

PRG provides automated lighting solution to enhance message at tradeshow booth.



AUTOTRADER.COM EXHIBIT AT NADA IN NEW ORLEANS

Photos: Courtesy Don Pomeroy

The Challenge: Provide necessary infrastructure to accommodate the bandwidth for AutoTrader.com media, while creating a lighting package to draw attention and focus to the exhibit.

The Solution:

PRG has worked with Compass Collective and AutoTrader.com for seven years. PRG has consistently provided creative technical designs, equipment, and solutions, to create innovative ways to drive the AutoTrader.com marketing message to their clients.

PRG was able to once again work with Compass Collective and AutoTrader.com for the New Orleans NADA meeting to deliver a complete audiovisual production solution for this exhibit, within the defined client budget.

The requirement for four workstations and the ability to print color brochures (driven by the client's Atlanta based server) was filled with eighteen PC Workstations including a combination of 24" and 37" LCD's and fiber distributed by 1g Ethernet switch system for maximum efficiency.

In order to drive the marketing message to all attendees, PRG provided a lighting package with a combination of fourteen VL 3500 spots, twelve Mac 2K washlights and thirty 12" Color Blasts for effect and graphic enhancements. This creative lighting solution provided maximum effect, for minimum budget expended.