

Foot Locker

CULTURE CON

10.12.2019



ACTIVATION MARKET

New York City



OVERVIEW



InHouse produced a tradeshow booth for Foot Locker at Culture Con. This event took place at the Duggal Greenhouse in Brooklyn.

The booth and activation space was designed using Foot Locker House of Hoops theme. InHouse transformed Foot Locker's designated space at Culture Con into a basketball court, which created a fun and interactive environment for consumers. The design concept included 3D rendering, 2D floor plan, back drop walls, and large format printing build outs – all customized for the Foot Locker booth. Consumers had the opportunity to shoot some hoops and take a selfie! Brand Ambassadors were onsite at the Foot Locker booth to greet and assist consumers.

The Foot Locker booth was surely a main focal point at Culture Con attracting consumers into the booth and leaving an experience that they will certainly remember.

All production was managed by InHouse.





CREATIVE DESIGN CONCEPT FOR TRADESHOW BOOTH

1. **WALLS AND PEDASTALS** – inclusive of a 36' x 20' x 12' three wall frame build out to designate the activation space, and a single 8' x 8' wall used as a back drop for the NIKE throne. All build outs were customized with large format printing using the Foot Locker House of Hoops theme.
2. **FLOOR CUSTOMIZATIONS** – inclusive of a 96" x 92" artwork for the full floor within the activation space
3. **180° BRANDED PHOTO MOMENT** – wifi enabled photo booth to capture the “basketball court photo moment” where consumers received a text to their mobile devices along with a message that stated “Thank you for visiting the Foot Locker x Nike NBA opening night experience at Culture Con 2019. Click the link below to find your pictures.”
4. **BASKETBALL COURT** – inclusive of a bench, basketball hoops, basketballs, basketball rack, rope & stanchions





Foot Locker

BECAUSE SNEAKERS.



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OPENING NIGHT

2019



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BRANDED PHOTO MOMENT



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BECAUSE SNEAKERS.



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