

CASE STUDY



A-Plus was tasked with providing training collateral and creating a dynamic event space conducive to training and inspiring attendees during this industry expo.

GLOBAL HOSPITALITY EXPO

Global Hospitality EXPO Sign

LED Case Study

Client: A-Plus Meetings and Incentives

Objective:

Our client needed a stunning visual centerpiece for the annual Global Hospitality Expo—held January 27-31 at the Loews Sapphire Falls Resort at Universal Orlando™. With a theme of “Seize the Momentum,” this event brought more than 900 leaders together to listen, learn, interact and discover.

Solutions:

SunDance worked together with A-Plus to develop custom LED signage to display their client’s branding to its full potential. We implemented high-end LED technology to create a lightweight, compact sign that was easy to set up but also made a dramatic visual impact.

To create the end result, we utilized programmed LEDs mounted to a foam-core surface with a reflective material on the back of Zund cut letters. The spacing and design of the LED light pattern created a luminous “neon sign” effect that gave motion and fluidity to the banner.

Results:

Attendees at the Global Hospitality Expo responded very positively to the unique signage. It drew attention to the event’s branding and gave a cutting-edge feel to the event—helping elevate the perceived value of the Expo.

A-Plus had an overwhelming response to the LED EXPO sign SunDance engineered, saying “BOOOOM—hit it out of the park and around the world! Of all the branding done this was by far the most talked about and most enjoyed.”

The client followed up post-event to share their experience partnering with us: “Sundance is a masterful partner and I look forward to partnering on many more projects with you.”

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