

50 THE FAB CASE STUDY



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CAMPAIGN: NATIONAL AUTOMOBILE DEALERSHIP ASSOCIATION 2018

CLIENT: TRADEREV

EXHIBIT BUILDER: ADEX

DESIGN CHALLENGE

TradeRev launched their revolutionary solutions on the largest stage for automotive dealerships, National Automobile Dealers Association 2018 in Las Vegas. Their show theme, Move Metal, illustrated the strong and bold solutions that continue to innovate the automotive market. The exhibit debut needed to reinforce this messaging with the strongest design elements, ensuring that this booth "looked like nothing else on the floor." Vibrant LED billboards with rotating messages provided the strongest visual possible, as well as awareness for TradeRev's sponsored Lenny Kravitz concert during the NADA event. A custom branded Mini Cooper allowed TradeRev representatives to demonstrate live their suite of products, while the upper level provided an executive-style meeting area.

SOLUTION

TradeRev decided to launch a new revolutionary automatic sales tool at one of the largest automotive dealer shows, National Automobile Dealers Association in March 2018. ADEX created a new 900 sq. ft. exhibit to show this leading edge technology and promote a strong brand with a powerful tech booth and creative impact.



To maximize the space and enable multiple meetings, a two story exhibit was created with high-end finishes for dealers to meet upstairs and engage in hospitality on the lower level for qualification. A 20' LED front message (almost billboard size) could be seen from across the

hall and presented unique corporate messaging. Flanking both sides of the two story deck were two 20' tall by 16' wide LED bead-less tile system to create a seamless messaging attraction, impressing the desired audience. Connecting the three Mega LED light monuments will be a uniquely design simulated "car grill" aluminum truss system anodized with a high gloss automotive paint finish.

The well-known colorful brand was continuous throughout the exhibit – taking advantage of the full height restriction of 20' through the entire space. They are hoping to expand their already thousands of dealers who have joined this revolutionary app to help dealers sell more cars by getting their customer the trade value they want – now! This exhibit design will reinforce TradeRev as one of the most trusted auto remarketing companies in North American and expand their foot print internationally.

RESULT

Best of show for medium size booth in booth design, creativity and branding.

