



## AGS Takes Florida Water Resources Conference Out of Comfort Zone To Reach New Heights

## Florida Water Resources Conference

### Overview

When the Florida Water Resources Conference (FWRC) turned to Orlando-based AGS, they wanted a new take on ways to improve its annual show. To meet this objective, changes were needed in all areas. By leveraging AGS' local connections, creative expertise and technology suite, show organizers soon found the results they were hoping for, including a more engaging show environment, better event logistics, and more



## Case Study | Florida Water Resources Conference

### Objectives

- Find innovative methods to improve décor.
- Analyze convention layout and determine quick-to-implement solutions for improving show flow, reducing costs and increasing attendee and exhibitor value.
- Automate key processes before, during and after the show.

### Solutions

- Offered a more dynamic and integrated branding strategy through high-quality graphics, signage, furnishings, registration units and entrances.
- Introduced lighted stage towers to create a better visual impact.
- Cut costs by utilizing AGS' design services and additional discounts on in-house production, materials, graphics and signs.
- Utilized the latest in custom design panels and frame systems to promote key aspects of the show.
- Designed wagon-wheel floor plan to maximize exhibitor floor space for sale and improve attendee flow.

### Results

- The 2014 event featured the most exhibitors in the history of the conference.
- Increased exhibitor booth sales by 30%.
- Exhibitors reported overall increase in trade show booth ROI.
- Moved event to a larger facility to accommodate 20% rise in attendees.

