

## NOVATEC, INC.

Exhibit Strategy // Design // Fabrication // Installation

*Novatec, Inc. is a leading provider of resin handling, drying, conveying, and blending systems for the plastics industry.*

### CHALLENGE

Attended by 60,000 professionals from 20,000 companies, the NPE International Plastics Show is the preeminent plastics trade show and conference. At the 2015 show, Novatec sought to attract attendees to their exhibit, generate leads, and position the company as an industry leader.

### SOLUTION

To help Novatec stand out among 2,000 suppliers in one million square feet of space, Novak Birch designed and fabricated an eye-catching 50' x 130' exhibit that showcases their innovative technology and approach through a welcoming, interactive experience. Our solution included:

- **LED lights:** In the plastics industry, events typically include hundreds of exhibits displaying the same standard stainless steel equipment. We gave Novatec's exhibit a unique, stand-out look with LED lighting and signage, then planned to space to offer an engaging experience.
- **Open, Welcoming Layout:** At NPE, exhibitors typically showcase their products through a linear process, placing bulky equipment along the perimeter of their exhibit space. We designed Novatec's exhibit with an open layout that encouraged visitors to explore. The space included three zones with identifying signage and an interactive touchscreen that described the manufacturing process. By using less equipment and placing it throughout the space, visitors could customize their experience rather than being herded through a queue. Along the way, Novatec representatives interacted with visitors and answered questions.
- **Live Demonstration:** To reveal a normally unseen process, a live demonstration with LED-lit, clear glass tubes showed the product traveling from the conveyer through the tubes and into the hopper.
- **New Technology:** At the center of the exhibit, Novatec debuted its groundbreaking Prophecy Sensorlytics application, which allows processors to predict when and where maintenance is required in order to avoid production delays and extend equipment life. We prominently featured the Prophecy sensors on machinery inside a custom-designed and fabricated 6' crystal ball (a nod to the technology's name).

### RESULTS

- Novatec's glowing displays and larger-than-life crystal ball attracted hundreds of attendees. Once there, the inviting space and personalized attention kept them engaged.
- This event exhibit generated more leads and inquiries than any previous NPE event.
- Novatec received media coverage for their unique app.