



CeeLite Brings Octapharma Under The Sea Trade Show & Exhibit Signage Case Study



One of the most calming elements on earth is water, and where better to use it or, at least the impression of its nature, than within the crowded setting of a disorienting trade show? That was the vision of Octapharma, a Swiss-based global fractionation specialist, which was re-introducing its brand and a high-quality plasma derivative at the National Home Infusion Association's Conference (NHIA).

Eager for a fresh look for their 10'x10' exhibit booth, the company wanted a space that would use minimal product graphics and limited video presentations. It wanted the exhibit space to stand out, but not shout out, by capitalizing on its heritage and by incorporating aspects of modern European design with bright white colors in a new, technologically-innovative display.

Enlisting the help of Dominion Exhibits for the design and construction was easy. The construction of a water theme carried on three sides and a floor of an open space to attract and sustain customer interest and sales was the hard part. Dominion Exhibits was faced with the challenges of creating an easy-to-assemble, durable environment which offered a sense of wonder without the show of electrical strings, or the requirement of constant maintenance or fuss that could have hindered customer traffic into and within the booth.

The booth design came to life by first constructing a double-sided wall of water and incorporating a virtual Atlantis of eight fish tanks of brilliantly colored tropical fish on a variety of LCD monitors. The walls seemed to expand with floating graphics on sheer fabric. Yet many think that it may have been the magical illusion of the shimmering water floor that pulled the exhibit components together and attracted the most attention.

The floor was developed using the flat, flexible lighting of CeeLite LEC (Light Emitting Capacitor) technology. CeeLite LEC panels are unlike conventional lighting. The LEC technology is comprised of three critical components: OSRAM SYLVANIA's higher quality light emitting phosphors for color and brightness; advanced, proprietary, programmable Flatline Inverters to control levels of brightness and ambiance; and advanced "packaging materials" for lower heat generation which extends the life of the lighting. These products enable customization, flexibility and ease of installation. CeeLite makes it possible to quickly illuminate the unexpected and to apply lighting as never

before imagined. In addition, CeeLite panels consume minimal quantities of electricity relative to incandescent, neon and fluorescent lighting.

The illuminated floor was a unique construction of 15 3'x6' CeeLite's paper-thin panels encased within Plexiglas, then surrounded by cushy carpets. Dominion used CeeLite's Flatline Inverters to full advantage in providing the illusion of the fluid motion of the ocean floor. They were able to program the panel lighting to dim and fade and begin again, while matching the sounds of the ebb and flow of waves already captured on the exhibit walls. The biggest secret in creating this floor was making sure that the electrical drops on the show floor were positioned around the perimeter of the booth so that no wires or bumps would occur under the platform.

In sticking with the spirit of European design, Dominion Exhibits added a bar environment in front of the wall of water. CeeLite panels were placed between the wall and behind a bar space where sales and servers were positioned. The CeeLite panels were programmed to offer a blue hue as a charming ambient light and further compliment the floating blue Plexiglas bar counter tops.

Offering a highly minimalist yet contemporary ambiance, the Octapharma exhibit received a tremendous and enthusiastic response at the show. The CeeLite floor drew people into the space and mesmerized them.

"Ceelite gave us the advantage of turning a traditional exhibit into an outstanding work of art on the show floor. The exhibit won non-stop compliments from all exhibitors and show management," Marco Vita-Finzi, general manager, Dominion Exhibits said. "It was a major draw and created a lasting memory of who Octapharma is and what they do. Because of the tremendous buzz the exhibit generated, it will be featured as the centerpiece at next year's NHIA show. We couldn't ask for more," he added.



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