk

Show: Tax-Free World

Association (TFWA) 2025

Budget: \$1 – \$1.9 million

Size: 57.4-by-95 feet

(17.5-by-29 meters)





ECO ELEGANCE

Designed with transparent surfaces, soft textures, and organic curves, L'Oréal created a perfect balance between sustainability and luxury, making eco-consciousness feel integral to the brand, rather than performative.





TOTALLY BODACIOUS BOOTH

Innovative Solutions Group's nostalgic environment built connection by disarming attendees, evoking emotion, and ultimately, making the brand feel more approachable.



Back to the Future

Innovative Solutions Group (dba Innovative Trials) specializes in patient recruitment and retention for clinical trials, and it took Scope Summit 2025 attendees back in time with a throwback booth inspired by the “Back to the Future” films. Joy Aina, senior marketing and media executive for Innovative Designs, the creative arm of the company, said the environment echoed the brand’s message: Back to the Basics, Eyes on the Future. “The idea was to take visitors on a journey connecting the familiarity of the past with the promise of the future,” she said.

The 8-by-20-foot booth packed three distinct components into its modest footprint: an ‘80s-style diner, a nostalgic patio, and an arcade-inspired game room. The diner featured glossy countertops, vinyl seating, and retro menu boards listing patient recruitment and retention services. Faux grass flooring defined the patio space, scattered with lightweight

aluminum chairs and a custom rug emblazoned with “You Say Retention, We Say Support,” reinforcing the company’s messaging. A Ms. Pac-Man game anchored the game room, which also featured a gumball machine dispensing swag commemorating Innovative Trials’ 15th anniversary. The multisensory experience extended to throwback telephones, each of which offered messages in a different language, allowing visitors to personalize their experience.

Visitors seemed curious about the unusual approach to storytelling, and their curiosity led to meaningful discussions about Innovative Trials’ services. “Visitors weren’t just looking at a booth, they were stepping into a story,” Aina said. **E**

SILVER AWARD

Category: Experiential Exhibit

Exhibitor: Innovative

Solutions Group

(dba Innovative Trials)

Design: Rockway Exhibits + Events, Ish Toledo, 407-440-2952, rockwayexhibits.com

Fabrication: Rockway Exhibits + Events

Show: Scope Summit 2025

Budget: Less Than \$40,000

Size: 8-by-20 feet

ROBERT CURLEY, contributing writer; editorial@exhibitorgroup.com

Above the Fold Design

When tasked with designing an eco-conscious exhibit on a tight budget, most exhibitors default to basic wooden frames or pre-fab modular systems. But at Messe Nagoya 2024, Toyota Industries Corp. unfolded an unexpected solution.

Designed and built by Hakuten Corp. and crafted for Toyota Industries, which offers textile machinery, material-handling equipment, and automotive parts, the booth offered a fresh expression of sustainability and restraint.

SILVER AWARD

Category: Small Budget

Exhibitor: Toyota Industries Corp.

Design/Fabrication: Hakuten Corp., Tokyo, 81-3-6821-8910, hakuten.co.jp

Show: Messe Nagoya 2024

Budget: Less Than \$40,000

Size: 20-by-30 feet

Constructed of a reusable accordion-fold paper system, the design delivered on the brand's request for a refined, delicate aesthetic while minimizing cost and environmental impact.

The stand comprised two back-wall and bar pairings complete with attached graphics, lighting, and countertops. Embedded LED tape

lights added a gentle glow that highlighted the folded texture, while two aisle-facing kiosks drew foot traffic.

To add a touch of color, designers integrated small birds throughout the space. As representations of the little tern, a migratory species that Toyota Industries protects by cultivating wetlands on its corporate campuses, the decoys doubled as both storytelling devices and participatory art. Attendees were invited to paint the birds, gradually transforming the all-white booth into a collaborative canvas.

The foldable system offered an ethereal experience while underscoring Toyota Industries' environmental mission. More than 90 percent of the booth was reusable, and only minimal custom elements completed the design. The company's understated space showed that when a design is folded with intention, it can expand the meaning of sustainability. **E**

LINDA ARMSTRONG, awards manager; linda.armstrong@exhibitorgroup.com





OPTIMIZED ORIGAMI

This minimalist marvel married delicate folds with a bold environmental message, captivating attendees with its reuseable materials, clever storytelling, and collaborative activity.





Upstairs Downstairs

With a new expansion into Riyadh, Dar Wa Emaar chose Formation Global to create a double-deck exhibit that stylishly mirrored the award-winning property developer's strategic evolution. The goal within the limited footprint of 216 square meters was to provide the attention to detail, design quality, and sophisticated lifestyle accouterments that a customer might expect in a future home. The challenge was to elegantly accommodate four full-scale project models, an operations table, a luxurious living area, performance and refreshment zones, a VIP room, and a staff room for 20.

Designers opted for an open-concept booth with curated appointments that ranged from plush, residential-style upholstered chairs and couches bedecked with overstuffed pillows to more casual bar-style seating. Neutral high-end finishes, natural textures, and company-aligned design cues were evident throughout the two stories and ensured a cohesive refinement that was both understated and aspirational.

Said one judge, "The homey details were inviting, while the sheer indulgence made me want to move right in." Smart spatial planning achieved seamless integration of the multi-zoned area and included modular furniture and well-concealed storage. The overall layout encouraged immersive customer interaction with flawless hospitality, while the vertical displays and open sightlines ensured a roomy ambiance. Oversized art added visual interest, and well-placed ambient lighting sparked a cordial glow that beckoned, "Welcome home." **E**

BRONZE AWARD

Category: Double-Deck Exhibit

Exhibitor: Dar Wa Emaar

Design: Formation Global,

Warwickshire, UK, +44 330

113 2113, formationglobal.com

Fabrication: Mustbee Exhibi-

tion and Display Solutions,

Riyadh, Saudi Arabia, 966 56

740 0629, must-bee.com

Show: Cityscape Global 2024

Budget: \$500,000 –

\$749,000

Size: 59-by-39.4 feet

IN THE FLOW

Smart spatial planning allowed Dar Wa Emaar to seamlessly integrate multiple zones, while comfortable seating and open sightlines let visitors take in the environment's offerings at a glance.



A Beautiful Mine

When it comes to mining, an old saying goes, “The deeper you dig, the richer the reward.” Komatsu tapped a rich vein of exhibiting at MINExpo 2024. “The most complex challenge was creating a rock wall that felt as real as the environment our customers work in every day,” said Karl Baseman, senior design director at Spiro, Komatsu’s exhibit house.

Visitors entering the 2,800-square-foot space found themselves dwarfed by an imposing wall reaching 21.5 feet

at its tallest point. Built with a wood support structure covered in carved foam and finished with realistic rock textures, the man-made rampart replicated the types of hard rock Komatsu’s mining machines typically operate in. More than an imposing backdrop, the wall plunged visitors deep inside the story of underground mining, with Komatsu’s equipment, solutions, and safety

systems inventively embedded into the faux rock to appear as if they were tunneling into the earth.

Judges praised the booth as “a gold mine of authenticity,” especially with patterns carved into the foam wall painstakingly modeled after the marks Komatsu machines’ rotating “teeth” leave. Spotlights targeted particular cut marks to show how mining in coal, for example, differs from mining in salt. While seven integrated screens on the wall streamed data on stages of mining, from crushing and sizing rock to tunnel boring, the booth itself was the story, with attendees in the role of prospectors who struck it rich, not with gold or silver, but with information. **E**

CHARLES PAPPAS, senior writer; cpappas@exhibitorgroup.com

BRONZE AWARD

Category: Use of Storytelling

Exhibitor: Komatsu America Corp.

Design: Spiro, Las Vegas, 702-515-5510, thisisspiro.com

Fabrication: The Pineapple

Agency, Denver, CO,

720-724-7051,

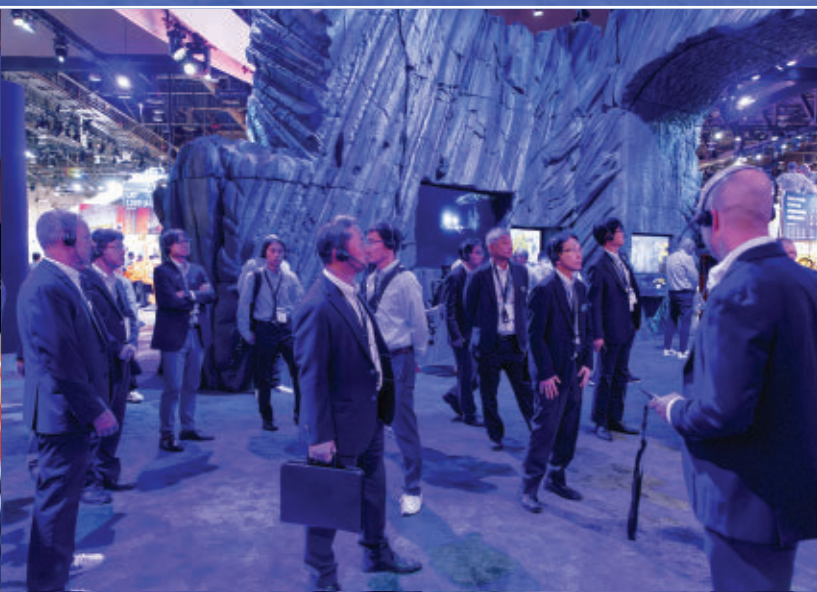
thepineappleagency.com

Show: MINExpo 2024

Budget: \$80,000 – \$149,000

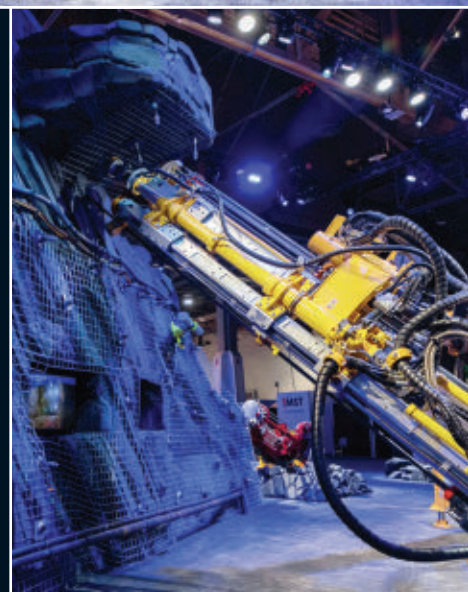
Size: 70-by-40 feet





WALL POWERFUL

Komatsu's storytelling prowess was on full display in its booth, taking visitors into a mine to experience how the company's equipment operates and transforming authenticity into an experience.





CALM ENGINEERED

A laid-back space was less about the company's product and more about the feeling the product would provide. Engaging all five senses, every design detail was meant to offer calm, comfort, and relief.



Oasis of Zen

A “zen garden” designed by Hamilton Exhibits LLC subtly promoted a new pet dermatology medicine developed by Elanco Animal Health Inc. “Finding peace” was the theme of Elanco’s Zenrelia Garden, playfully named for the company’s new dermatology treatment for dogs.

“To demonstrate the calming powers of an anti-itch medication, we built a peaceful oasis in the midst of a hectic trade show floor, allowing attendees to experience a seamlessly branded, relaxing environment,” said Taylor Bisson, Hamilton’s senior marketing strategist.

Hamilton designed an open-concept space that resembled an indoor zen garden that featured grass and pebble flooring, and a treehouse-inspired gazebo used for yoga sessions and breathing classes.

Booth visitors could play like puppies in a sand pit and take part in hands-on floral workshops to craft takeaway bouquets and arrangements.

Activities varied from day to day in order to encourage return visits from show attendees.

Branding was seamlessly integrated into the landscape of the booth. The trunks of artistic 2-D and 3-D tree trunks were made from acoustic material to dampen ambient noise, and overhead atmospheric lighting simulated filtered sunshine.

“Accent elements were designed to activate all the senses and bring the experience to life through touch, sound, sight, smell, and taste,” said Bisson. The net effect, she said, was to immerse attendees “in a world that felt outside of a convention center.” **E**

BRONZE AWARD

Category: Experiential Exhibit

Exhibitor: Elanco Animal Health Inc.

Design: Hamilton Exhibits LLC, Taylor Bisson and Josh Frisbie, 317-829-2828, hamilton-ex.com

Fabrication: Hamilton Exhibits LLC

Show: Veterinary Meeting and Expo 2025

Budget: \$1 – \$1.9 million

Size: 30-by-70 feet

ROBERT CURLEY, contributing writer; editorial@exhibitorgroup.com

The Art of Subtraction

In a bustling sea of elaborate designs at EXHIBITORLIVE 2025, Deckel & Money Penny Inc. took an unexpected route: quiet restraint. And its minimalist design that offered introspection over spectacle pulled attendees in.

Partnering with Von Hagen GmbH to launch its Oneled Moviebox system to North America, the exhibit comprised a pristine white cube with mirrored interior walls and a central LED video installation that doubled as a messaging medium and attendee interactive.

BRONZE AWARD

Category: Self Promotion

Exhibitor: Deckel & Money Penny Inc.

Design: Deckel & Money Penny Inc., Louisville, KY, 502-636-5118, deckelmoneypenny.com

Fabrication: Von Hagen GmbH, Blomberg, Germany, 49-5235-95-25-50, vonhagen.net

Show: EXHIBITORLIVE 2025

Budget: Less Than \$40,000

Size: 20-by-20 feet

Despite the striking-white architecture, the real power of the space came from its subtle message: “See things differently.” The team built an experience that emphasized clarity through subtraction. The LED system offered layered graphic images within the cube, and attendees donned red-filter lenses to reveal hidden messages, experiencing the company’s design philosophy of cutting

through the clutter to reveal meaning. “In a world where everyone is yelling, we chose to whisper,” said Steve Deckel, the company’s CEO.

That commitment to quiet confidence paid off. Judges praised the booth for its thoughtful restraint and clever concept. “It’s a brilliant example of how less can be so much more,” one juror noted.

The exhibit proved that powerful storytelling doesn’t require over-the-top execution or a massive footprint. Deckel & Money Penny distilled 60-plus years of creative excellence into a space that invited reflection, sparked engagement, and let the work shine. **E**

LINDA ARMSTRONG, awards manager; linda.armstrong@exhibitorgroup.com



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see things
differently.

Deckel & Moneypenny
Exhibits • Engagement • Inspiration

SEE DIFFERENTLY

A minimalist white cube with mirrored walls and an LED centerpiece offered a quiet, powerful statement that encouraged visitors to look deeper and think differently.





Branding Beast

With an edgy design meant to reflect its raw, unapologetic ethos, Monster Energy Co.'s exhibit at the 2024 National Association of Convenience Stores show expertly echoed the company's vibrant brand identity.

The nightclub-like exhibit, a result of a two-year partnership between Monster Energy and EDE Corp., was largely constructed of LED walls, cleverly turned inward to present an industrial appearance from the outside that lured attendees into the Monster lair where they discovered an immersive sensory experience. Wrapped in a glowing digital embrace, 12 LED walls flanked the central corridor, creating an LED-lit runway that showcased Monster's product lineup. The corridor pulled attendees deep into the core of the exhibit where they discovered high-octane activations for each brand, all anchored by the Monster Bar, a 24-foot tasting zone where visitors could sample flavors beneath a 14-foot-tall digital Monster Energy can that floated above. The exhibit was a digital beast that throbbed with synchronized content, from the digital screens to the pulsing overhead accent lighting.

A second level with two conference rooms and a VIP lounge gave special guests a backstage pass. Greg Tividar, EDE Corp.'s creative designer said, "It created a unique vantage point for VIPs to observe the Monster World, which Monster said was the most cohesive representation of the brand they could have imagined."

And it was indeed a perfect representation. The booth roared with Monster's energy, every detail strategic, precise, and ruthlessly interconnected. **E**

BRONZE AWARD

Category: Experiential Exhibit

Exhibitor: Monster Energy Co.

Design: EDE Corp.,

773-585-5600, ede.com

Fabrication: EDE Corp.

Show: National Association of Convenience Stores 2024

Budget: \$1 – \$1.9 million

Size: 70-by-80 feet

BEAST MODE

Monster's high-energy brand personality was on full display with vivid visuals and bright lights in a club-like setting. Casual foot traffic became a frenzy of interaction inside the adrenaline-fueled, unforgettable environment.

