

# Kids Foot Locker

**SUPER HEROIC AT KIDZ CON**

11.30.2019



# ACTIVATION MARKET

New York City



# OVERVIEW



InHouse designed and produced a tradeshow booth for Kids Foot Locker Super Heroic at Kidz Con. This event took place at Metropolitan West in New York City on November 30.

The booth and activation space was designed using Kids Foot Locker Super Heroic NASA themes, which created a fun and inviting environment for consumers. The design concept included 3D rendering, 2D floor plan, graphics, and large format printing build outs – all customized for the designated area at the Kids Foot Locker Super Heroic booth. Virtual Reality Pods, LED screens, LED lighting, and a Branded Photo Moment were also set up to attract consumers into the activation space at Kidz Con.

The Kids Foot Locker Super Heroic booth was surely a main focal point at Kidz Con and an experience consumers will certainly remember.





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# CREATIVE DESIGN CONCEPT FOR TRADESHOW BOOTH

1. **SIGNAGE** – placed on top of different stanchions with descriptions of activities within the Kids Foot Locker Super Heroic activation space
2. **STANCHIONS** – strategically placed to control the foot traffic and lines within the activation space
3. **FOOTWEAR BENCHES** – set up for consumers to try on Super Heroic sneakers
4. **WALLS AND PEDASTALS** – inclusive of a 28' x 18' x 14' three wall frame build out to designate the activation space, and a single 8' x 8' floating wall used for product display and a branded photo moment. All build outs were customized with large format printing using the Kids Foot Locker Super Heroic NASA theme.
5. **COLUMN & FLOOR CUSTOMIZATIONS** – inclusive of a 96" x 92" column wrap and artwork for the full floor within the activation space. Both columns and the floor were customized with large format printing using the Kids Foot Locker Super Heroic NASA theme.
6. **LED LIGHTING AND SCREENS** – inclusive of 44 LED lights and 2 large 70' screen displays with a technician onsite. All lighting and visual installations were set up within the activation space to illuminate the design concepts.









# INTERACTIVE BRANDED STATIONS

## 1. Virtual Reality Pods

Consumers who tried on a pair of Super Heroic sneakers were given the access to the Virtual Reality Pod where they "travelled to space" for 3 minutes.

## 2. Social Photo Station

A branded photo moment was designed and set up within the tradeshow booth and included a social photographer allowing consumers to receive a text with their snapshot. Inclusive of Brand Ambassadors dressed in NASA themed suits.



# VIRTUAL REALITY PODS





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# BRANDED PHOTO MOMENT





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# CONTACT US

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