

TRADE SHOWS & ENVIRONMENTS

Client: Barnes & Noble
College Booksellers

Project: Hall of Fame

The Program:

Create a new “Hall of Fame” for the Barnes & Noble College Booksellers Annual Meeting and Back to Campus Conference.



The Challenge:

The Hall of Fame is a regular component of the trade show that accompanies the Back to School Conference. The property itself was aging and lacked the presence and elegance to properly honor these top winners. Its position on the trade show floor did not support the importance of this exhibit.

The Solution: “The Campus Quad”

CBC not only considered repositioning and redesigning the Hall of Fame, but conceived an entire new plan for the trade show itself. The new “Campus Quad” entry experience with the Hall of Fame as its centerpiece became the focal point of event, while the Quad itself, and with its gathering areas, food vendors and graphics, was directly reminiscent of the campuses on which these store managers worked everyday. By then creating new “campus streets” that radiated out from the core, the position of every exhibit was improved by creating natural increased foot traffic and a clear line of site to each booth for the attendees.

The Result:

Attending exhibitors reported an average increased traffic, and attendees remarked about the ease of traffic flow through the redesigned trade show floor.

