

Enhancing Trade Show Impact with Ova-Nee Productions' 3D Virtual Booth Experience

CASE STUDY

**Leon**TM
Picture perfect sound.[®]

Problem:

Leon Speakers aimed to boost their impact at CEDIA by extending their booth experience post-event. "We love creating a standout booth experience at CEDIA and other trade shows. It's the best opportunity to really bring to life the Leon brand and the beautiful solutions we're offering our clients. That said, time on the show floor is limited, so we wanted to be able to bring even more people to our booth after the show ended." They sought a way to continue to engage and educate our dealers beyond the show.

Solution:

Ova-Nee Productions offered a 3D Virtual Tour booth, tackling Leon Speakers' challenge directly. This interactive tour allows users to explore the booth independently, or to be guided through virtually with a Leon team member, extending the CEDIA exhibit visually and informatively. It served as a content hub, facilitating continued audience connection and education post-event.

Top value propositions

- **Extended Engagement:** By providing this experience, Leon Speakers extended engagement beyond the limited time frame of the trade show, ensuring continuous interaction with their brand and products.
- **Comprehensive Information:** The 3D Virtual Tour offered a wealth of information, including detailed product descriptions, embedded videos, and website links, allowing users to explore Leon Speakers' solutions comprehensively.
- **Versatility and Accessibility:** The 3D Virtual Tour served as a versatile asset for planning future events and communicating with dealers, thanks to its ease of sharing on various platforms like social media, emails, and websites.
- **Data-Driven Insights:** Detailed analytics provided valuable insights into user engagement and geographical reach, enabling Leon Speakers to measure the effectiveness of their booth and refine their marketing strategies accordingly.

"For Leon, the success of our partnership has resulted in the tangible benefits of extended reach and client engagement long after the event's conclusion. It's been a great collaboration with Phil and an opportunity that we look forward to continuing."

-Carolyn Ceccoli, Director of Marketing – Leon Speakers

Results:

Leon Speakers leveraged the 3D Virtual Tour as a valuable asset for future events and dealer communications, extending its impact post-event. Leon embedded the tour on their website, and it was easily shared on social media and in emails, the analytics showed its extensive usage and engagement, rivaling the tradeshow in-booth traffic.



"The 3D Virtual Tour has become a go to asset for Leon Speakers. It's easily shared on social media, in emails, on our website, and more extending the impact of and investment made in our trade show booth long after the event concludes."

Conclusion:

The Leon Speakers and Ova-Nee collaboration exemplified how an interactive virtual booth tour can overcome tradeshow limitations and serve as a lasting marketing tool. Its success is evident in the extended reach, engagement, and ongoing relevance of Leon Speakers' booth post-event.

