

Ally @ NADA

30x40 Exhibit, 2023 National Automobile Dealers Association, Dallas

AGENCY: LINDSAY EXHIBIT GROUP

CLIENT: ALLY

PRESIDENT: SCOTT LINDSAY

CREATIVE DIRECTOR: STACEY SOBKA

CATEGORY: EXPERIENTIAL

An Inviting Experience for Building Relationships

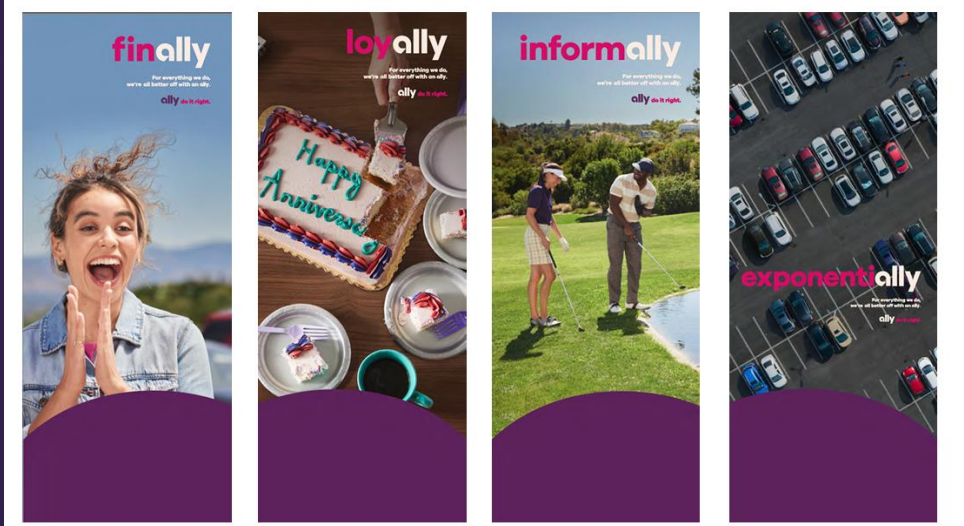
Our goal was to reinforce the Ally brand as the premiere supplier of auto finance products and services to auto dealers nationwide, while providing an inviting environment for relationship building on the show floor.

For a large show like NADA in Dallas, this also meant providing multiple meeting spaces within a 30'x40' space, without looking cluttered. Ally's display featured 9 separate seating areas with large perimeter walls for prominent visibility and framing of the entire space. We included 4 lightboxes with static branding messages and a full-service coffee bar with 4 LCDs for digital messaging.

We successfully attracted traffic by creating this dramatic space.



Design renders were created prior to the build.

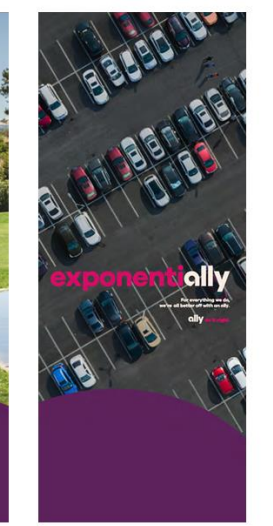


Lightbox Graphic 1

Lightbox Graphic 2

Lightbox Graphic 3

Lightbox Graphic 4



The exterior stood out on the show floor with high walls communicating the brand.



The coffee bar was a central gathering place with other seating areas within the exhibit.



Use of lightboxes and Gobo lights set the mood for the perfect ambiance and branding.



Variations of height within the exhibit created visual interest.

