



ROBBINS CO.

Case Study

NAT CONFERENCE TRADESHOW

End-to-end tradeshow planning and booth execution for Robbins Co. at the 2014 North American Tunneling Conference.

Tradeshow Strategy • Booth Design • Event Execution



A STRONG GLOBAL CONFERENCE PRESENCE

Robbins Co. needed a well-planned booth presence at the 2014 North American Tunneling Conference.



Program Focus

Robbins Co. needed a well-planned booth presence at the 2014 North American Tunneling Conference. The event drew 1,800+ contractors, suppliers, and media from around the world.



Core Objective

Plan, design, and execute a complete conference booth experience from concept through on-site activation.



Our Approach

MOGXP managed the booth from concept through completion. The team planned the space, designed and built the displays, coordinated installation and dismantle, and handled AV, graphics, lighting, and furnishings.



The Takeaway

One team managed the entire booth experience from initial concept through final execution.