

6m x 6m Island

AAA



Client

AAA is an international provider of towing services, travel discounts, multi-line insurance, vehicle financing, travel maps and tips. It's currently serving 50 million members across the U.S. and Canada.

Client Need

An island display that would heighten the AAA Texas brand at big consumer events, and at the same time, be flexible enough to be reconfigured to fit smaller spaces at local shows.

Solution

DisplayWorks worked with Nomadic to develop a visually appealing 6m x 6m island exhibit. Overhead signage located at the highest point of the display prominently featured their logo to draw attention across the show floor without the expense of a ceiling installation.

The island solution was designed to reconfigure into a 3m x 6m and three 3m x 3m smaller footprints that can be easily set up by one or two people.

Casing

- 9 FlatPack 300 Shipping Cases
 - 68 kg dimensional per case
 - 50 kg max. loaded per case
- 1 RollMax Shipping Case
 - 68 kg dimensional per case
 - 50 kg max. loaded per case

"When we used the new exhibit at the 2008 Texas Conference for Women, it resulted in the highest booth traffic, lead generation and booked business at this event to date."

Donna Henry,
Associate Marketing Manager, Brand & Merchandising,
Automobile Club of Southern California (AAA California)

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07000 246 222 www.nomadicdisplay.co.uk

