



CASE STUDY

NEXXTSHOW



NEXXTWall™
Stand Out. Show Off.

CLIENT

NexxtShow, Avon, MA

PROJECT

The integrated launch of NexxtShow’s NexxtWall Post & Panel system, possessor of a clean, contemporary Euro-style look and successor to the same-old, same-old sameness of pipe and drape. Imprintable and available in a wide range of panel colors, NexxtWall brings a more professional appearance to the show floor, reduces costs and builds revenues for show management.

In a word, it’s a game-changer.

CHALLENGE

NexxtWall’s too-good-to-be-true value proposition argued compellingly for an integrated product launch; however, we had to work fast, both to enable NexxtShow to claim ownership of the innovation and to differentiate it immediately from the me-too products likely to follow.

SOLUTION

Product branding came first, in the form of a logo and tagline, to wit: *Stand Out. Show Off.* Next came print and banner advertising. *“Out with the Old. In with What’s Nexxt”* graced the split-cover of the industry’s leading publication. With a QR tag in place, readers were directed to a humorous video *“Celebrating the Life of Pipe & Drape.”* Distributed through social media, e-mail and public relations channels, the video rapidly went viral in industry circles.

Meanwhile, we got to work – and fast – identifying a national industry conference for a formal product launch and introduction. Also integrated into launch were testimonials from customers who field-tested the NexxtWall system; dissemination of a humorous survey; creative for the conference’s JumboTron; and the establishment of the presence NexxtWall deserves on the NexxtShow website.

RESULTS

NexxtWall has taken the tradeshow industry by storm, prompting those in an industry typically slow to change to actively reconsider their relationships with pipe and drape and specify the NexxtWall Post & Panel System.



STRATEGIC COMMUNICATION

Good Thinking LITOSSC.COM

CASE STUDY

SPLIT FRONT COVER
TRADE AD



**OUT WITH THE OLD.
IN WITH WHAT'S NEXXT.**

NEXtWall
Stand Out. Show Off.

Move aside, Pipe and Drape. Hardwall is here, at no upcharge.

Believe it. NexxtShow has achieved the impossible. NextWall, our sleek new hardwall system, replaces pipe and drape - forever - at no upcharge. Bottom line: unprecedented value. Clean, contemporary and completely brandable, NextWall delivers you a better-looking show, while eliminating booth rental and shipping costs for your exhibitors. Don't settle for redecorating your show. Redefine it, with NextWall.

At NexxtShow, we're not out to be the biggest GSC in the business, but we're determined to be the best - constantly innovating to bring you the Nexxt Big Thing. NextWall is here. It's what you can expect from NexxtShow, and what you should demand for your next show.

Bye-bye, Pipe and Drape!
Snap this with your smartphone to see "industry executives" remember the long, long history of pipe and drape.

NEXtWall
Stand Out. Show Off.

NEXtShow
Never look back.

See NextWall in action at NexxtShow.com

Call us at 877.836.3131 or visit us at NexxtShow.com



CASE STUDY

VIDEOS



Humorous Video
"Celebrating the Life of Pipe & Drape"

Product Feature Video

