

Case Study - Engage Boston by emc3



Crafting Conference Excellence for Engage Boston 2023

Engage Boston, a prestigious global recruiting conference, hosted recruitment leaders from around the world between May 31 and June 1, 2023. The gathering was aimed at providing a platform for sharing industry insights, thought leadership, nurturing business relationships, and facilitating connections between sponsors.

Our Role

- The conference organizer, emc3, enlisted Exponents' expertise in end-to-end sponsor booth building, including shipping, logistics, installation, and dismantling.
- Our task was to build sustainable and innovative booths for sponsors.
 - 20 Silver booths measuring 4'x8'
 - 12 Gold booths measuring 6'x8'
 - 8 Platinum booths measuring 8'x8'
 - Hub Region - A substantial backdrop for five stations



Challenges

- Designing sponsor booths for multiple tiers that were not only distinctive but also cohesive with the overall theme of the conference.
- Ensuring the use of eco-friendly materials in line with emc3's sustainability pledge.
- Crafting a floor plan that gave all sponsors maximum visibility, provided ample space for attendees, and adhered to venue guidelines.
- Effectively managing logistics and labor costs for the event.
- Creating a sleek and functional central Hub Region.

Our Solution

- We developed a meticulous floor plan and booth design strategy, ensuring each sponsor booth stood out with captivating graphics and visual elements.
- Our commitment to sustainability was reflected through the use of 100% recyclable materials for booth construction.
- We handled logistics and labor, providing a comprehensive solution.



The Results

- Thanks to our team's unwavering dedication to customer satisfaction, we successfully delivered sponsor booths that truly embodied their branding and ensured maximum visibility at the event.
- We ensured a smooth conference experience for emc3, simplifying the management of a large-scale event.
- Our collaborative efforts with sponsors resulted in a successful Engage conference, delivering an ultimate event experience and setting a new standard for conference excellence.



Silver Booth - 4'x8'

Gold Booth - 6'x8'



Platinum Booth - 8'x8'

WEB

www.exponents.com
info@exponents.com

PHONE

800.639.1174
619.393.4560

Exponents Insta USA Inc.

San Diego - Orlando - Las Vegas