



**bloomin**<sup>TM</sup>  
*what you say grows*



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Phase I

Concept Design

# Exhibition Brief

## General Information

### Company Name

Bloomin, inc

### Activity

Marketing Exhibit

### Product Category

Eco-friendly Retail and Promotional Paper Products

### Website

General: [www.bloomin.com](http://www.bloomin.com)

Promo: [www.bloominpromotions.com](http://www.bloominpromotions.com)

### Annual Expo Attendance

Bloomin, Inc is currently members of the following organizations:

- Advertising Specialty Institute (ASI)
- Promotional Products Association International (PPAI)
- Pulp and Paper Products Council (PPPC)
- Direct Marketing Association (DMA)

The company attends and displays their products at these trade shows annually.

All the events hosted are of equal importance. These tradeshows provide for exposure to major distributors who can help the company connect with small and, more importantly, large corporate clients. The shows allow for new and old relationships to be built.

### VIP Guests & Other Important Audience

VIP guests are mostly corporate advertisers from large corporations. Additionally, distributors are of equal importance because these individuals assist with connections to larger corporate advertisers.

Bloomin, Inc also seeks to connect with other retailers that own stationary shops. Ultimately, they seek any client large or small to use the product for retail and promotional purposes.

Bloomin, Inc currently serves a wide variety of audiences such as churches, schools, hospitals, car companies, stationery shops and more.

## Exhibit Information

### Trade Show Title

The International Manufacturing Technology Show (IMTS 2014)

### Location and Date

Chicago Convention Center, McCormick Place, II  
September 8 - 13, 2014

### Exhibition Hall Number

South Building 8450

### Booth Size/Floor Plan

100 ft. x 80 ft.

### Booth Type

Island / Double-decker

## Architectural Information

### Product Stands

We will have at least 25 products on display. They will be grouped and displayed according to categories that we will assign them. The VIP area will be upstairs and is accessible through networking. The public area will be open and accessible to everyone. The stands will be constructed with wood framing and seed-infused paper.

### Info Desk + VIP/CIP Spaces + Furniture

One private VIP area and open CIP areas. VIP area will be on the second floor and approximately 2/3 of the entire lot. Coffee bar, high tables and bar stools for CIP/general area.

### Lighting

Dim overhead lighting, with spotlight on product stands.

### Lock Up & Storage

Lock up and storage will be integrated with our product stands. There will also be storage space underneath the stairs.

## Graphic Identity

### Header (Logo & Graphic Elements)



Company Logo

Color considerations: orange, green, brown and gray/black. Please see page # for all graphic identity considerations.

### Other Branding Elements (Print)

Large vertical and horizontal banners - preferable with company colors. Utilize black backgrounds to highlight products.

### Multimedia

Time lapse video of paper creation, product and planting reuse cycle. Social media marketing - testimonial feedback via Twitter/Instagram live feeds. Tablets with website and catalogs for visitors to browse products.

### Other Considerations



Summer 2013 Trade Show Booth

The booth will move towards a more textured identity to provide sensory and interactive elements to the brand. This helps in the promotion of the sustainable elements of the company.

# Object List

## Creation Process & Product List



A01  
Color Pigment



A05  
Seeds (variety of original mixes, herb mixes, special mixes)



A09  
How to Card Guides  
How to banner



A02  
Paper Color Choices:  
Pastels



A06  
Paper Shapes:  
Geometric



A10  
Seed Paper Product Catalog  
For distributor and client safe



A03  
Paper Color Choices:  
Naturals



A07  
Paper Shapes:  
Words



A11  
Seed Paper Shapes Product  
Catalog for distributor & client safe



A04  
Paper Color Choices:  
Brights



A08  
Paper Shapes:  
Plants and Trees



A12  
Earth Day Made Easy Catalog For  
distributor & client safe

## Applications



B01  
Letterhead



B05  
Nametags



B09  
Tickets (for raffles, etc...)



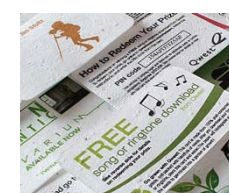
B02  
Brochure



B06  
Presentation Folder



B10  
Gift Card Holder



B03  
Business Cards



B07  
Product Holders



B11  
Tags



B04  
Calendar



B08  
Postcard



B12  
Wristbands

# Object List

## Creation Process & Product List



B13  
Bookmarks



B17  
Drink Coasters



B21  
Growfetti / Confetti



C1  
Tablets for displaying information



B14  
Bottleneckers



B18  
Greeting Cards



B22  
Menu Card



C2  
Seed Bomb Swag



B15  
Pillow Box



B19  
Invitations



B23  
Placecards



C3  
Planters and soil for demonstration purposes



B16  
USB Box



B20  
Journals

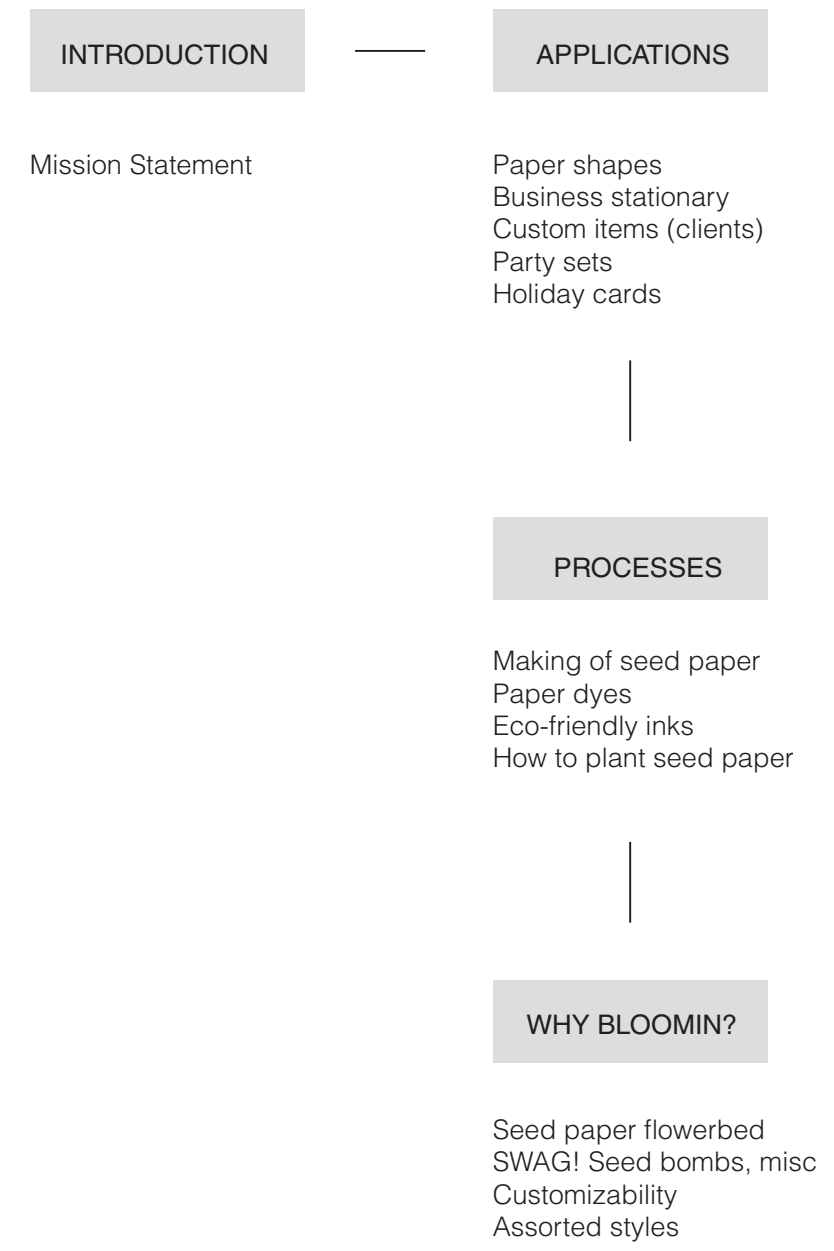
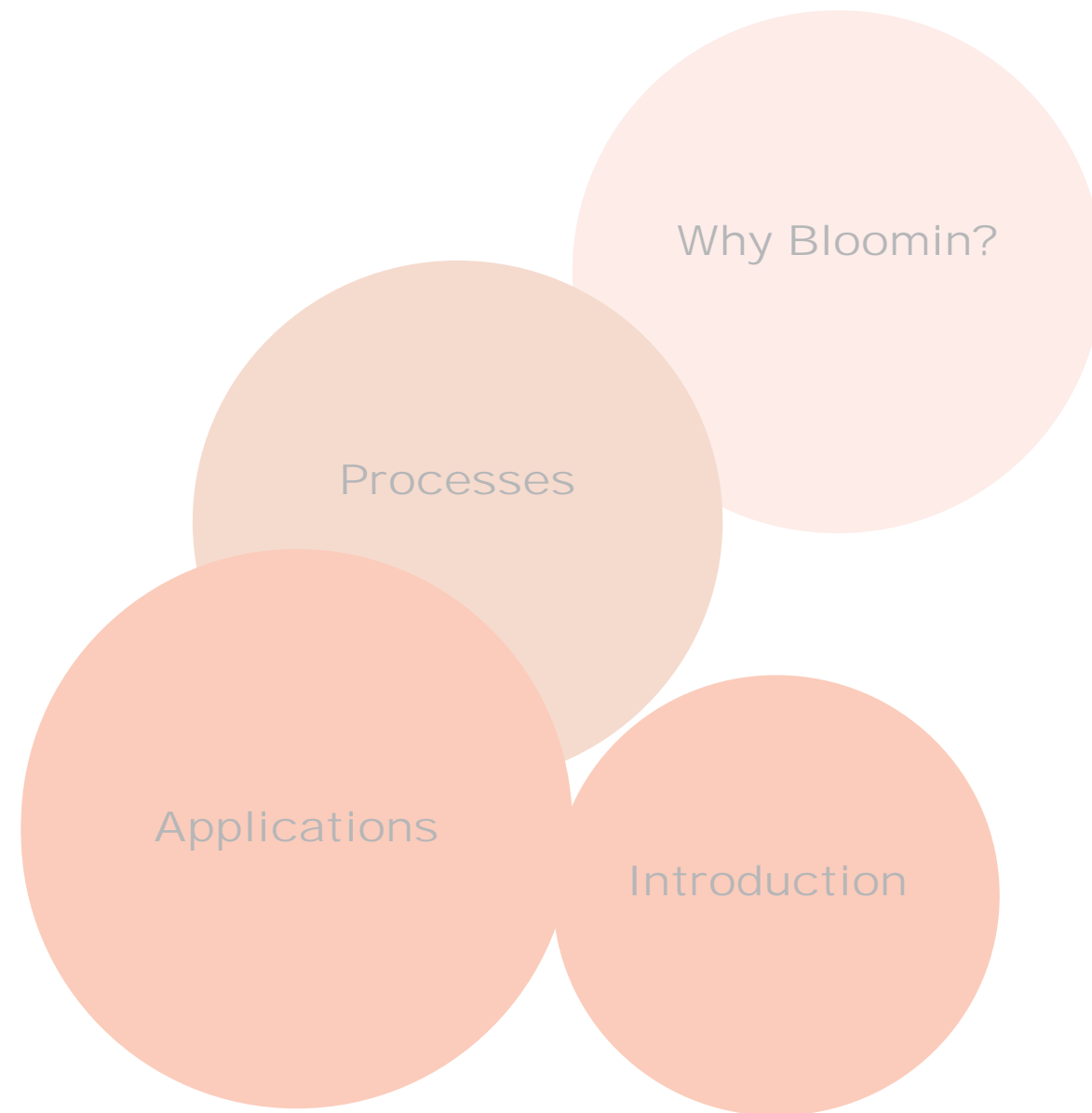


B24  
Reception Card

## Miscellaneous

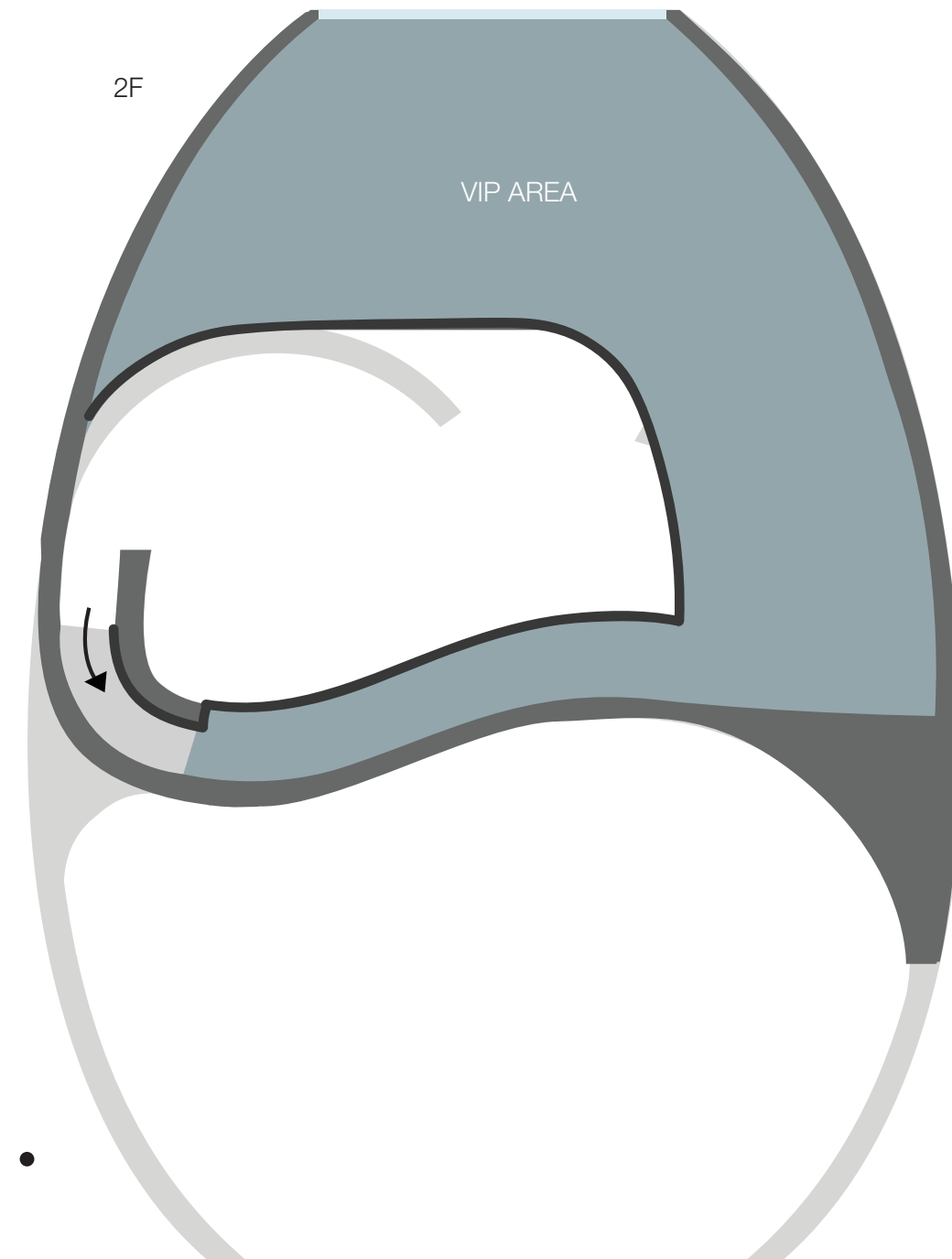
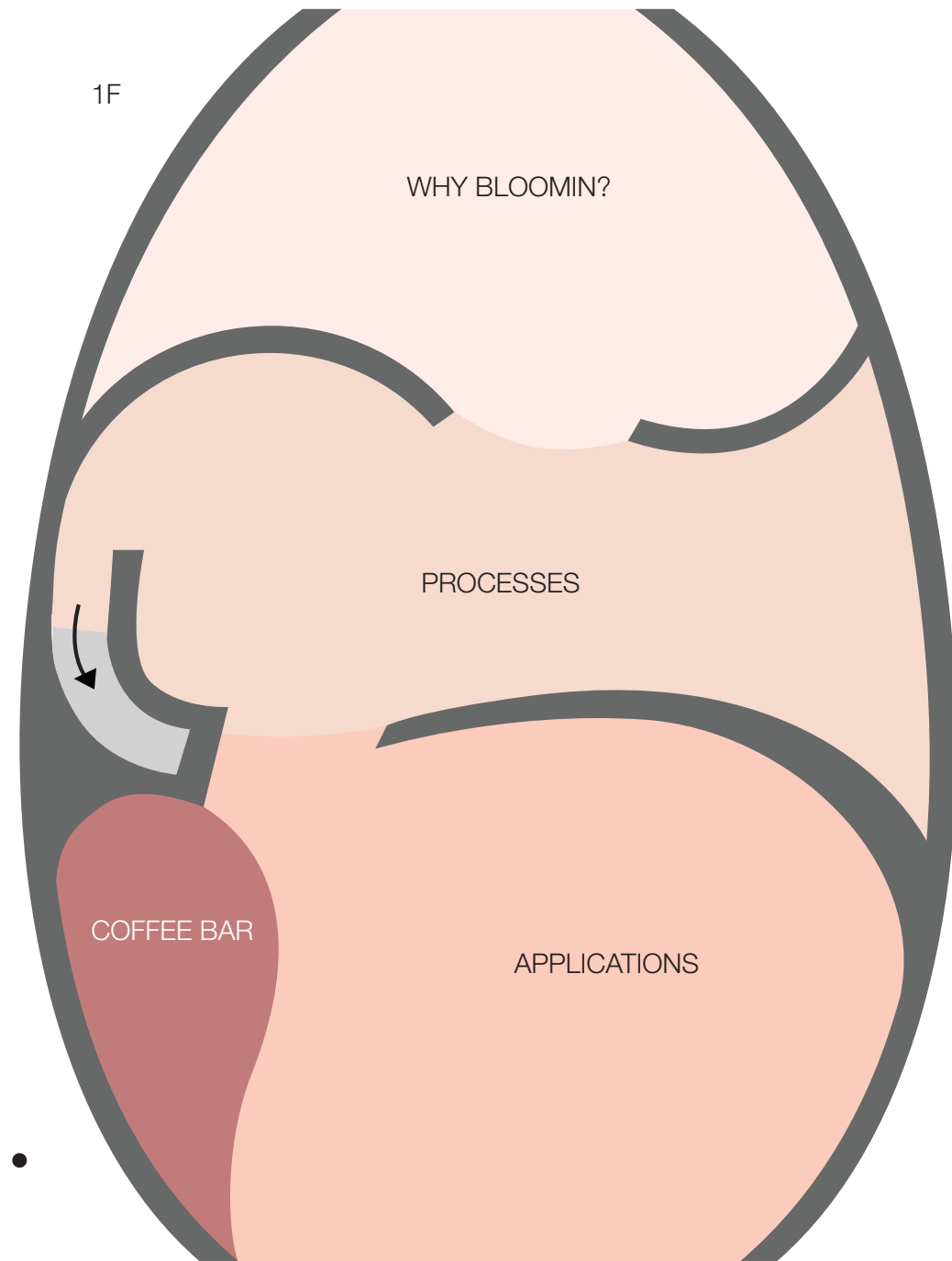
# Concept Map

## Brainstorm map



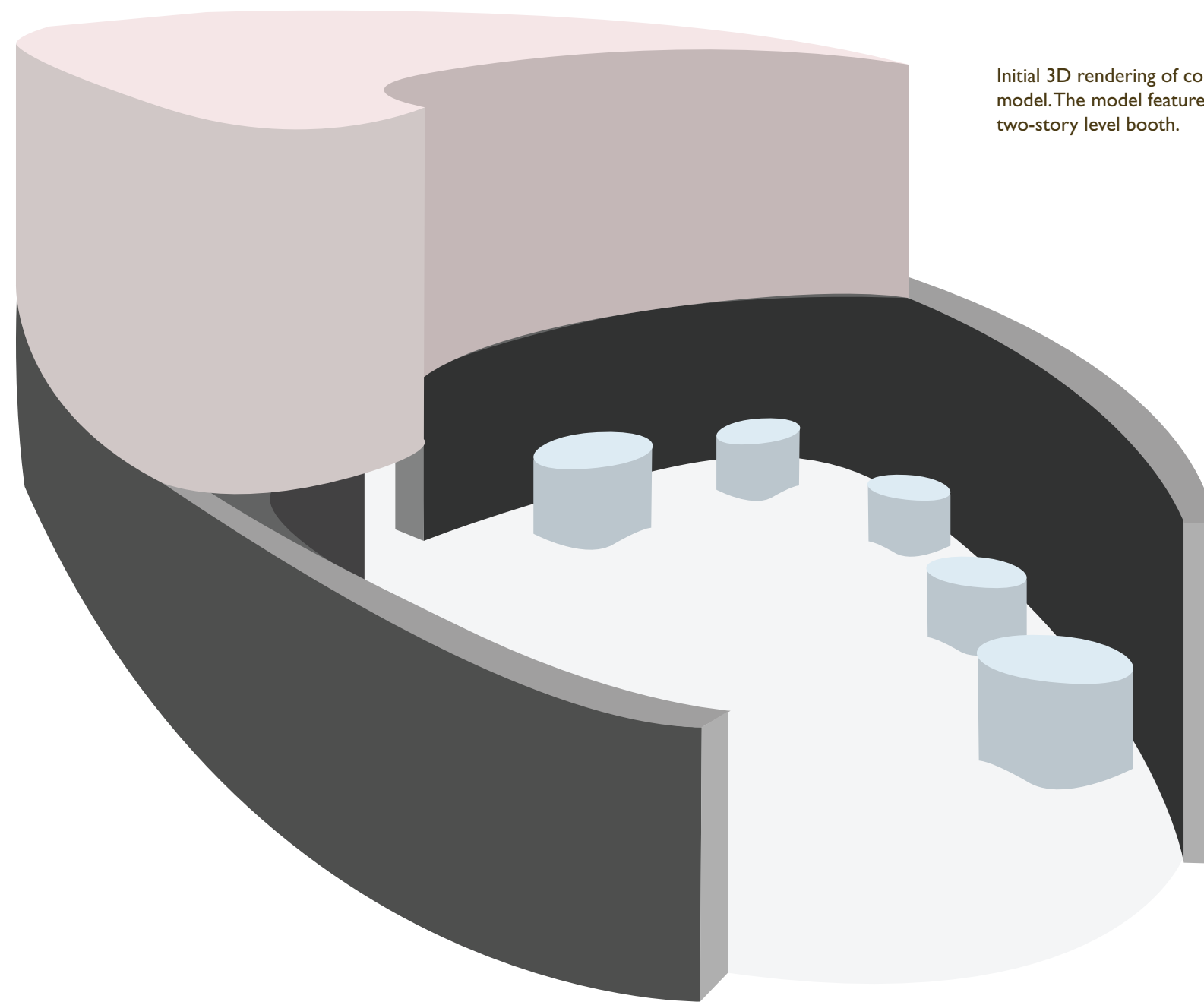


# Concept Floorplan



# Concept Model

## 3D Model Rendering

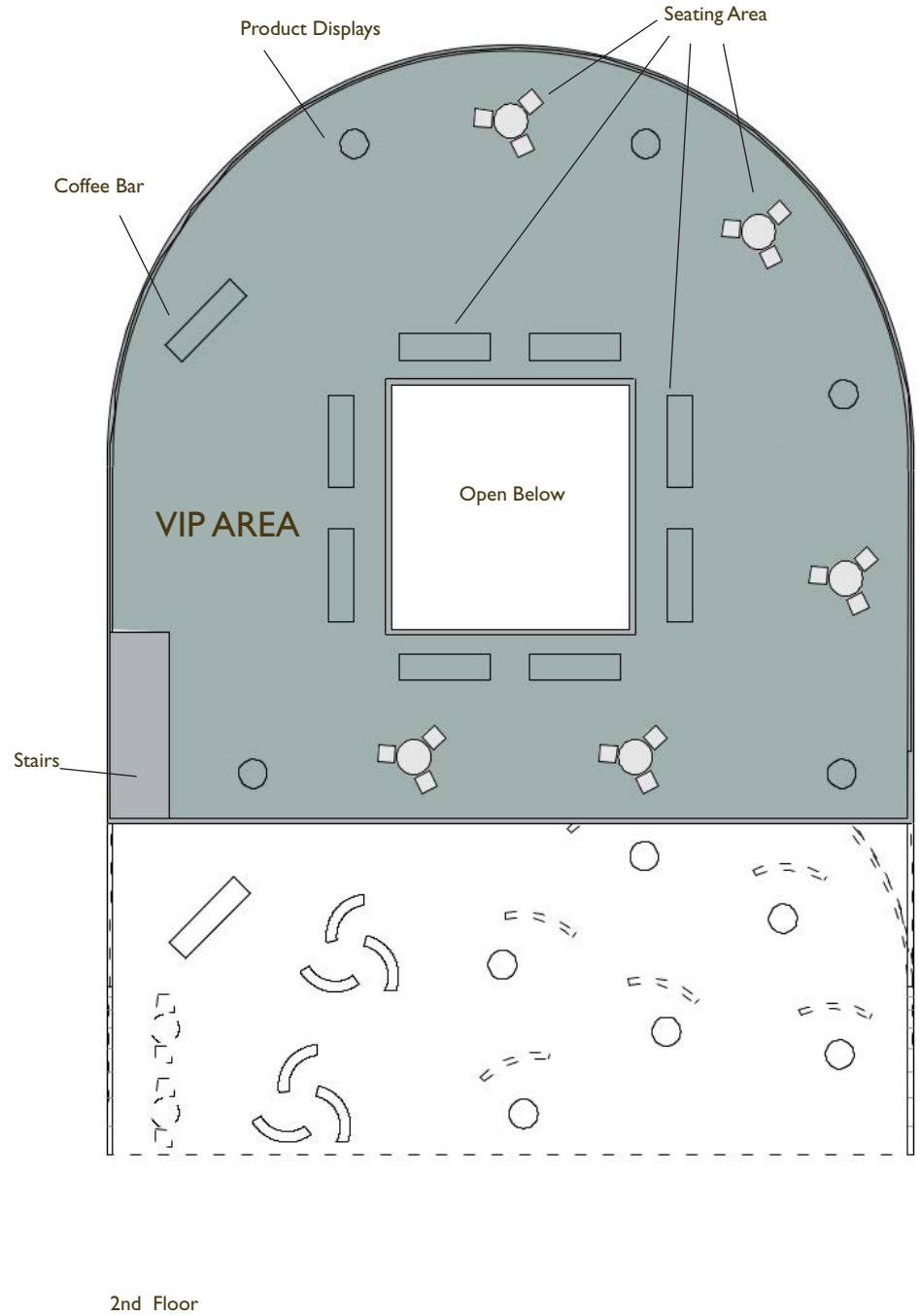
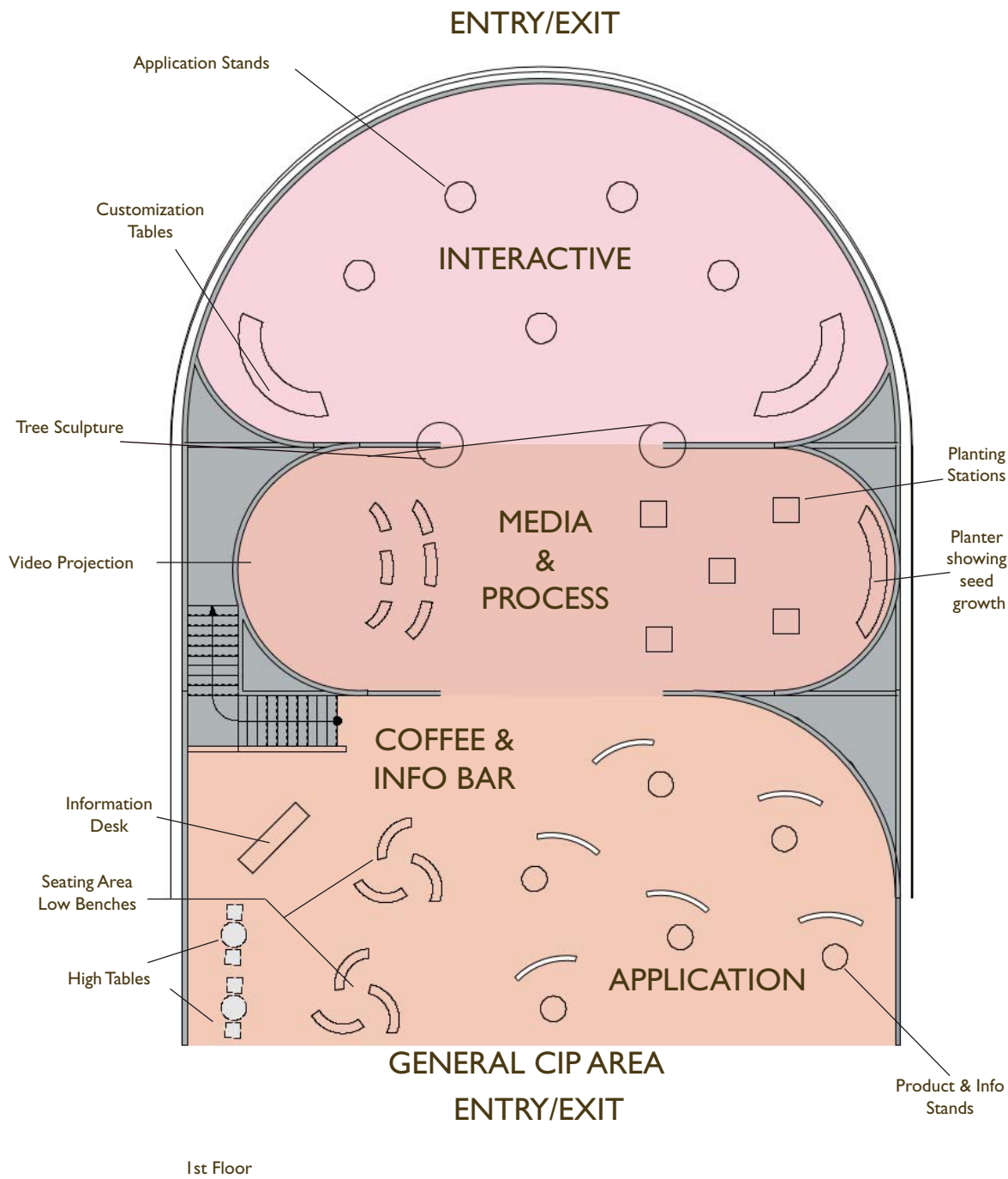


Initial 3D rendering of concept model. The model features a two-story level booth.

Phase 2

Spatial Planning

# Floor Plan



Our trade show booth is designed to be spotted from far away. While keeping elements of Bloomin's current booth designs of open spaces, black backgrounds for product display and adhering to graphic identity, we've expanded the design possibilities.

### Overview

The overall layout is inspired by a seed and the cross section of a seed. Each room serves a specific function. From far away, the booth can be spotted from the intricate netted wall that wraps around the booth. The exterior is also coated with sprouting seed paper that shows the real time effectiveness of the product.

### Application Area

Individuals are greeted with an open space of product applications and a coffee bar/information area. For the application portion, there are stands with actual products as well as a center area for complimentary product customization. The seated areas include both high tables and bench seating.

### Process Room

Continuing into the booth, the rooms are broken down into "process". One room shows the time lapse video of the seeds sprouting from the paper and it's positive effect on the Earth. The other room has planting stations to allow visitors to interact with the materials and process.

### Interaction Room

Towards the back is the interactive room where individuals who customized a product in the front can redeem their product. There will also be stations for individuals to speak with representatives and play with paper.

### VIP Room

The VIP area located upstairs is an open space with an open below area in the center. It serves as a private area for representatives and potential clients to discuss business and other matters.

### Tree Sculpture

To attract visitors, the center holds a large tree sculpture with Bloomin products that can be seen 360 degrees around the booth.



# Scale Model



Interior



Interior

The scale model was created to show size and proportion of the concept model.

The scale model is 1/4" - 1' scale.

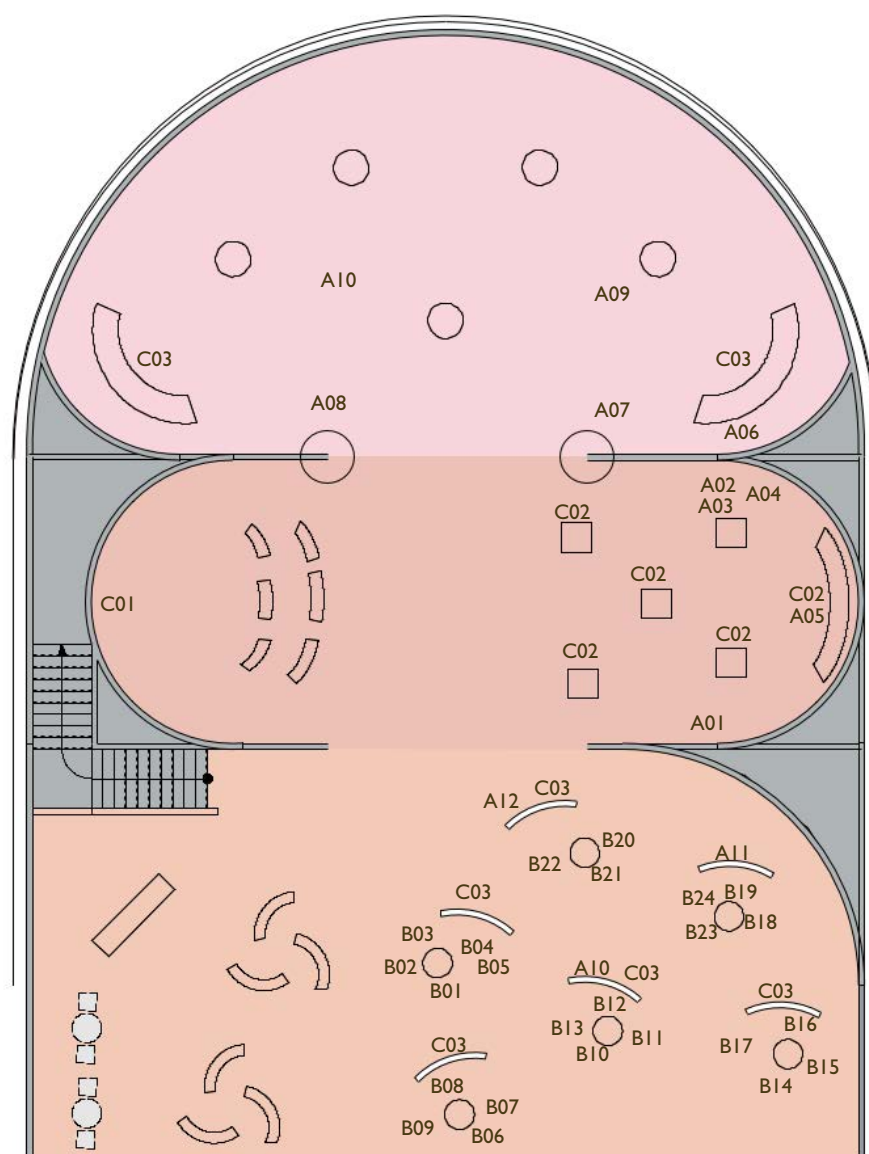


Front Exterior

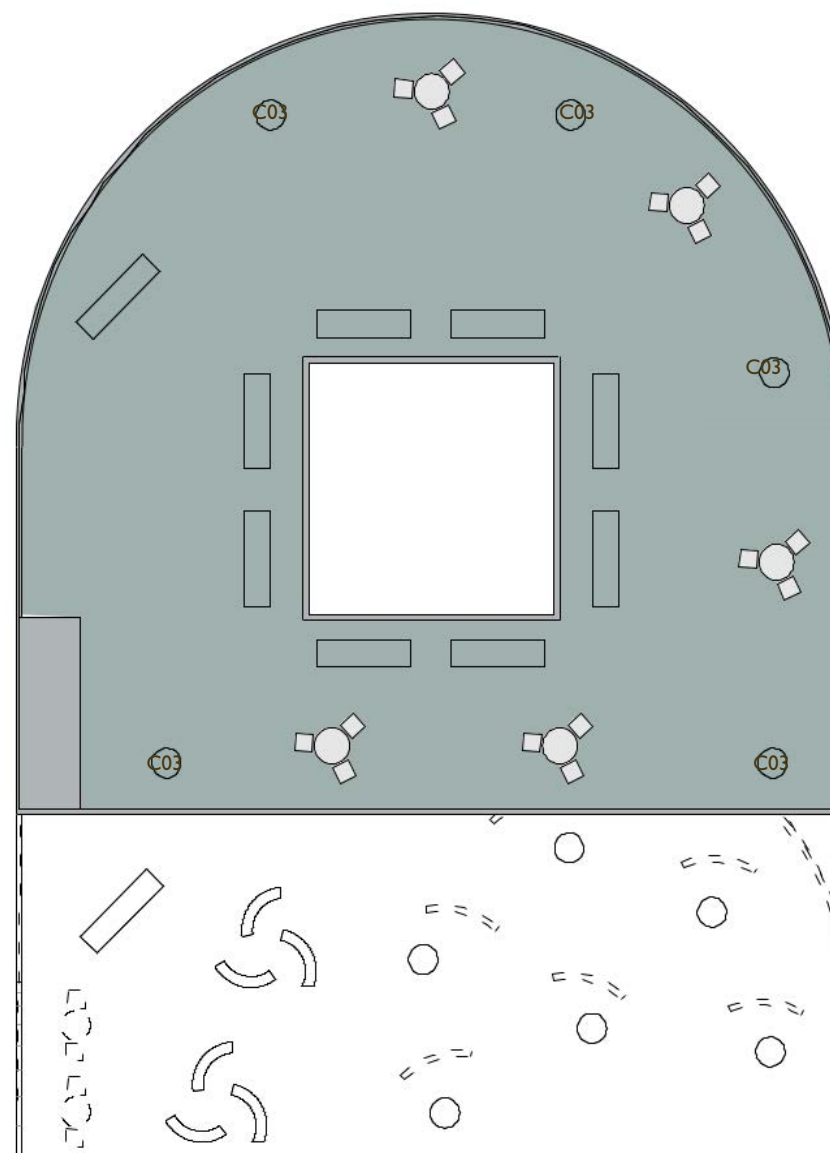


Back Exterior

# Object List & Location



1st Floor



2nd Floor

## Object List

Below is a general list of objects and corresponding annotations of location of objects inside the booth.

### Process

- A01 Color Pigment
- A02 Pastel Paper
- A03 Naturals Paper
- A04 Brights Paper
- A05 Seeds (variety)
- A06 Geometric Paper Shapes
- A07 Words Paper Shapes
- A08 Plants and Trees Paper Shapes
- A09 How to Banner
- A10 Seed Paper Catalog
- A11 Seed Paper Shapes Catalog
- A12 Earth Day Catalog

### Media

- C01 Video Projector
- C02 Planters
- C03 Tablets

### Application

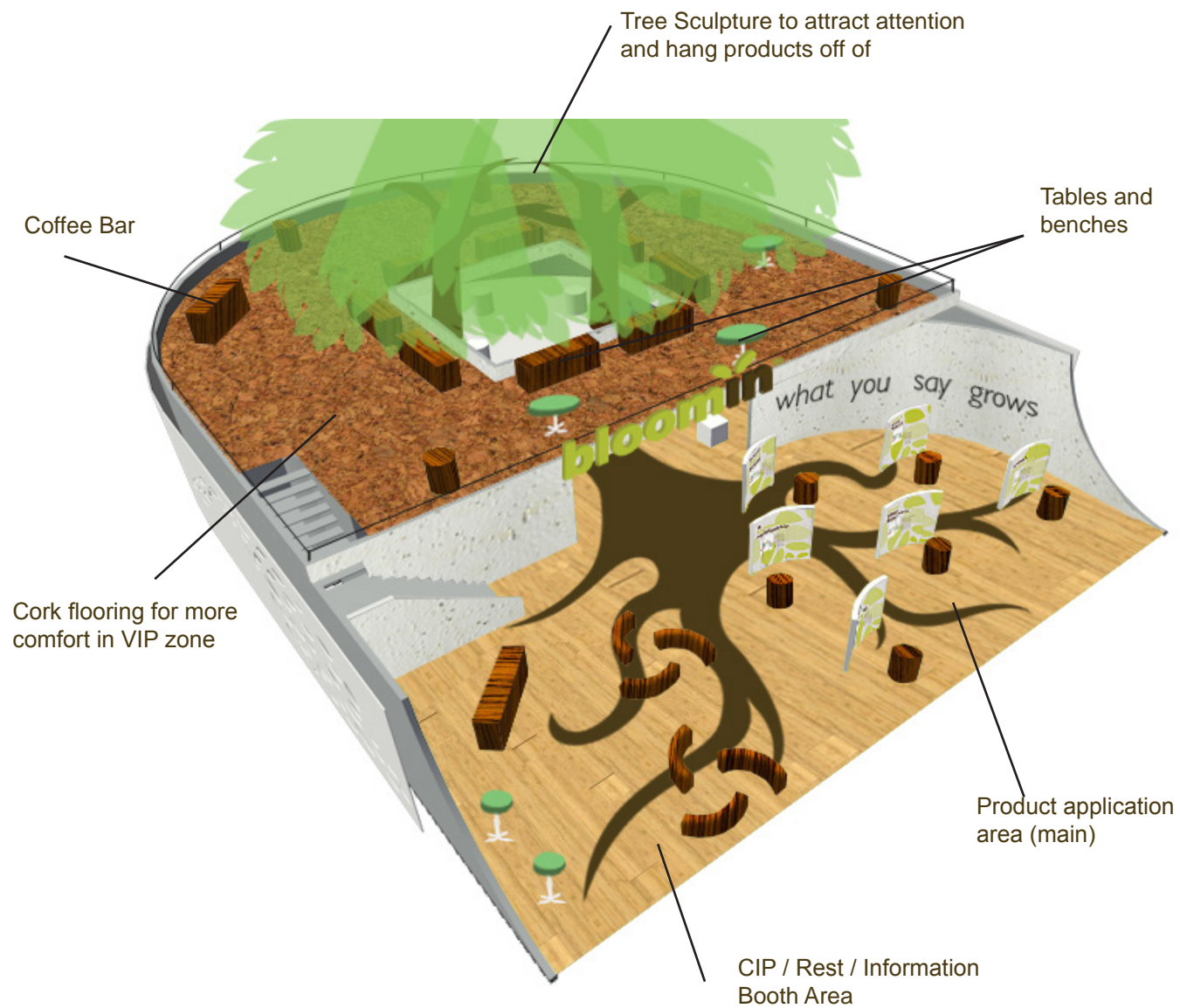
- B01 Letterhead
- B02 Brochure
- B03 Business Cards
- B04 Calendar
- B05 Nametags
- B06 Presentation Folder
- B07 Product Holders
- B08 Postcard
- B09 Ticket
- B10 Gift Card Holder
- B11 Tags
- B12 Wristbands
- B13 Bookmarks
- B14 Bottlenecks
- B15 Pillow Box
- B16 USB Box
- B17 Drink coasters
- B18 Greeting Cards
- B19 Paper Shapes: Words
- B20 Journals
- B21 Growfetti / Confetti
- B22 Menu Card
- B23 Placecards
- B24 Reception Card

Phase 3

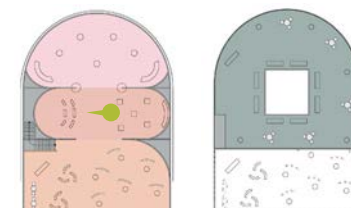
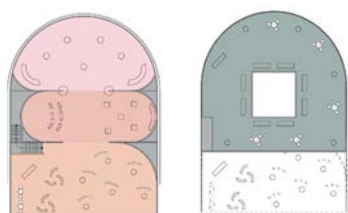
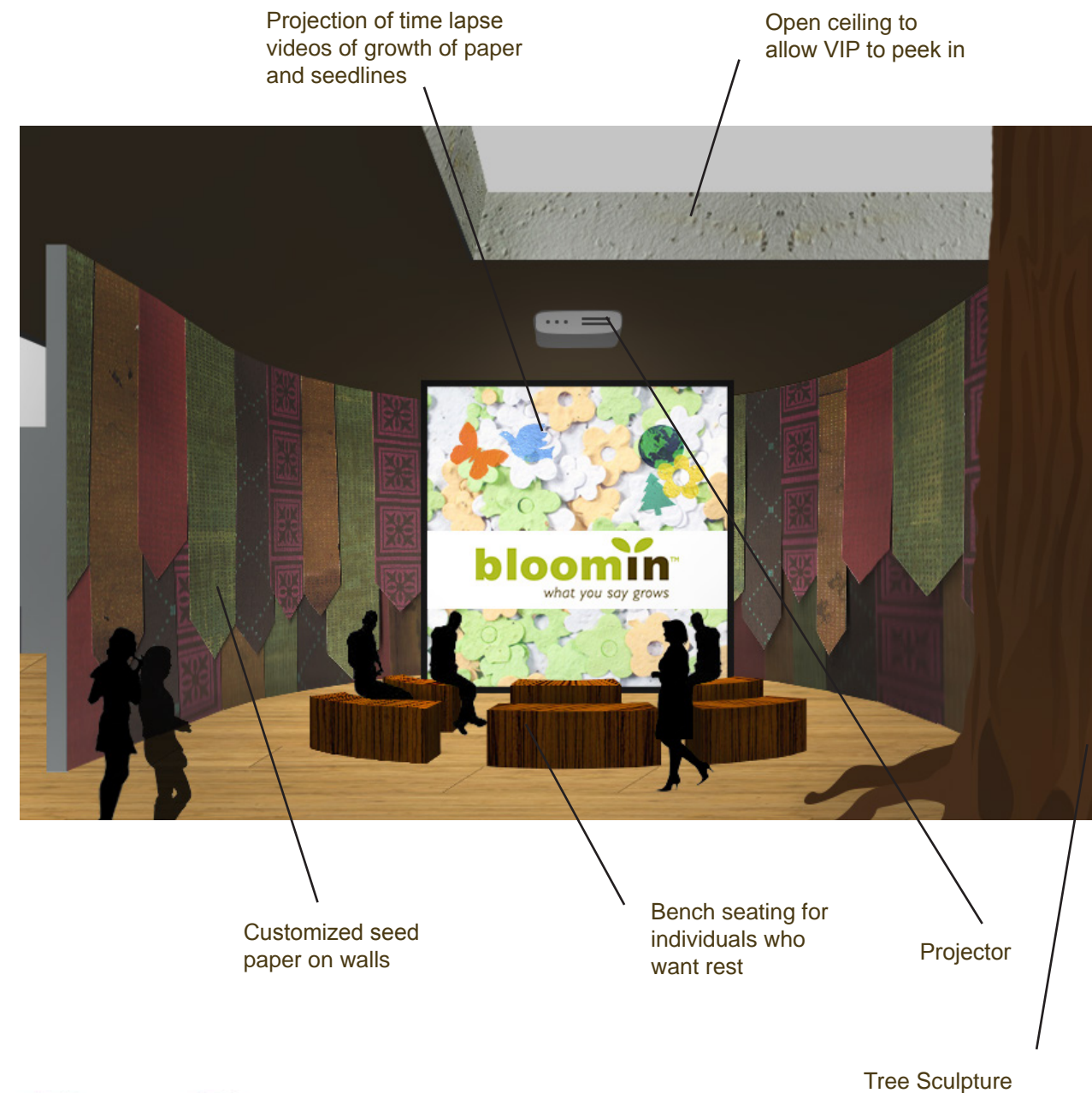
Exhibition Staging

# Perspective Views

## Left Isometric



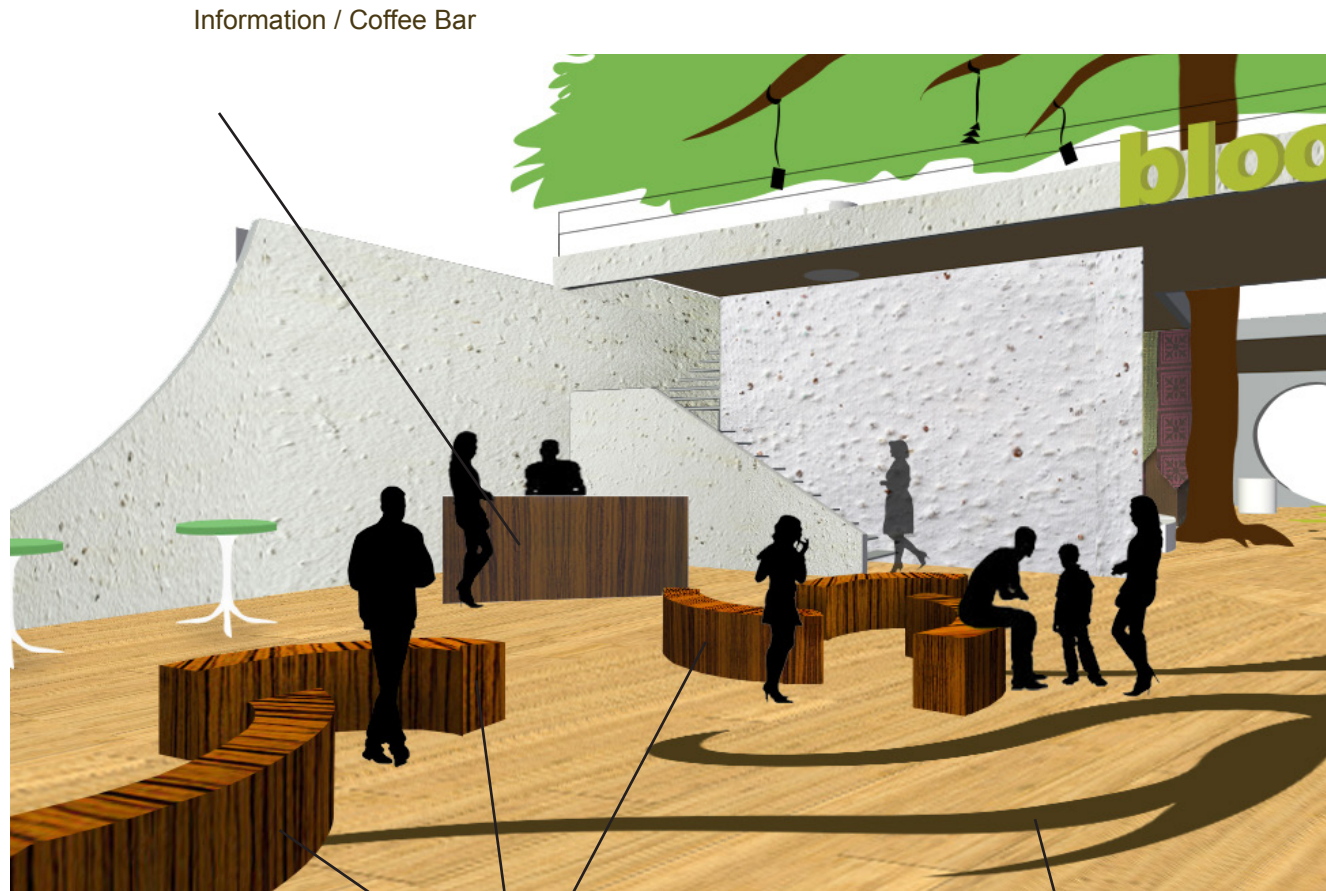
## Projection Room Interior Perspective





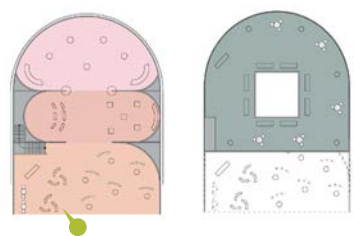
# Perspective Views

## Front Info Bar Perspective View

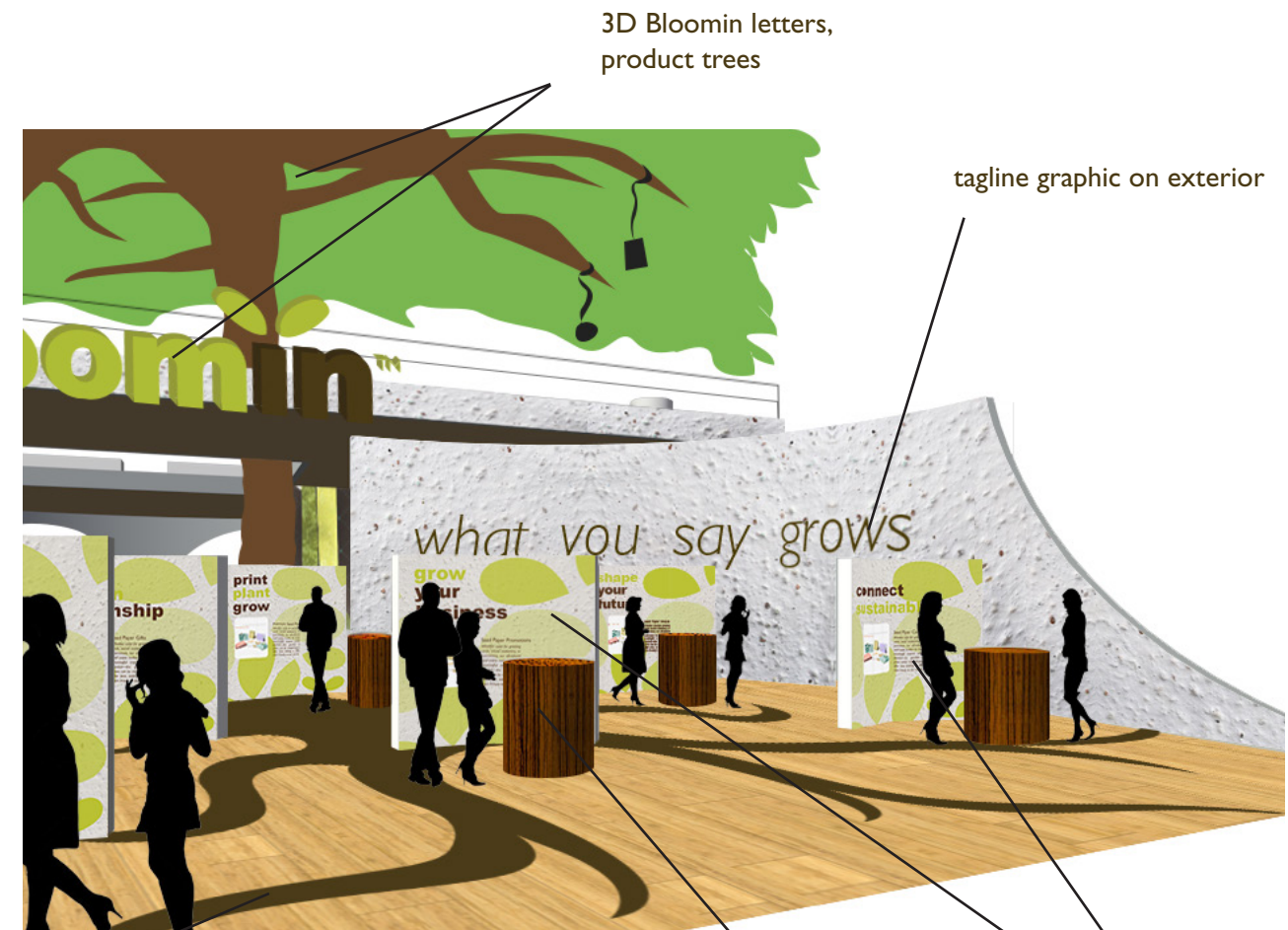


Information / Coffee Bar

Bench seating for all visitors / CIP and place for filtering VIP guests



## Front Application Perspective View



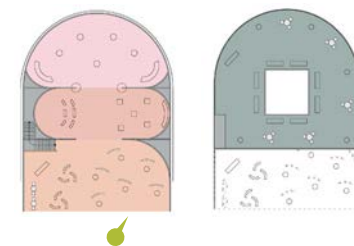
3D Bloomin letters, product trees

tagline graphic on exterior

application stands

divider stands showcasing products in print and digitally through tablet

tree graphic on bamboo flooring



# Materials, Lighting & Color Palette

## Materials

									
	Seed paper texture	Cork Flooring	Bamboo Flooring	Glass	Metal	Reclaimed wood	Velcro	Construction Felt	Steel Framing
<b>VIP</b>	Exterior walls	Covers entire floor		For table tops	Table stands	Application Stands		Wall construction	Wall construction
<b>Info Bar</b>	Exterior walls		Flooring	For table tops	Table stands	Application Stands			
<b>Application</b>	Exterior walls		Flooring			Application Stands			
<b>Media</b>	Exterior walls		Flooring			Application Stands			
<b>Process</b>	Exterior walls		Flooring			Application Stands			
<b>Interactive</b>	Exterior walls		Flooring			Application Stands	Wall		

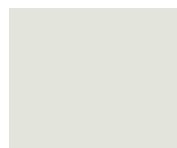
## Color Palette



Bright Lime  
#2025-10  
P1



Appalachian Brown  
#2115-10  
P2

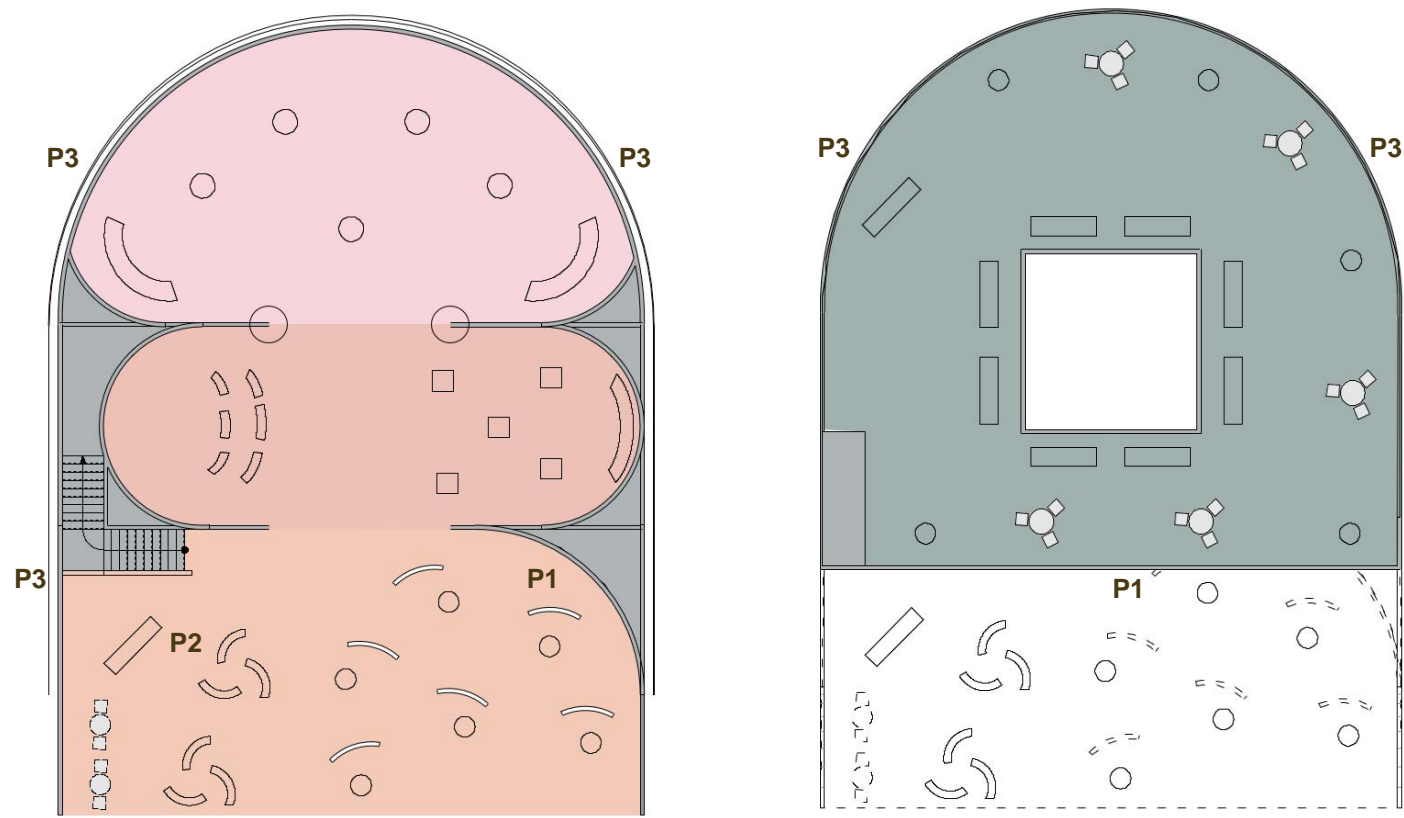


Distant Gray  
#2124-70  
P3



Graphite  
#1603  
P4

The paints are from the Benjamin Moore paint palettes. The colors are drawn from Bloomin company colors.



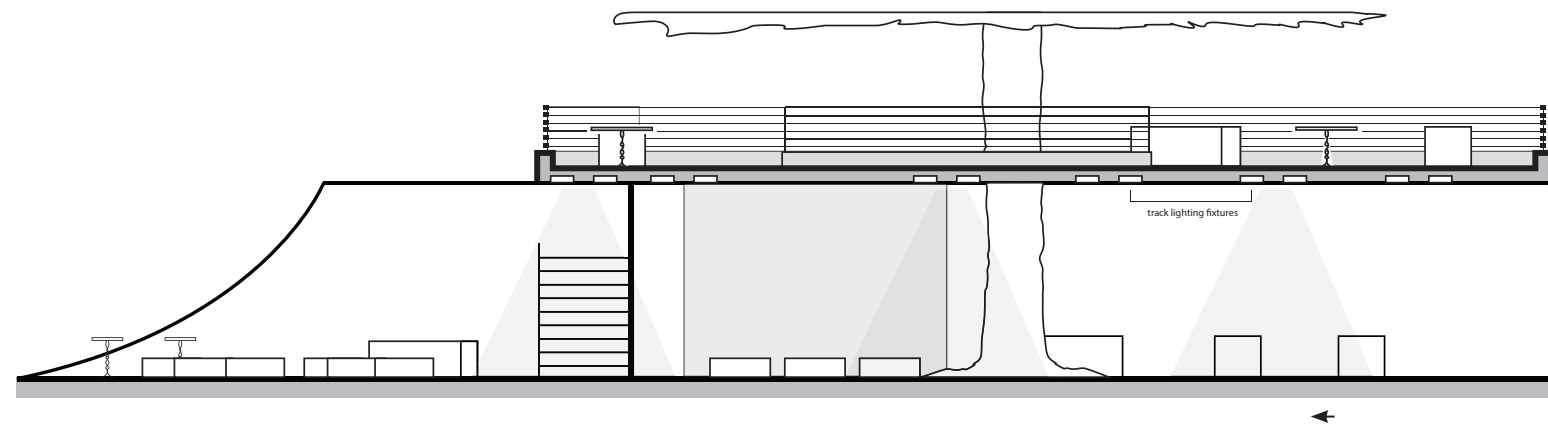
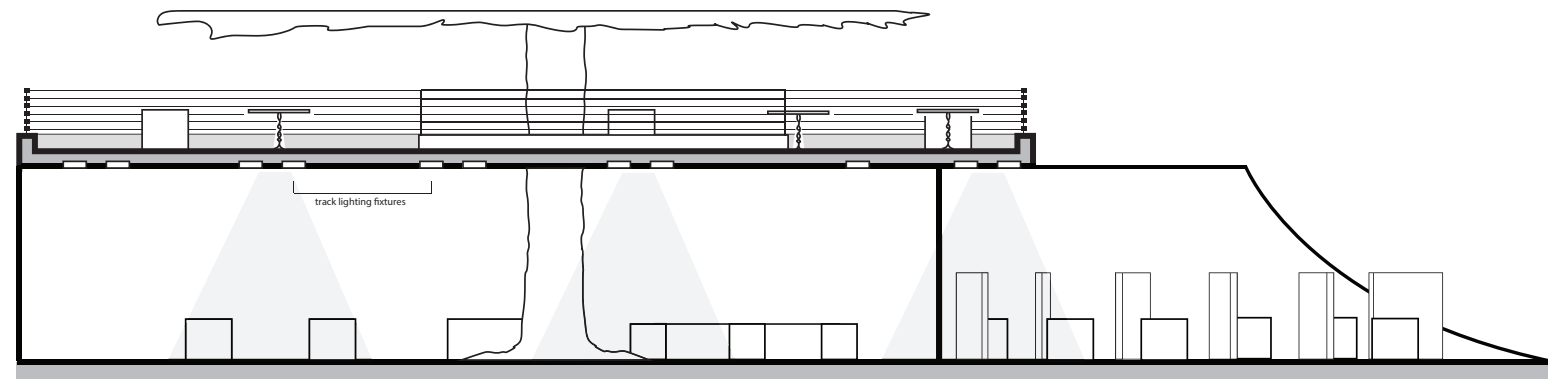
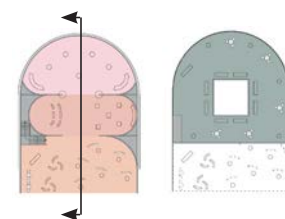
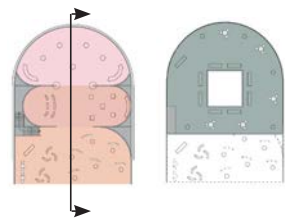
### Lighting



<b>VIP</b>	<b>Tracking Lighting</b>	<b>LED Light Strips</b>
	Above Tree	Exterior netting
<b>Info Bar</b>	Highlight product	Exterior netting
<b>Application</b>	Highlight Product	Exterior netting
<b>Media</b>	Highlight Product	Exterior netting
<b>Process</b>	Highlight Product	Exterior netting
<b>Interactive</b>	Highlight Product	Exterior netting

Tracklighting will be used throughout the exhibit to highlight the products. The first floor will be illuminated from front to back except the projection room.

LED Light strips will be between the net and exterior wall to illuminate the wall texture.



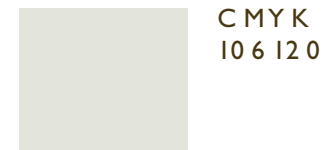
Phase 4

Graphic Identity

# Company Graphic Standards

## Color Palette

The following are Bloomin's graphic standards that we will adhere to for all graphic applications.



## Logo & Tagline



Logo: The logo consists of two colors (green CMYK 37/12/100/0 and brown (CMYK 53/61/98/55). There is a distinct leaf design that substitutes the tittle on top of the "i". Additionally, there is a Trademark symbol next to the "n"

Tagline: Bloomin's tagline is "what you say grows". The tagline reflects their product's unique ability to grow after use and encourages individuals and companies to choose the sustainable alternative from traditional paper sources.

## Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

Gill Sans Std Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

Gill Sans Std Regular

Above are the typefaces used throughout the brand's logo. Arial Bold should be used for all headline texts. Gill Sans Std Light Italic should be used with Bloomin's tagline along with any subtitle text. For all other texts/body copy, Arial Regular should be used.

# Marketing Collateral

## Overview



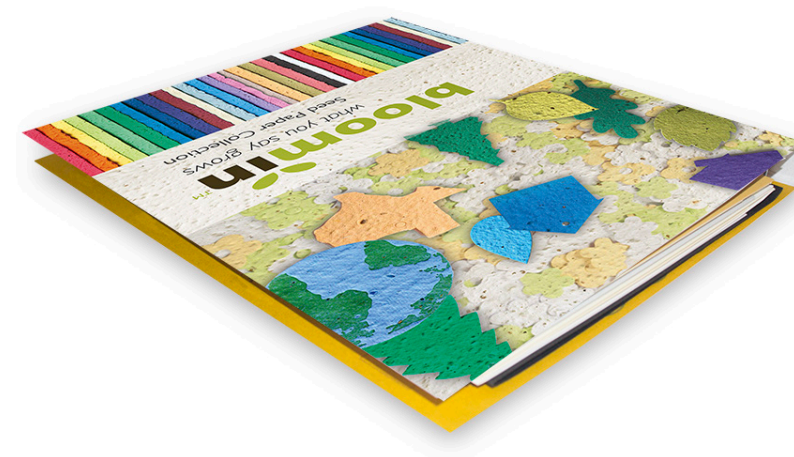
Representative T-shirt



Seed pots



Reusable Totes



VIP Catalog



Infosheet

# Marketing Collateral

The following are marketing collateral that booth staff will either adorn or give away.

## Representative Shirts



## In Situ



## Bloomin Reusable Totes



The staff shirt is a simply the company logo printed on the front of the shirt with the tagline. The back features the tagline "Plant your future". These are printed on gray t-shirts.

These canvas bags have Bloomin's logo and company website. All staff will carry these bags when giving away swag. Additionally, booth guests will receive this canvas bag as part of swag bags. The bags are tan/brown to tie into the organic feel of the booth. also, these bags serve as further advertising when guests roam around the convention center.

Custom jute fiber bags = sustainable, recyclable and cotton handles.

# Marketing Collateral

## Seed Pots

On the right is a seed pot graphic that wraps around a small pot with a dirt disk inside. The graphic promotes the company and also has a seed paper shape on top that the individual can plant.

This is also an example of a current seed pot promotional products that other companies can use for their promotions.



Seed pot graphic wrap

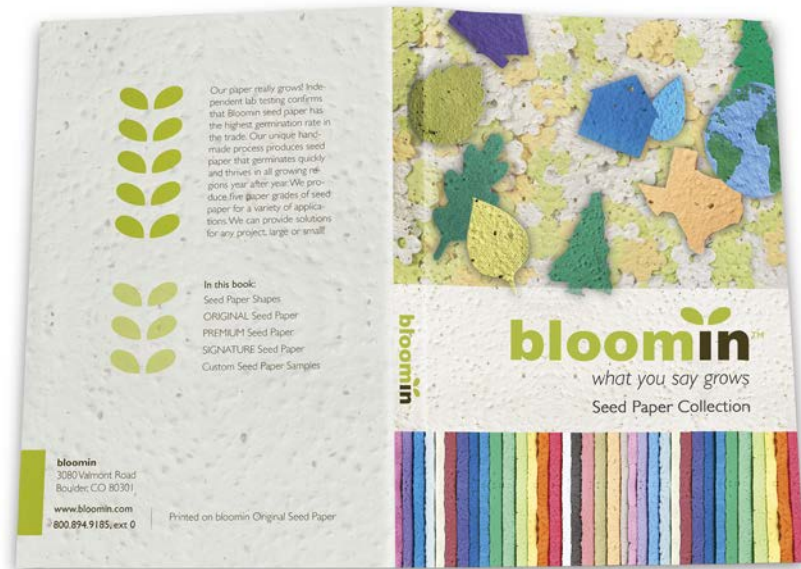


Seed pot rendering

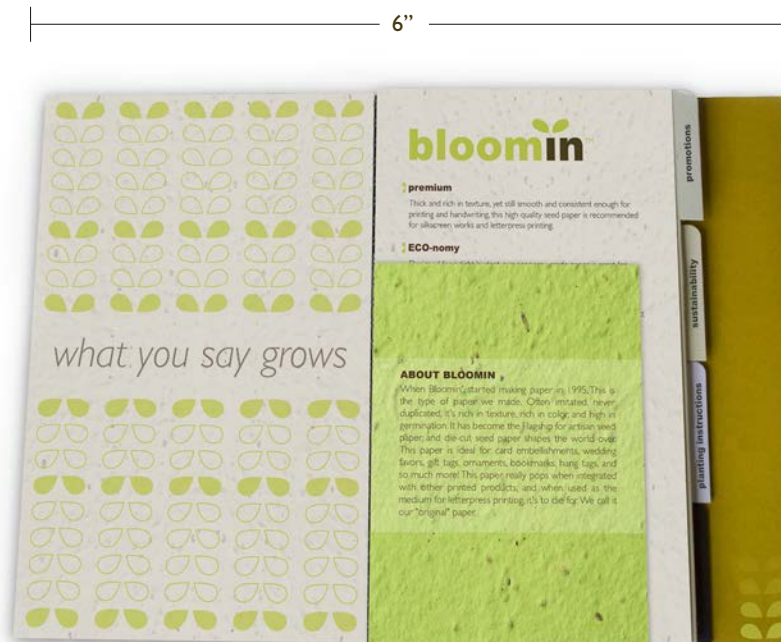


# Marketing Collateral

## VIP Catalog



Exterior view of VIP Catalog



Interior view of VIP catalog

The VIP catalog will be distributed to our VIP guests and contains information such as the various grades of seed paper manufactured by Bloomin. It includes samples of past promotional products and ordering information.



# Marketing Collateral

## General Catalog (at 100%)



Front page view

The infosheet is a one-page catalog that will be distributed to everyone who visits our booth. It will contain information about products that are geared towards the general public, such as greeting cards, gift items, and business cards.



Reverse page view

The reverse page of the infosheet will also include a short summary of various grades of bloomin seed paper.



Perspectice View



Infosheet to scale

# Booth Graphics

## Overview



Seed Bomb Exterior Marketing



Company Name Signage



Seed shape velcro wall



Tree floor graphic



Interior Graphic Divider

# Marketing Exterior Graphic

## Exterior - Outside Convention Center Seed Bomb Graphics

### Seed Bomb Signs



Front Example 1



Front Example 3



Front Example 2



Front Example 4



Bloomin seed bomb card back



Conceptual Rendering



For exterior promotions, we are utilizing seed bombs that the company currently produces.

The bloomin “ballistic” is a mix of seeds ranging from annual and perennial wildflower seeds and 100% post-consumer/recycled paper that you can just “throw and grow!”

The seed bombs will be placed in a pile outside with these various signs. The signs feature short taglines aiming to build business between bloomin and future companies to use the seed infused product. Individuals can take the seed bombs as they please to plant or take home.

This is used to spark conversation about the company.

The signs will be made from post-consumer or recycled paper fit all weather. It will be mounted on a wood stick into the dirt. The seed bombs are piled around it and people are free to take or leave them. They are approximately 3 feet wide and 2 feet tall.

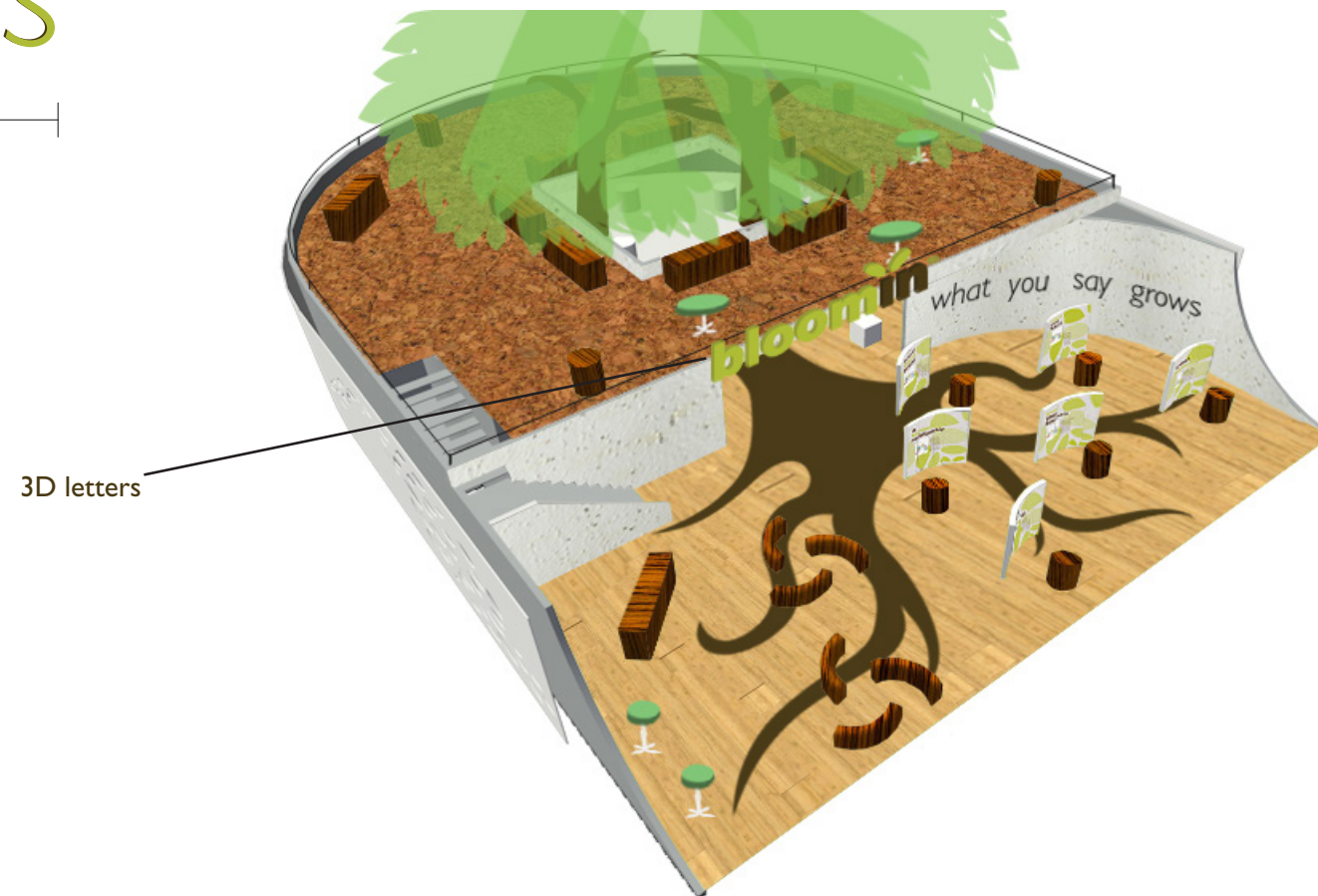
# Exterior Graphic

## 3D Letters



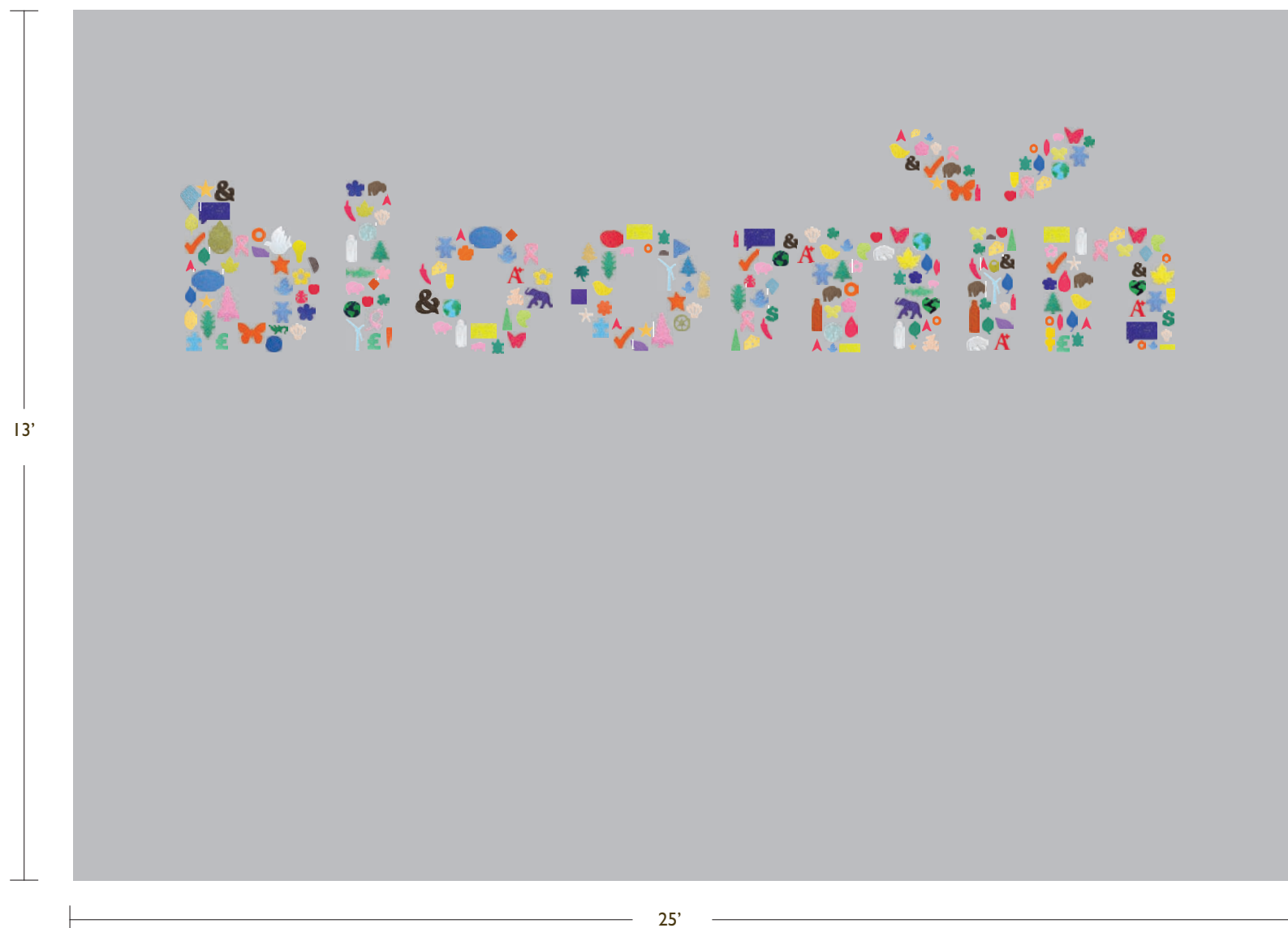
Above are 3D bloomin letters and tagline that are featured in the front and back of the booth.

In situ rendering

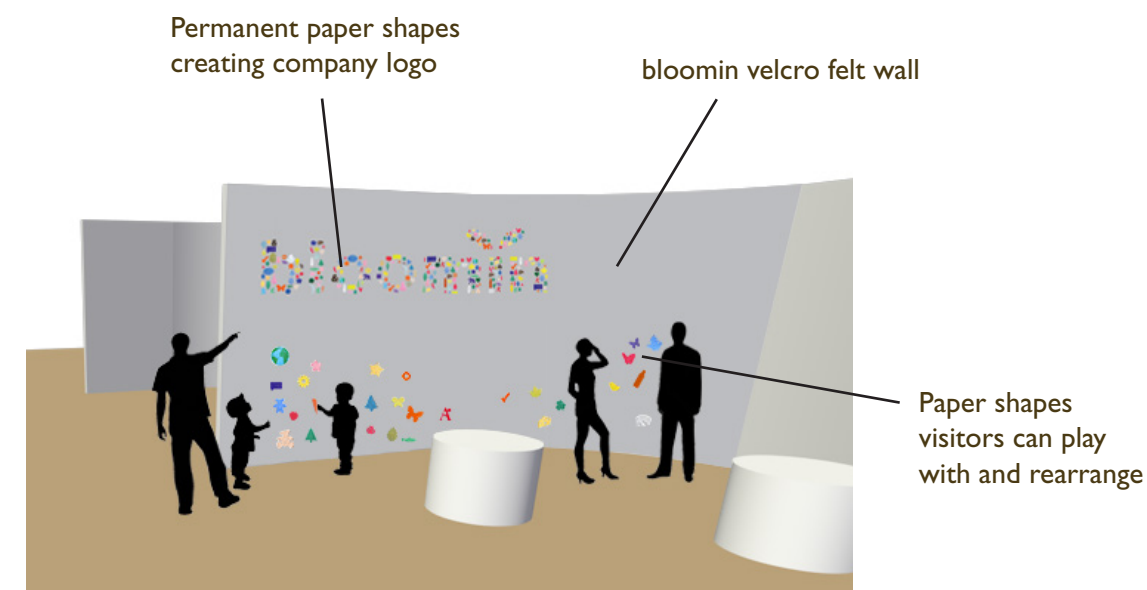


# Interior Graphic

## Bloomin Velcro Wall Graphic



Zoom-in of paper shapes



In situ rendering

Inside the interactive room are two large velcro walls that are consistent to current booth set-ups. There will be shapes that visitors can play with to create anything they want.

Above is a seed paper shape that creates the Bloomin logo. This piece should be created to show the endless possibilities of the product.

Visitors are encouraged to add onto the wall with their own creations.

# Interior Graphic

## Floor Pattern



Overview Perspective

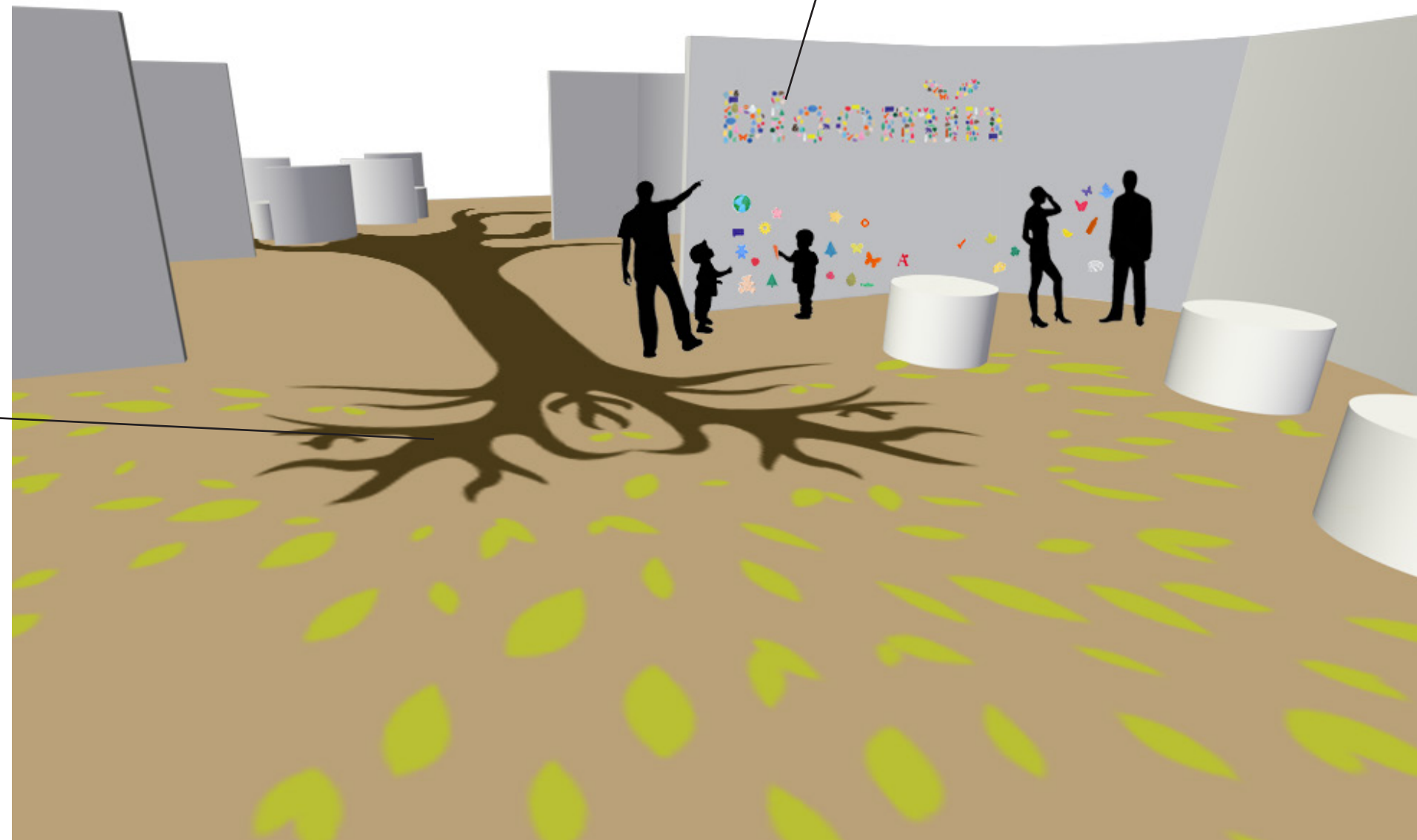


Tree Graphic

There will be a floor pattern laid across the entire first floor. The graphic will span about 60 feet wide and 90 feet long. The pattern is shaped like a tree, with its roots, trunk and canopy weaving throughout the three sections to create a sense of unity.

Floor tree graphic spans across entire exhibit

Bloomin velcro felt wall



Perspective View



# Interior Graphic

## Dividers



Various divider graphics

These graphics will be printed onto wall dividers by each display stand in the applications room. Each divider is embedded with a digital catalog that guests can use to explore each category of Bloomin products.



# Interior Graphic

## Dividers - In Situ





