

Chartboost

Exhibition Plan

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Exhibition Overview

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General Information
Exhibition Interior

Company Name	Chartboost
product category	Mobile Game Monetization
Website	www.chartboost.com
expo Attendance	Numerous International conventions. Larger Convention in San Francisco
Business objectives	Work with new and old game developers on best monetization practices. Educate game developers on producing sustainable and successful games.
Vip Why?	VIP are game developers who have worked with Chartboost in the past. New game developers are just as important.

Location	Chicago Convention Center
exhibition hall location	K
Dimensions	81' x 81'
booth Type	Island. Build and burn

Architectual Elements
Graphic Elements

Product Stands	Chartboost provides services not products so at least 10 mounted stands for ipads to show past work with mobile game developers. MOre screens will be inlayed into CIP tables
VIP and CIP Space	CIP space will be used to let game developers learn about game monetization and interace with its implementation. VIP space will have one-on-one consulting with game developers and Chartboost sraff.
Lock-Up and Storage	Building and area under staricase will be used as storage for Ipads and construction materials.
Lighting	Using lighting that simulates natural sunlight within the booth. some spotlighting on open presentation area.
Info Desk and Furniture	At least 3 info desks located at entrances of booth and more secluded areas to re direct guests. at least 10 staff memebers available in CIP and 5 in VIP sections.

Header	2 Large Chartboost Logo Headers on walls lining 2nd floor balcony.Chartboost Logo located on each info desk as well.
Backlight/Posters/Banners/Stickers	Backlighting on mounted ipads to help direct guests towards interactive activities. Information posters located in CIP area andalong 2nd floor walls.
Screen Area	Main screen in presentation area, that will facilitate Chartboostpanel talks and Chartboost university presentations.
Other Considerations	We aim to provide a fun, innovative space for game developersto learn about game monetization. Also booth serves as an extensionof Chartboost's company consulting offices.

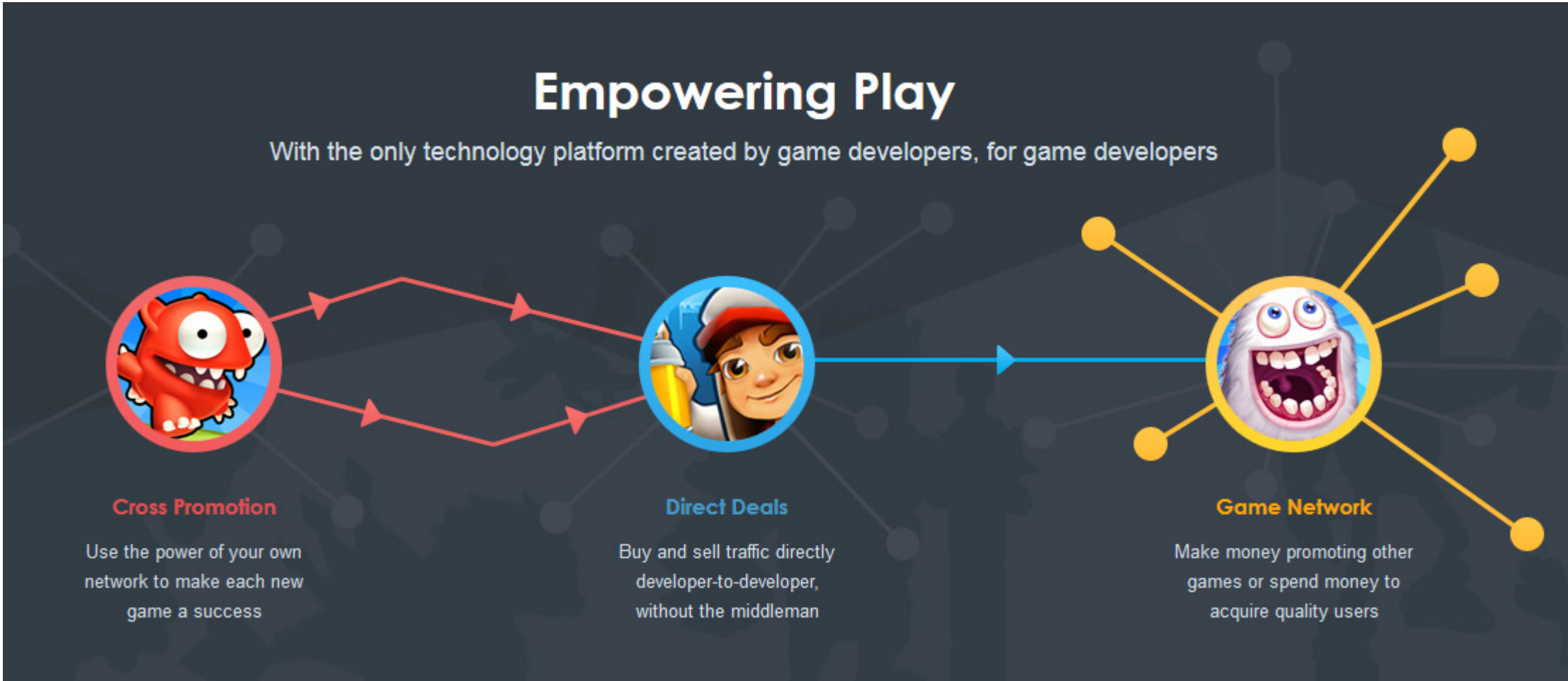
Concept

Concept

Because Chartboost is a Service based company, the exhibit design is intended to foster conversation and educate the consumer (game developers) on the services that Chartboost has to offer. Initial thoughts gave way to the idea of a center courtyard with separate rooms showcasing the various services that Chartboost has to offer. The design would not only foster conversation and education, but it would also give the customer control over how he/she learned about the company and interacted with it. This goes along with the company policy of empowering game developers by advising the game developer, but ultimately giving the game developer control over its advertising and marketing practices.

Company Research

While looking at the company, we noticed certain themes that seemed to be used throughout their office. Most notably the office is designed with astroturf placed in various places, some of it creating benches in the office. Additionally, the use of wood stood out, along with the main company colors; white, green, and black.



+ In addition to game monetization services, Chartboost offers Chartboost University!

“A special program where we invite up-and-coming indie developers from around the world to learn from the best and brightest in the mobile games business”

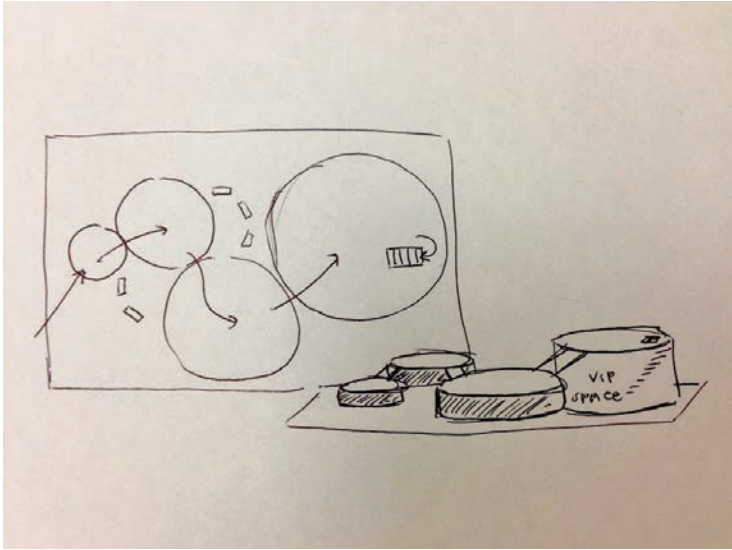
Since Chartboost is a service-based organization, we would like to create a space for

- + Educating game developers and providing monetization tools
- + Networking and having fun!

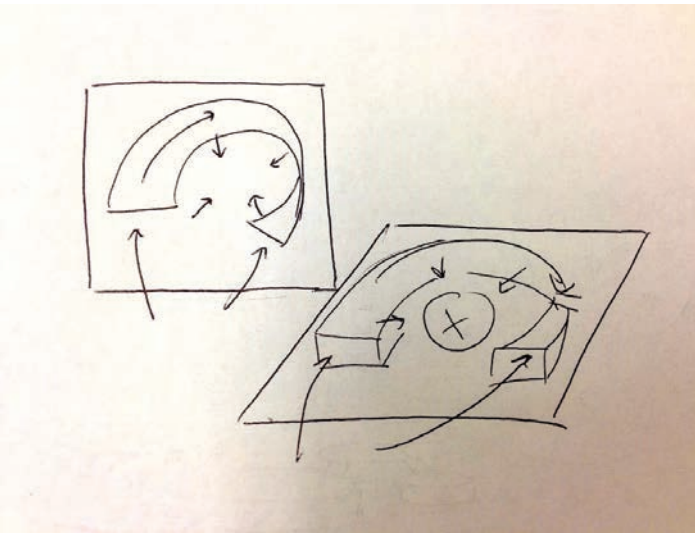
Parti Diagrams

Parti Diagrams

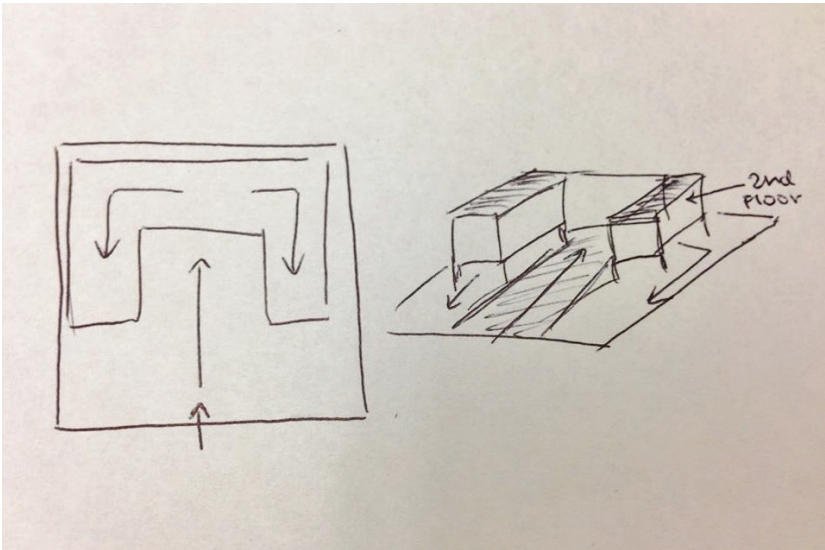
The Parti Diagrams are the very beginnings of the creative process. Once the Concept has been formed, numerous sketches were created to match the concept. These sketches help visualize ideas, and ultimately give way to the final design idea.



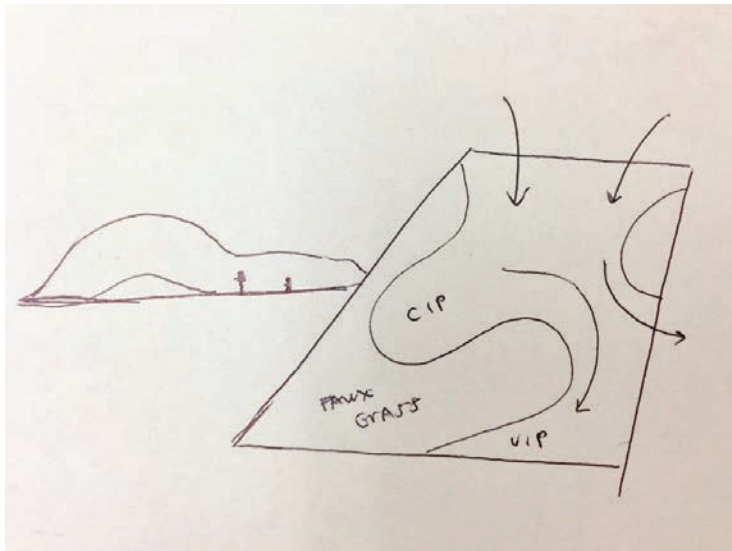
One pathway up and down. Playing with space on top of the roof and underneath.



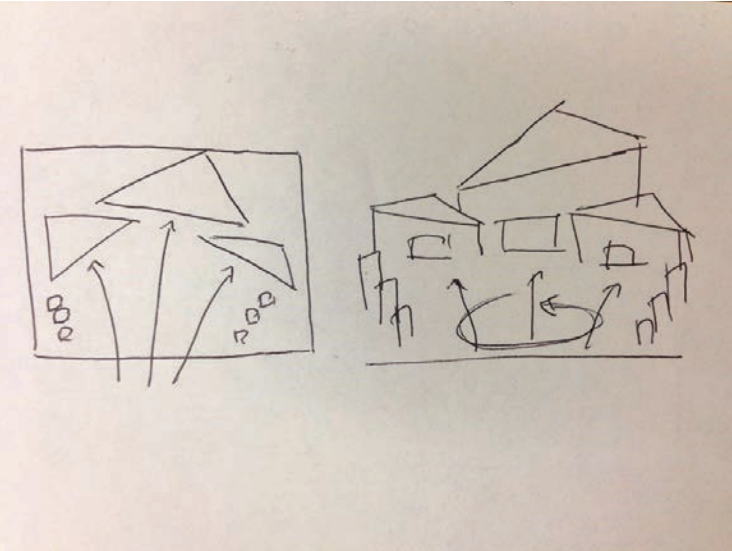
Circulation gravitating to courtyard area. After basing our initial model off of this, we realized the 3 main building units did not have any connectivity.



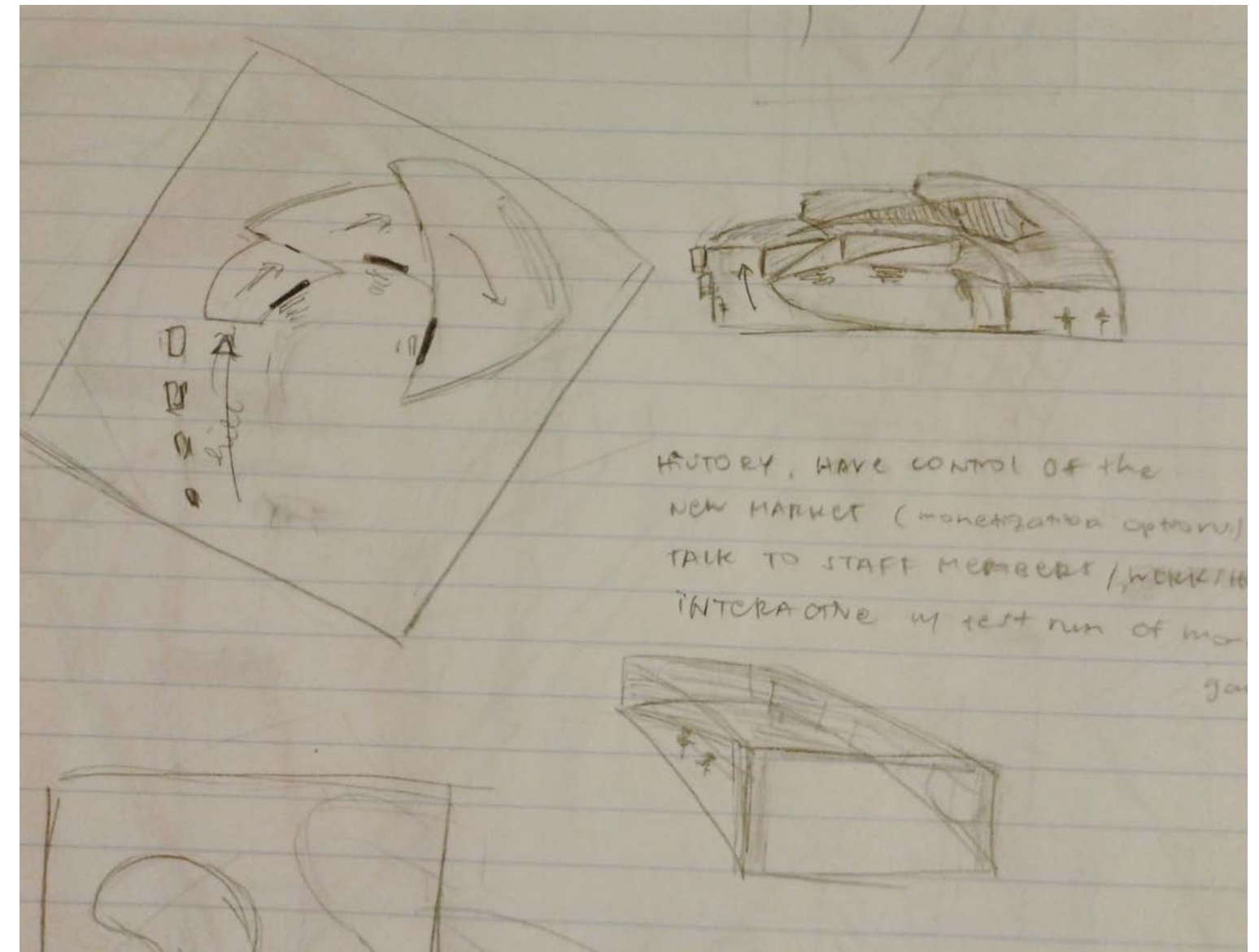
Central aisle design that branches out to CIP (1st floor) and VIP (2nd floor).



Using different elevations with astro-turf covered hill structures, we mimic nature. Private spaces are created with the curved edges.

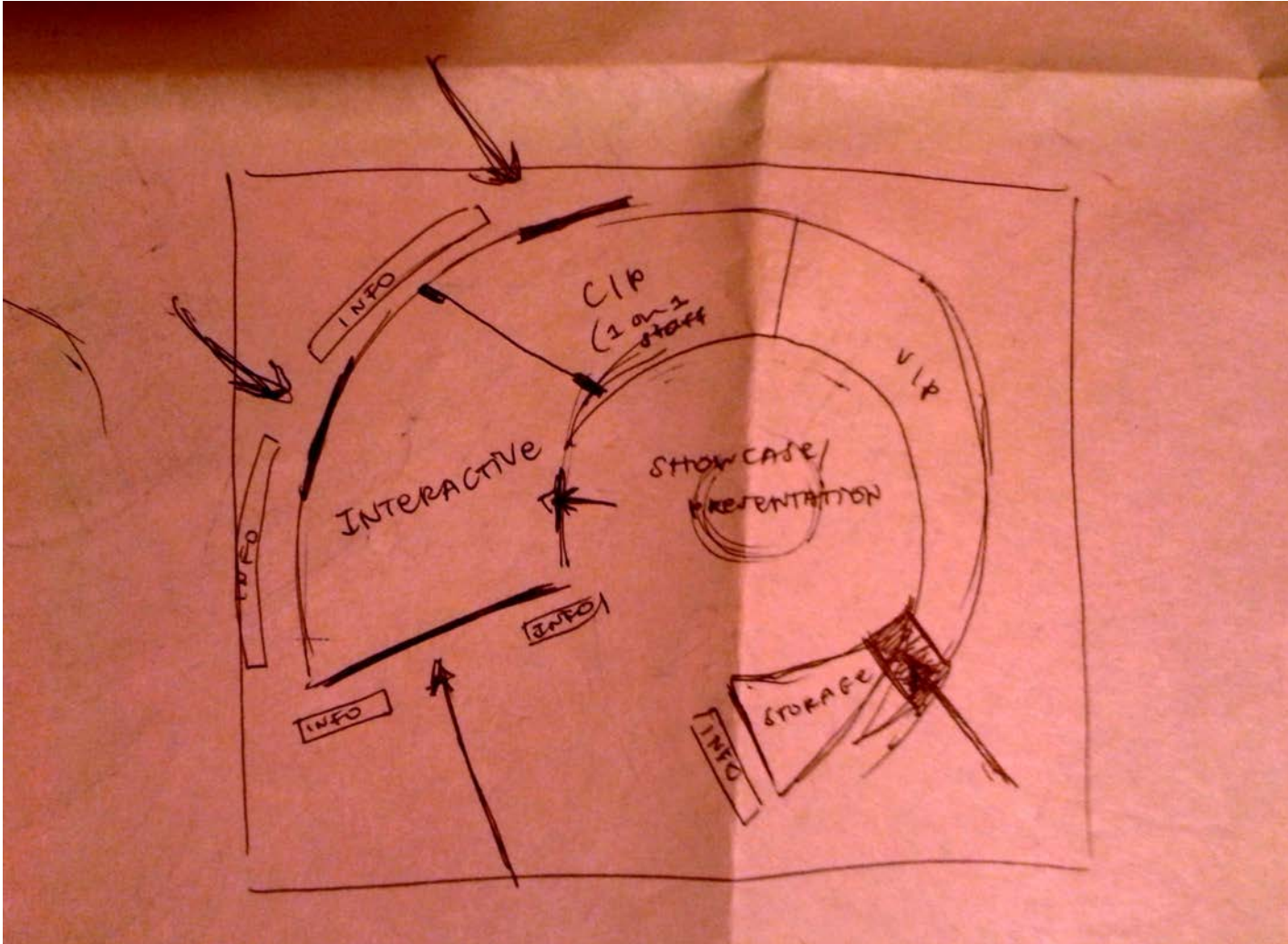
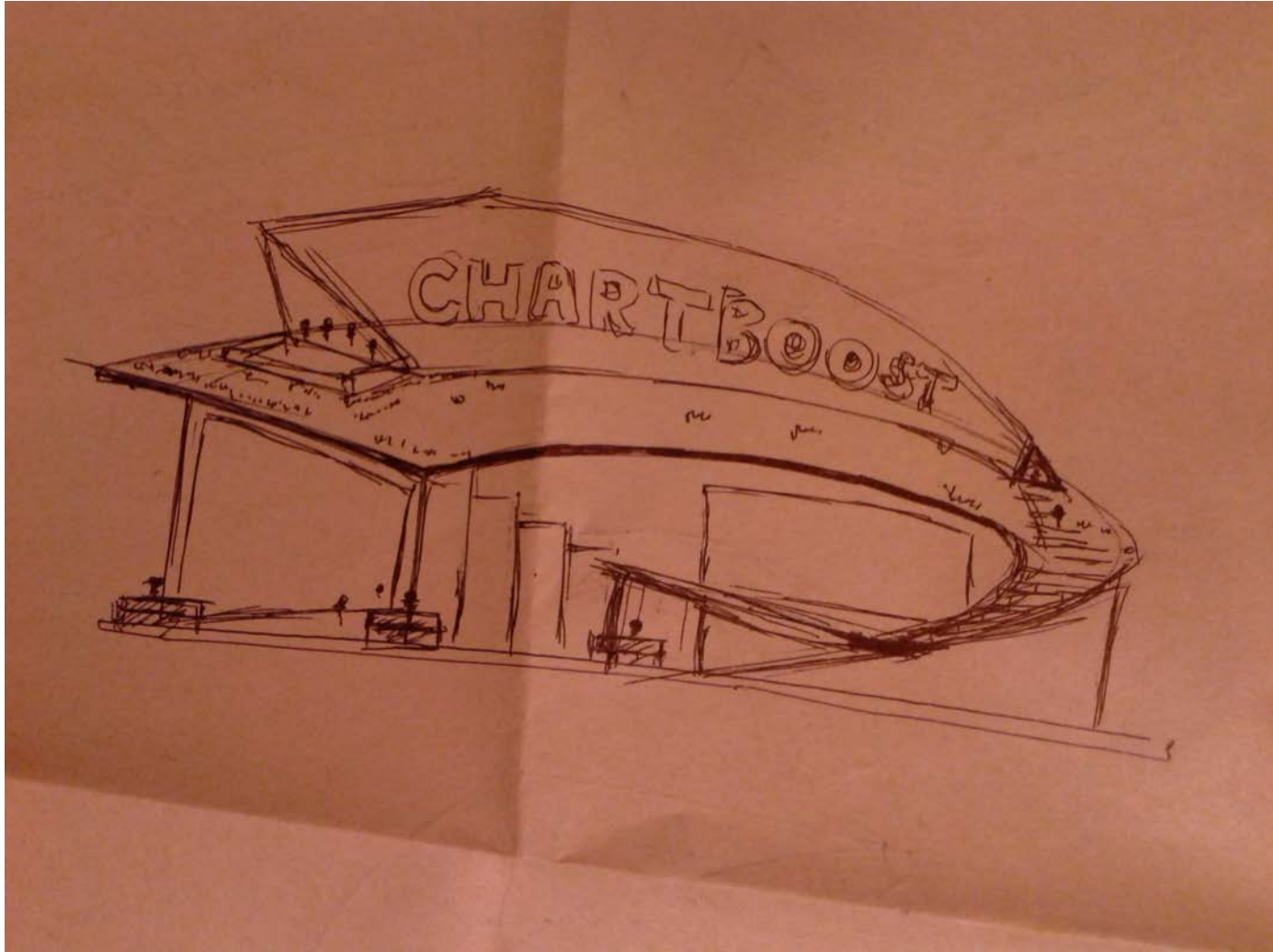


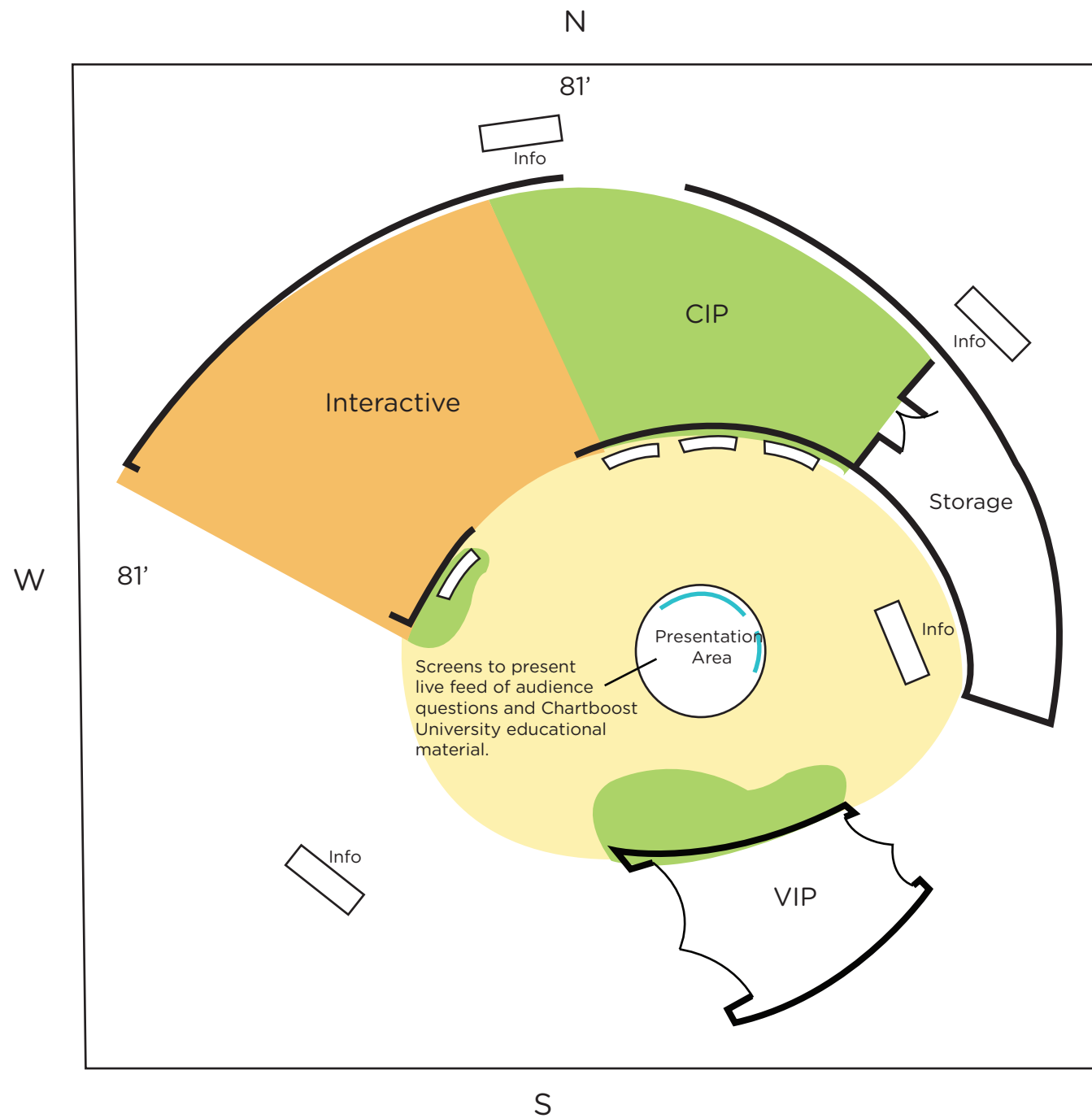
Initial Design



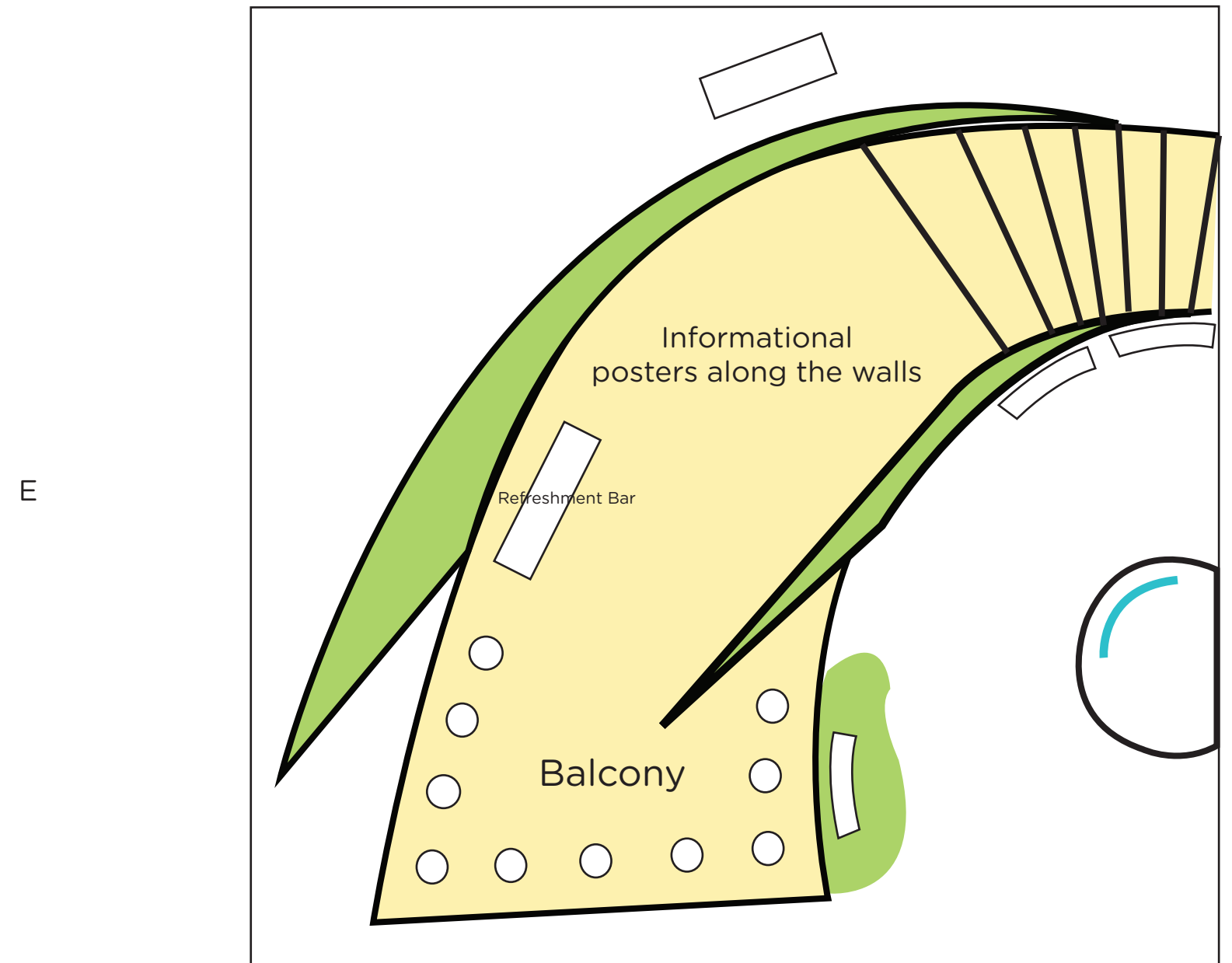
2

Spatial Planning



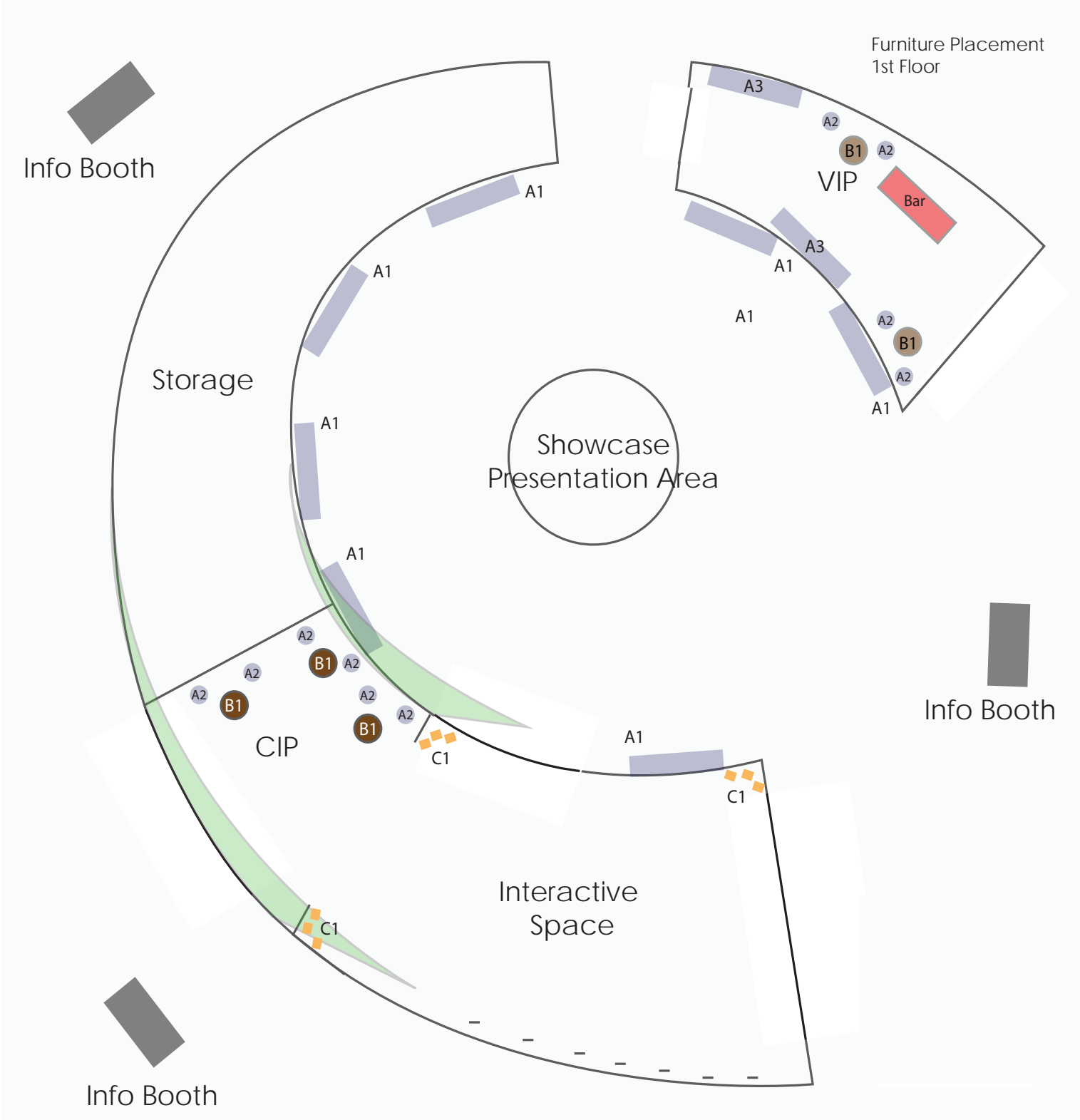


1 First Floor / Ground Floor
1/4" = 1' 0"

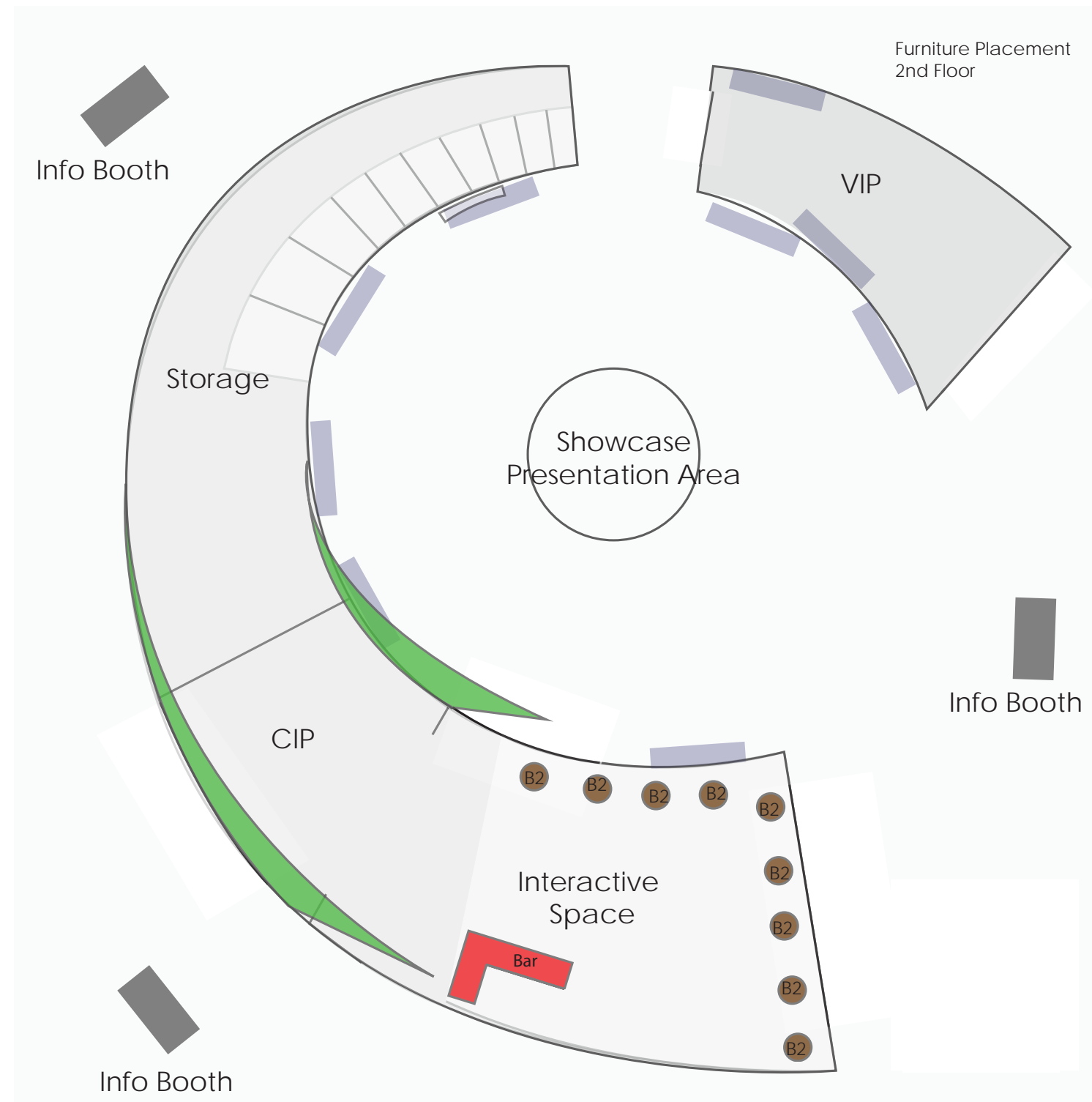


2 Second Floor

Furniture placement 1st floor



Furniture placement 2nd floor

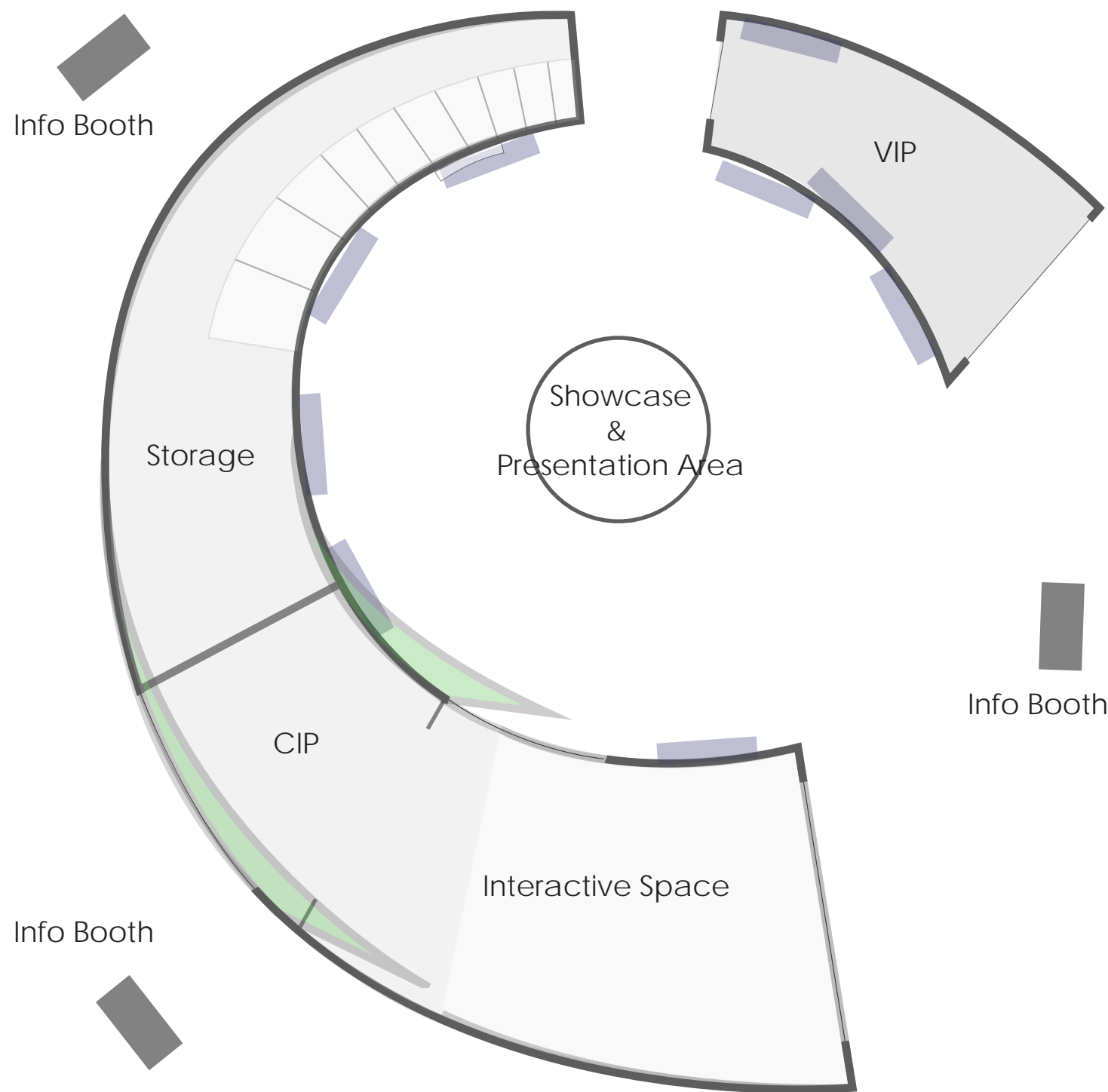




Layout

Layout

The Layout was created in such a way that the customer would be encouraged to explore the entire exhibit, whilst also fostering conversation and education. The central courtyard allows for casual conversation as well as education with the stage set for speakers. The interactive CIP area allows the CIP's to interact with the games and learn more about what Chartboost does as a company. The VIP gives the VIP's a special place where they can talk more specifically about the company and how it may benefit them. And the Balcony allows for a fun and interesting viewing area for everybody.

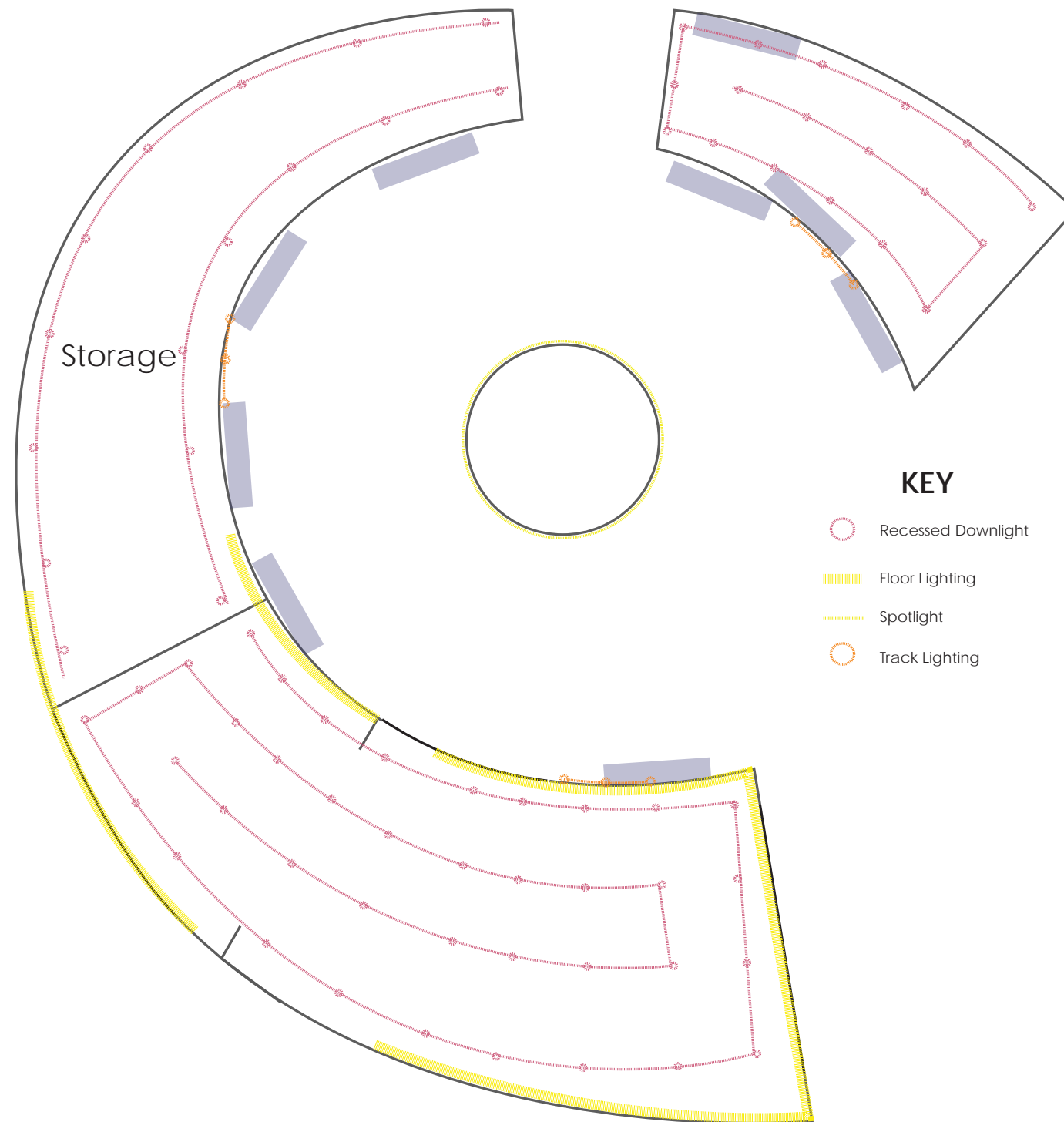


Lighting Plan





Lighting

The lighting plan is set so that the interiors are well lit, with different moods for the VIP and the CIP. The stage will have spotlights lighting it from the surrounding structures, as well as lighting underneath it to give it more appeal.

Product	Fixture Type	Number
	Recessed Downlighting	50+
	Floor Lighting	30
	Spotlight	3
	Track Lighting	3



KEY

-  Recessed Downlight
-  Floor Lighting
-  Spotlight
-  Track Lighting

Exterior Views



Top View



+ Ground-level view of west entrance, stairs, and presentation area



+ Aerial view of balcony lounge and presentation area



+ Ground-level view of north edge info booths and entrance

Interior Views and Details



+ Ground-level view of Interactive Area



+ Ground-level view of entrance to the Presentation Area and Interactive Area



+ Aerial view of astro-turf stairs



+ Ground-level view of balcony lounge, for all convention attendees

3

Exhibition Staging

Materials

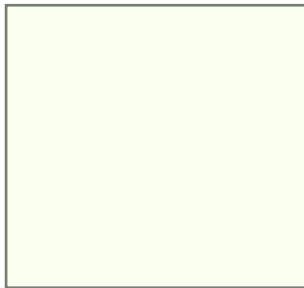
Paint Color



Chartboost Green
Accent walls



Accent details



Off white.
Main walls



Black
VIP

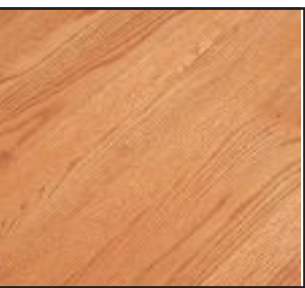
Flooring



Astro Turf
Presentation area



Glossy White vinyl
Interactive area



Butterscotch Oak
Hardwood
CIP area



Glossy Black Vinyl
VIP

Details



Frosted glass
Balcony

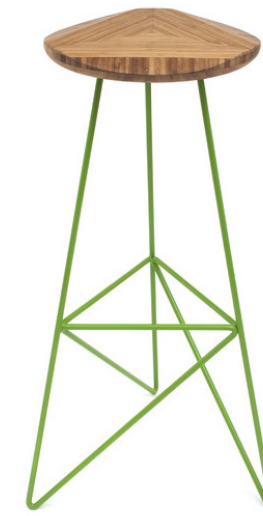
Furniture

Showcase Area



A1
MOVEABLE BENCHES:
Fit along exhibits' walls

VIP/CIP Areas



A2
STOOLS:
ChartBoost Green
frame



B1
TABLES:
With seating in CIP section

Interactive



C1
MODULAR CUBES:
Insert screens inside
openings



A3
SOFAS:
Limited to VIP

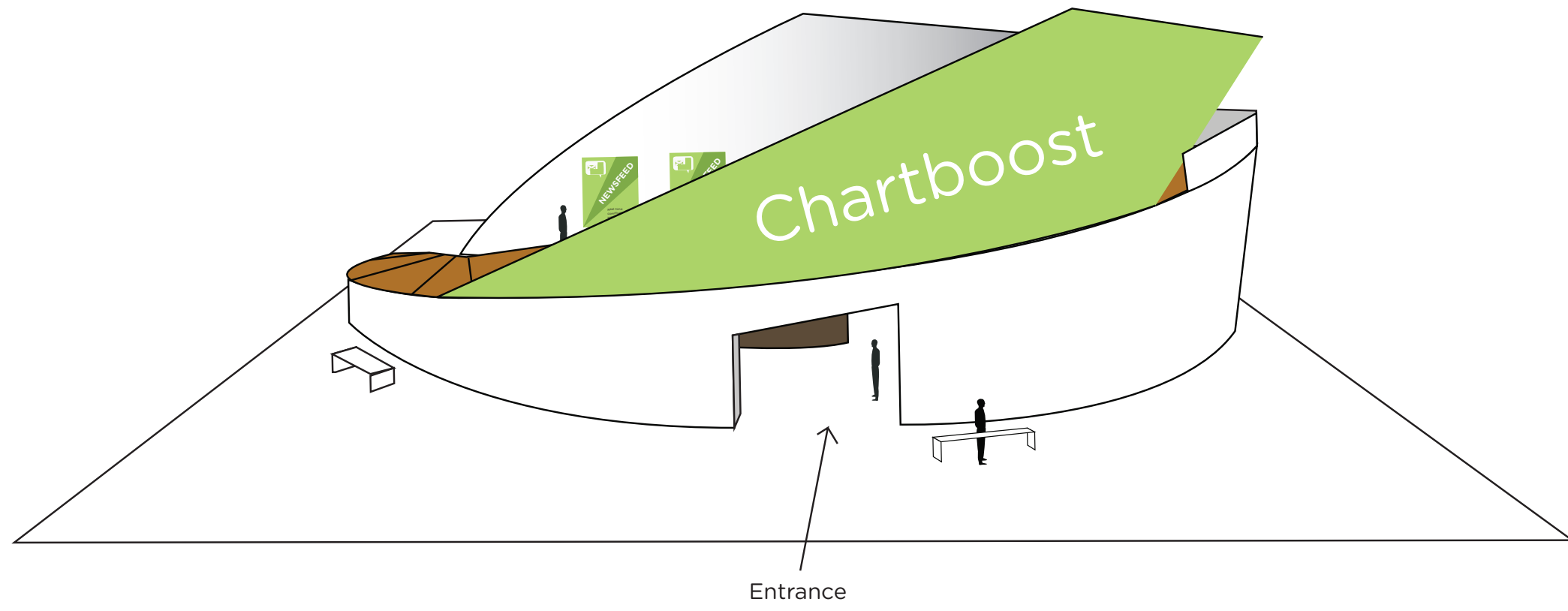


B2
TABLES:
Stand alone tables for
balcony

South View



North View

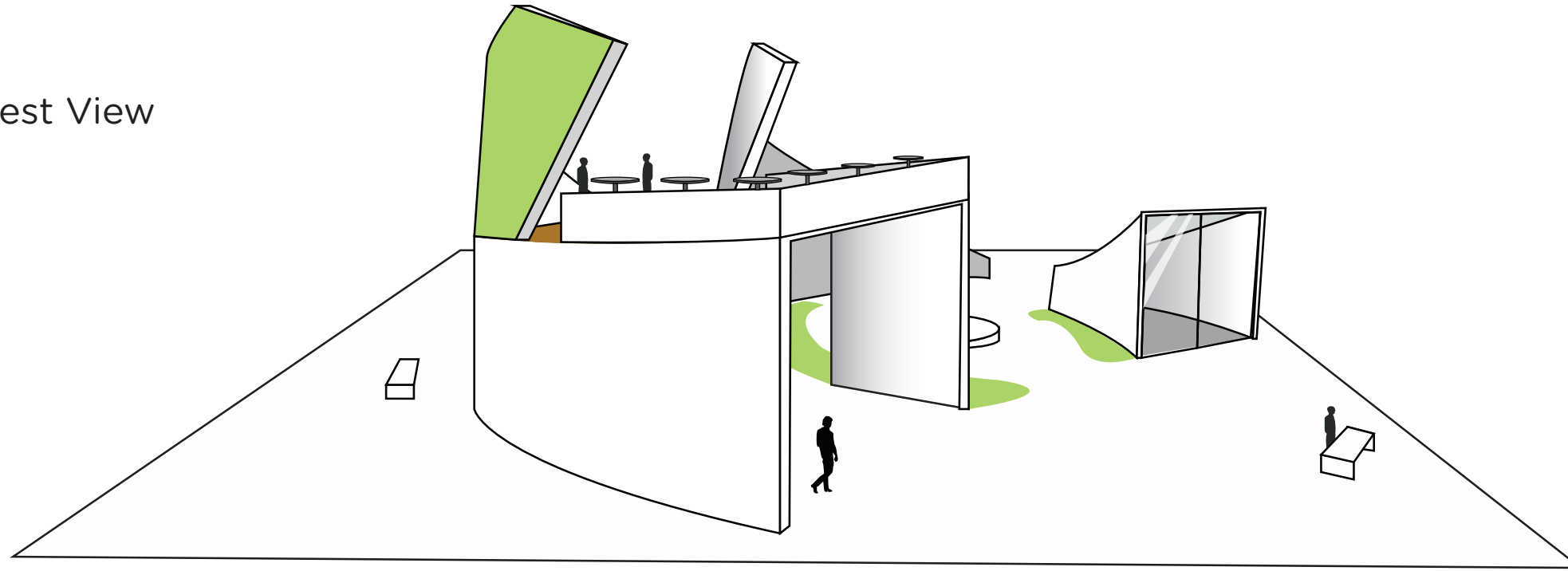


Exterior Views

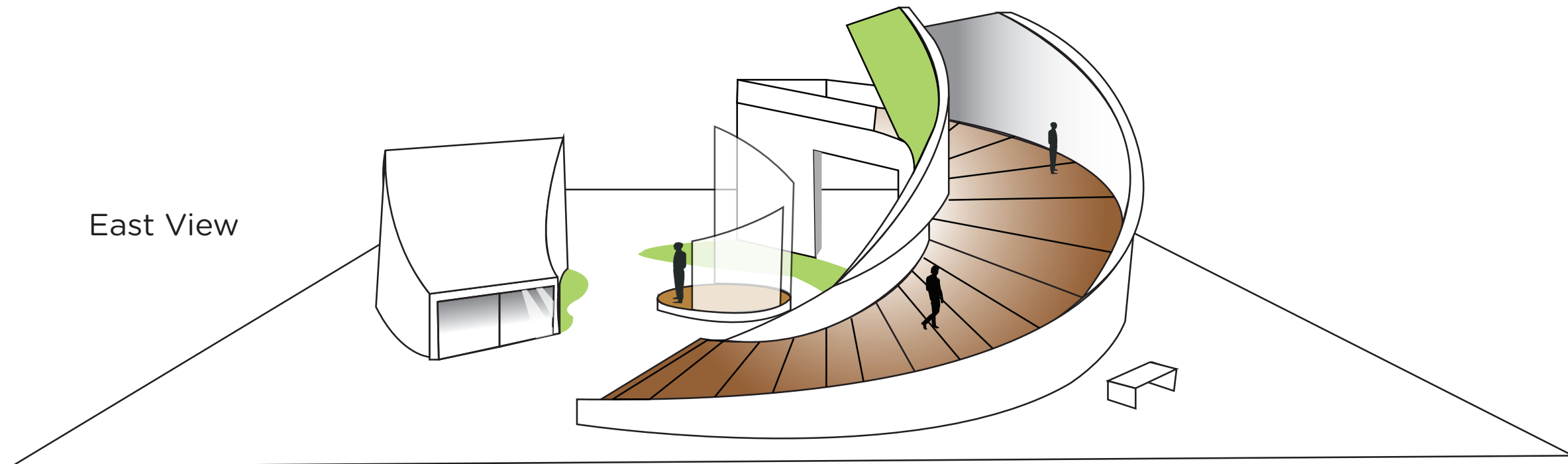
Jamie Cook and Tiffany Trieu

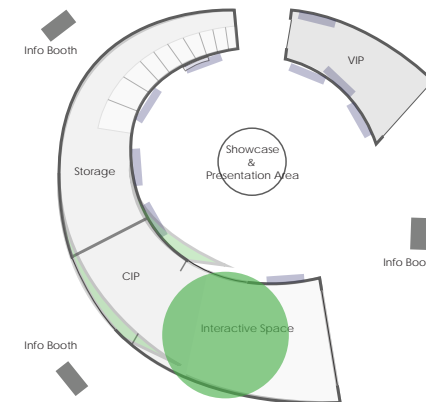
West/ East

West View



East View

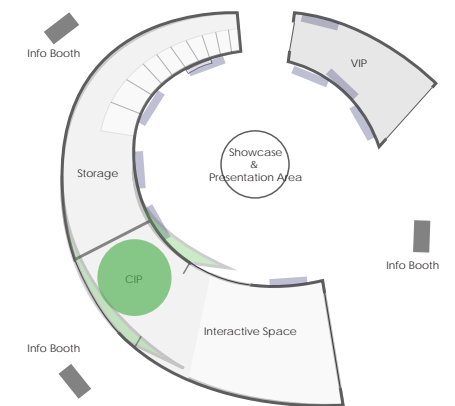




Function

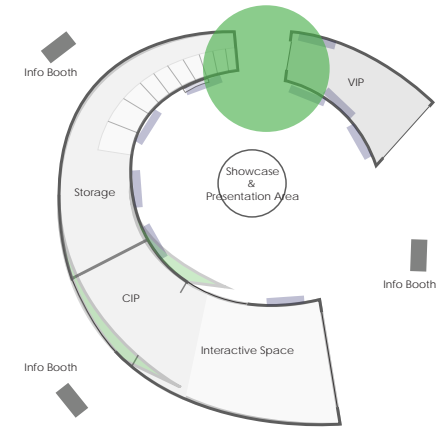
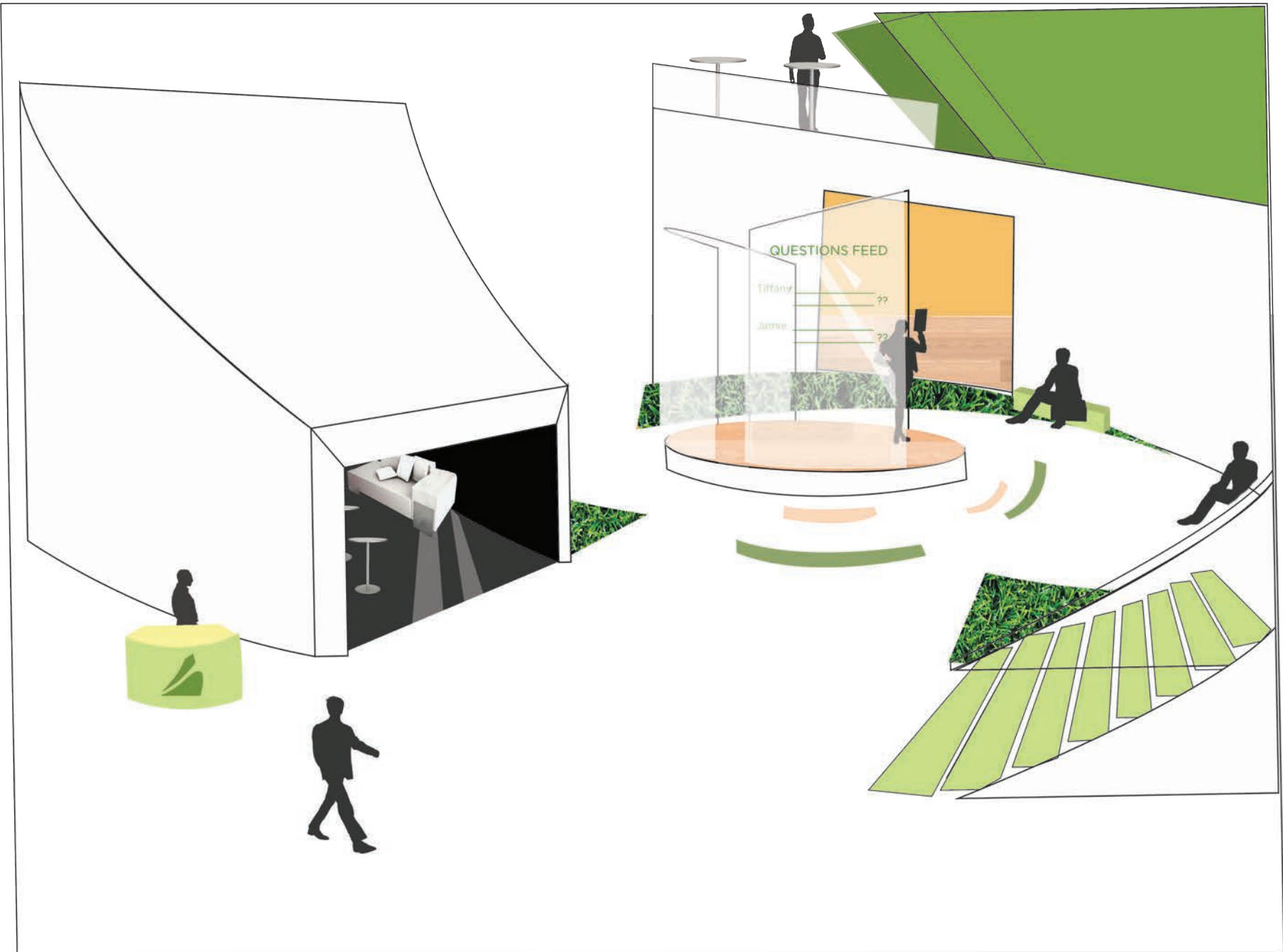
This perspective shows the transition between the Interactive and CIP Lounge Space. The Interactive Space allows attendees to play mobile games that Chartboost has worked with. The games provide examples of game monetization strategies and provide a great segway for attendees to talk to Chartboost staff members.

CIP Lounge



Function

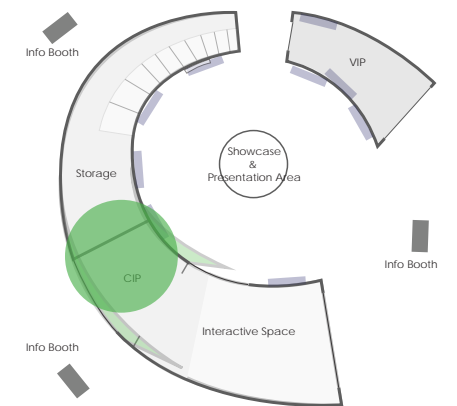
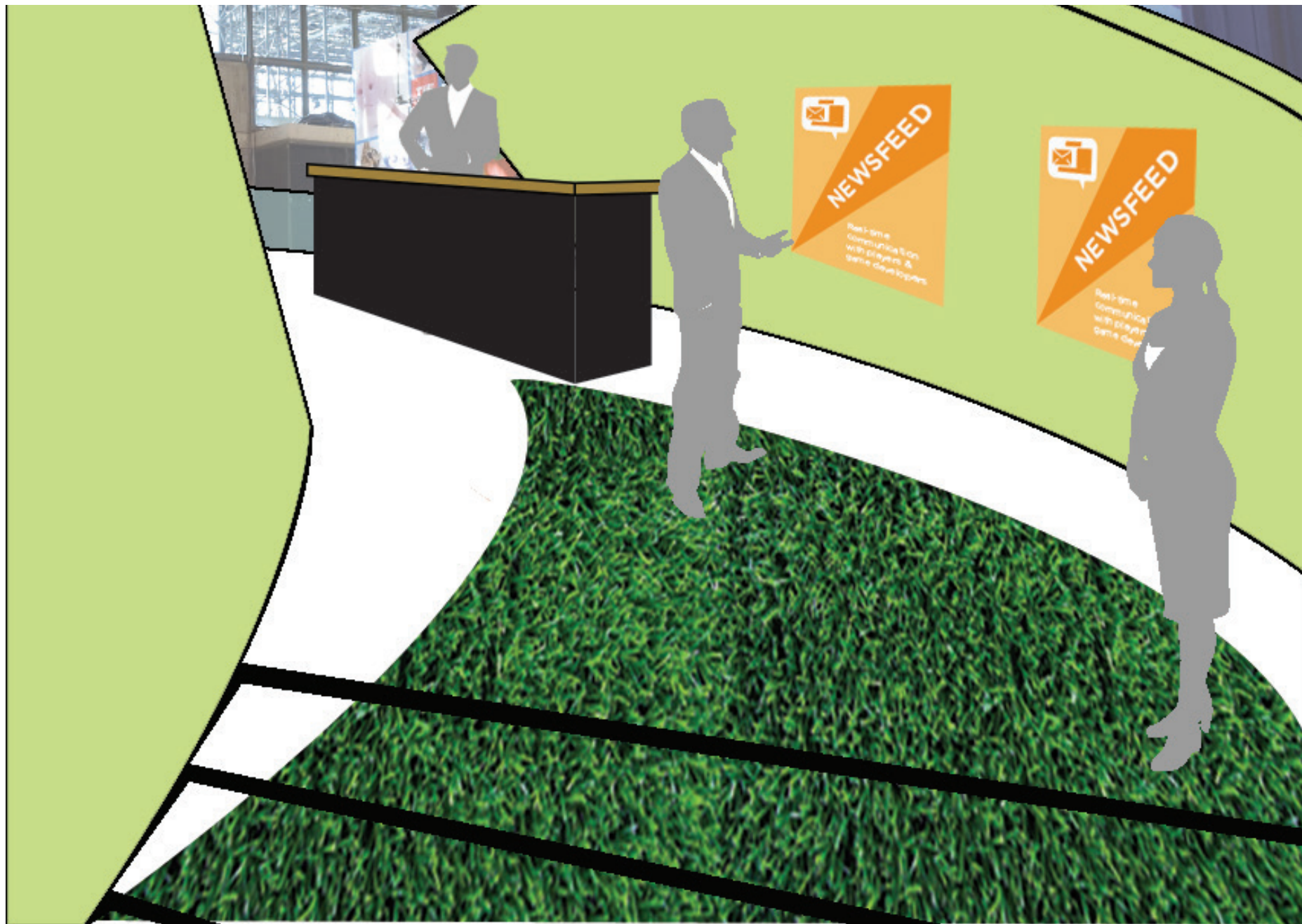
The CIP Lounge is where the attendees receive more one-on-one attention with ChartBoost staff members. Natural recessed lighting provides a relaxing environment for people to chat with refreshments.



Function

Main entrance way coming from the west side of the booth. Attendees get glimpse of VIP section, presentation area, access to balcony, and view of main building.

Balcony Walkway



Function

Balcony works as an incentive for attendees to walk through upper tunnel and learn more about different monetization strategies. Information posters line the walls.

4

Graphic Identity

Colors and Typography

Colors

The colors green and orange, in addition to black and white, were chosen to maintain brand identity. The green white and black match directly with the company logo. The hue and shade of green were chosen to give depth to the color. The orange was chosen as a compliment to the green. Something that would create a little pop within the signage.

Colors



Typography

The type was chosen based off of the company logo, which uses Gotham Rounded Bold. Gotham Rounded Book and Light were chosen as the informational text.

Typography

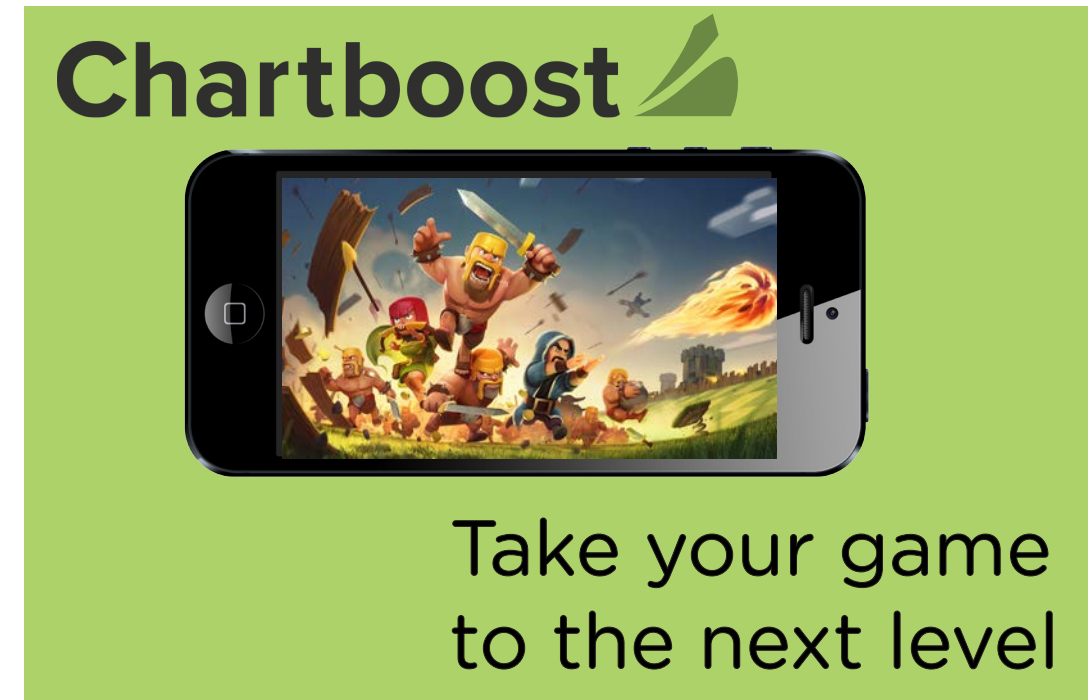
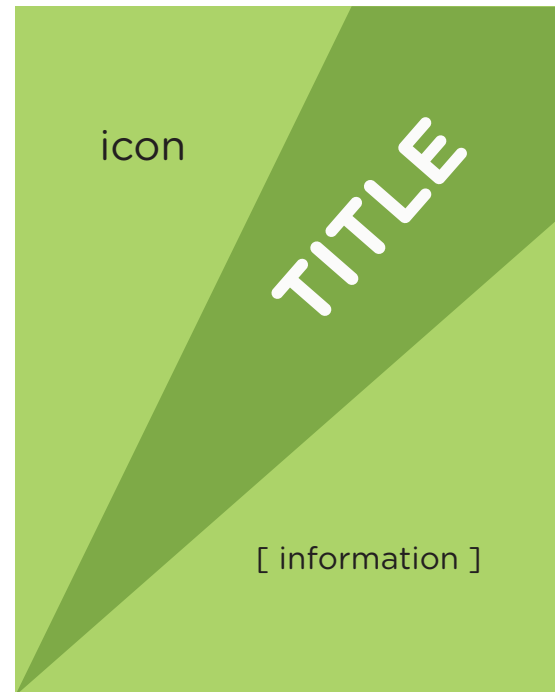
Gotham Rounded Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Rounded Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

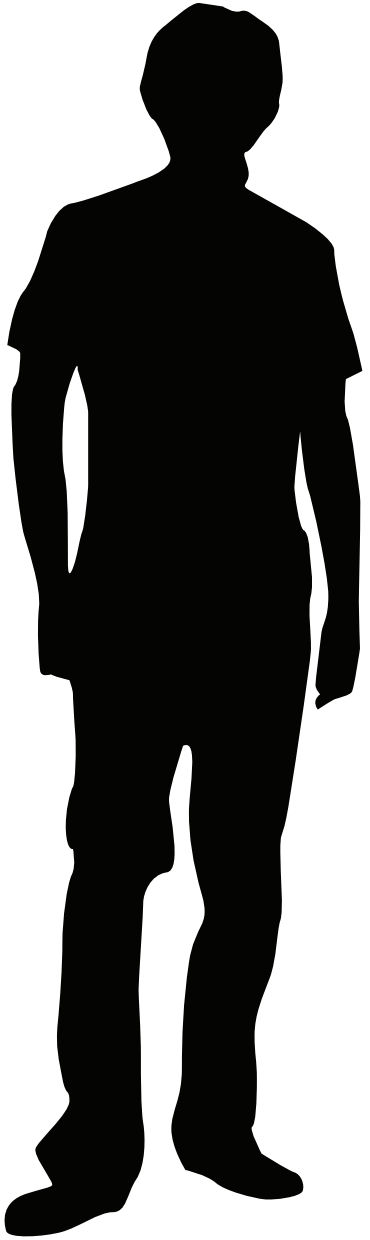
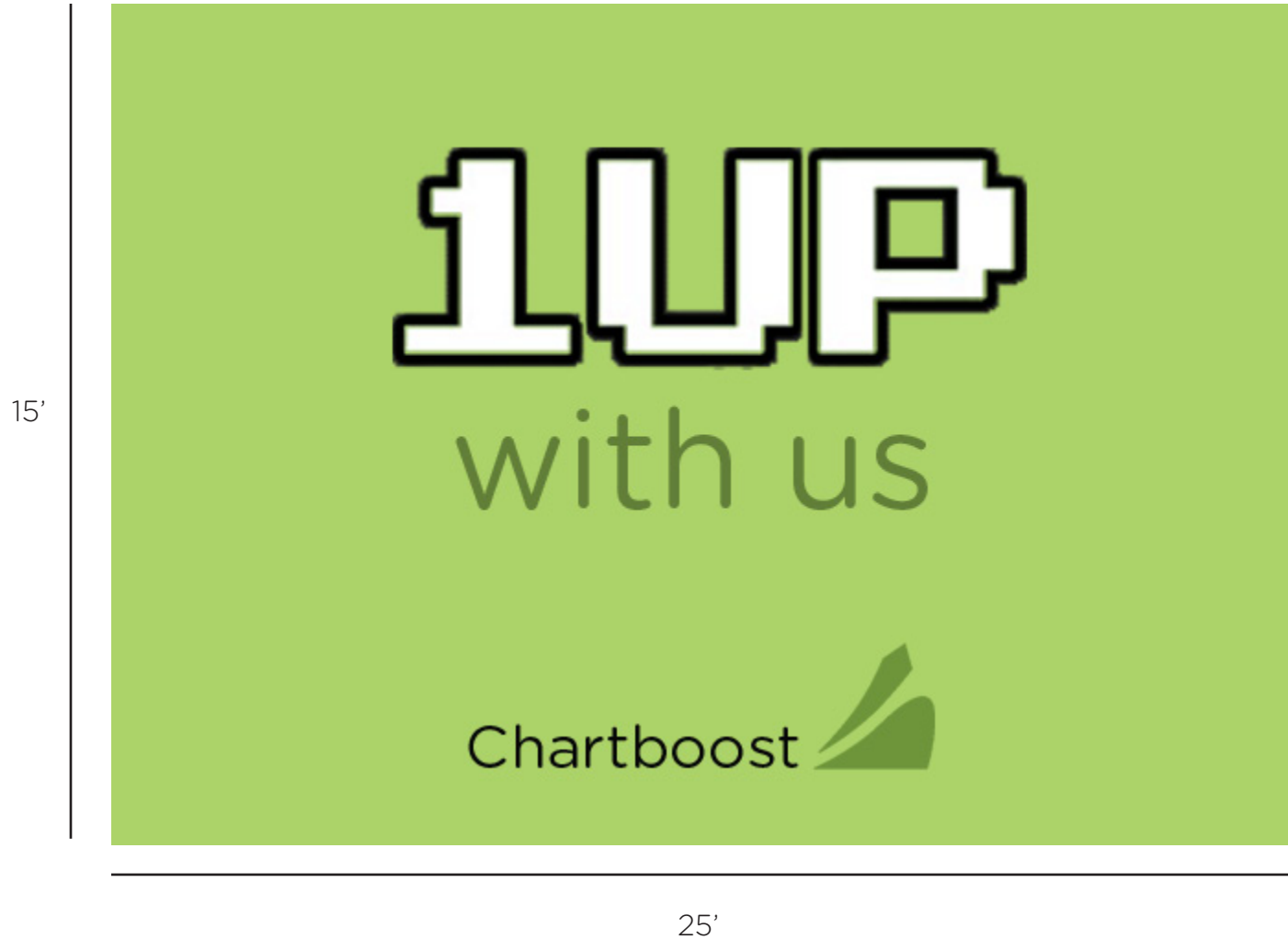
Gotham Rounded Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Posters and signage

The posters, depicted to the right, are meant to be the advertisements to both the CIP and the VIP. The VIP will recognize the game, and understand that the company enables game developers, while the CIP will recognize the game and see the popularity of the company. The signage, depicted in the middle and below, will be used to direct the public around the exhibit and inform the public about the company.



Signage Specifications



36"



24"



Posters and signage



DES 185

Prof. Mahan Soltanzadeh
Fall 2014