



SMARTSOURCE

## IAEE EXPO! EXPO! ANNUAL MEETING AND EXHIBITION



### BACKGROUND

EXPO! EXPO!, the annual meeting and exhibition of the International Association of Exhibitions & Events (IAEE), is a diverse, interactive experience that fosters an environment of thought leadership, best practices, and innovation. It is the gateway to decision-makers for the \$80 billion exhibitions and events industry. EXPO! EXPO! features more than 100 educational sessions and a trade show of over 60 industry products and services categories. In 2019, IAEE appointed SmartSource® as the official audio visual and technology services provider for their 2,400 in-person general session, trade show floor, breakout rooms, theaters, and main stages.

IAEE's goal was to take their general session to the next level, so they turned to SmartSource for a customized solution using the most innovative technology available. The result was a one-of-a-kind immersive experience that stunned audience members.

### CHALLENGE

Part of IAEE's vision is to establish EXPO! EXPO! as the leading industry platform and learning lab for emerging and disruptive technology. It tasks technology innovators to introduce cutting-edge tools attendees can use to create new experiences in their shows to accomplish that goal. EXPO! EXPO!'s general sessions are the most conspicuous opportunity to showcase innovation. Nicole Bowman, Vice President, Marketing & Communications at IAEE, asked SmartSource "to showcase its capabilities using a technology that isn't usually used in general sessions."

### SOLUTION

In most general sessions, AV companies employ projectors and screens to support the presentations, videos, and graphics that take place center stage. SmartSource responded to Bowman's challenge with a 90' wide x 17' high LED wall comprised of 486 tiles. The wall displayed vibrant, life-like images at a screen resolution of 10,368 pixels by 1,944 pixels and an aspect ratio of 5.33:1. SmartSource paired it with a presentation system that showcased the wall's dynamic presentation capabilities.

The LED wall was a smart choice for budgetary reasons as well. "IAEE was looking for a large display, but given the space and the budget, we had to come up with another solution to fit their needs. While projection is traditionally less expensive, it requires more surface area and rigging, which is very costly. So we proposed a massive ground-supported LED wall to achieve the desired effect without the extra cost to rig truss that would be needed to support a projection screen," explained Robert Mink, Project Manager for SmartSource.

Demonstrating why it is a go-to resource for IAEE's Expo! Expo! planners, SmartSource used its out-of-the-box thinking to provide a high-impact solution, cost-effectively, safely, and with consideration for the venue's space requirements and the event's various sessions. As IAEE's Bowman said, "I would absolutely recommend working with SmartSource on your events. They have been so wonderful to deal with. The people are friendly and collaborative and want to see you succeed at your show. They're a true partner in the real sense of the word."

*"SmartSource is a great Audio Visual Contractor. The relationship with SmartSource and its staff has been fantastic. They're very easy to work with. They are always trying to accommodate our needs and make sure we look the best we can possibly look as an organization. "*

- Cathy Breden, Executive Vice President & COO  
IAEE

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