



Event Management Savvy Creates Welcoming Environment

Challenge

Independent Living Systems (ILS), a provider of in-home healthcare and nutrition services, wanted to drive greater brand awareness at an important trade show. The show focused on children and adults with special needs, making the design of booths and fixtures especially important. ILS needed a partner who could manage the many details necessary to create a warm, welcoming and inclusive environment for attendees.

Solution

Taylor Healthcare engaged the Taylor Visual Impressions team to develop a trade show strategy that would grow the ILS brand while creating an engaging experience for eventgoers.

- Taylor created three separate trade show booths in various sizes.
- In addition, a unique “Discovery Hub” environment was built that enabled kids to play, explore and take a break from the noise of the trade show.
- The booths incorporated custom-printed fabric panels and carpeting, backlit displays, storage closets, shelving and TV monitors, as well as tables 24" high for use by children in wheelchairs.
- Every detail was managed by Taylor including design, printing, fabrication, installation, tear-down and fixture storage for future events.
- A variety of promo items were sourced including sensory-friendly fidget spinners, soft-touch pens and stress-relief toys, in addition to polos and T-shirts for event volunteers.

Results

Taylor's comprehensive capabilities helped ILS forge new relationships in the special needs community.



TURNKEY SIMPLICITY

From promo items to booth design, installation and tear-down, Taylor freed up ILS to focus on eventgoers.



BRAND CONSISTENCY

All fabrics, fixtures and promo items were carefully designed to faithfully represent ILS' brand standards.



BRAND AWARENESS

Delighted with the results, ILS asked Taylor to re-create the entire experience at more trade shows.