



**NAME OF CAMPAIGN: THE HITEC 5-STAR EXPERIENCE**  
**CLIENT: SAMSUNG**  
**EXHIBIT BUILDER: VISUAL COMMUNICATIONS**

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**T**his is the story of how a 5-star hotel was built in a 40' X 50' space and dismantled three days later.

The annual HITEC (Hospitality Industry Technology Exposition and Conference) show attracted record crowds of hospitality technology professionals in New Orleans last year. They were there to connect with the brightest minds and hottest products in the industry.

When you're talking brightest and hottest... Samsung was, of course, in on the action.

Visual worked with Samsung to create a one-of-a-kind show floor experience.

Samsung wanted their new presence at HITEC to stand out from its competitors. The goal was to create a space that embodied an actual hotel, which allowed attendees to engage with their products in situ and provided a complete luxury hotel experience.

Our design team was very strategic in its use of the 40' X 50' space. They were able to integrate the numerous Samsung technology highlights while creating an immersive experience that evoked a true premium hotel. We managed this by utilizing lightweight materials and graphics that blended seamlessly with the look and feel needed to convey Samsung's messaging. These choices helped make the space reminiscent of a cosmopolitan hotel set in New Orleans.

At the exhibit, attendees found distinct hotel segments that were easily identifiable but clearly part of the overarching hotel presence and flow.

Visitors were 'checked-in' at the reception desk where they received a branded key card to use throughout their stay. Guests explored a total hospitality technology solution while scanning their hotel key cards at each demo area. Once scanned, they were entered to win a raffle prize.

The mosaic at the reception area highlighted a variety of colorful visuals that spoke to the many locations of Samsung Hotels. It was a unique shape that played beautiful, constantly moving video which attracted guests from the aisles.

Samsung representatives dressed in branded hotel staff attire and took attendees on a tour through the space. Stops included a Concierge Desk, complete with an expert New Orleans-based concierge and Samsung branded pocket maps, a high tech Coffee Shop serving Samsung cookies and king cakes, (3) Hotel Suites, an Elevator Area and Business Center. Each area highlighted a different Samsung technology that would greatly improve anyone's hotel stay.

This open and welcoming aesthetic with a clear path lent itself to ample branding opportunities throughout the space.

There was nothing like it on the show floor. It was the perfect environment to highlight Samsung's innovative technology. This unique endeavor exceeded everyone's expectations. ■

