

The Fab 50

CASE STUDY



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CAMPAIGN: 2018 GLOBAL GAMING EXPO (G2E)
CLIENT: SCIENTIFIC GAMES
EXHIBIT BUILDER: RES EXHIBITS

Scientific Games is a global leader in the gaming and lottery industry and one of the largest exhibits (140' x 136') at the 2018 Global Gaming Expo (G2E). For 2018, Scientific Games wanted something disruptive that would enhance the quality of their leads, reflect their large global reach, and focus on innovation.

We helped break the mold by closing off nearly 90% of their exhibit to VIPs only, a risk that had never been attempted in the industry. To achieve privacy in the 20,000 square foot two-level exhibit, RES developed a perimeter of sheer black drapery layered with silver beading and enhanced by lighting, creating a dramatic blue exterior. Entry into the experience was via the "red carpet", a reception area where attendees had to visit to see if they were "on the list". Once inside, VIPs could experience a sophisticated and lavishly appointed casino featuring the latest table games, slot machines, electronic table games, race & sportsbook, lottery kiosks, and systems displays. At the center of it all was a square hospitality bar, featuring over 60 linear feet of custom video on a digital bar surface.

Scientific Games Senior Director, Marketing Logistics and Trade Shows, Jeri Wiedemer said, "Our goal for the design of our G2E exhibit was to show our customers how we are evolving

entertainment by transforming the traditional casino into a dynamic space that offers unique social experiences, fosters player interaction, and creates immersive environments."



The result was a selective, private experience. Customers loved being treated like a VIP, with access to an experience not afforded to everyone at G2E. Executives and sales professionals appreciated being able to showcase SG innovation and meet with customers and key partners without being interrupted by people who were just wandering the show and had no influence on purchasing decisions. Not only were the engagements more qualified, but attendee linger time increased three fold, averaging around 30 minutes within the exhibit.

Wiedemer added, "Moving away from our former exhibit company and partnering with RES was a risk; RES was relatively unproven in the Gaming industry and we needed a company that could truly deliver something unique and amazing. In the end, partnering with RES was the best decision for our business – they captured our vision by delivering a leading-edge, disruptive design that the whole industry is still talking about. And the team worked around the clock to make sure we met all deadlines and finished the install and tear-down on time. The customer service was exceptional, and the RES team was with us before, during, and after the show to make sure everything went off without a hitch."

