



TRADE SHOW & EVENT SERVICES

2026 WPO EEF SPONSORSHIP
BOOTH SUPPORT



MAD STUDIO

STRATEGY + BRANDING + DESIGN

2026 WPO EEF SPONSORSHIP SUPPORT

STAND OUT, ENGAGE + CONNECT

MAD Studio is WPO's trusted design, experiential, and marketing partner.

We create high-impact booth environments and brand activations that attract attention, spark meaningful engagement, and help your brand show up powerfully at WPO's Entrepreneurial Excellence Forum and beyond.

ELEVATED, TURNKEY BOOTH PACKAGES

Designed specifically for WPO sponsors, our solutions simplify execution while elevating brand presence—so you can focus on connection, not logistics.

- **PACKAGES CAN BE CUSTOMIZED** with graphics, messaging, and experiences
- **OPTIONAL ENHANCEMENTS AVAILABLE TO AMPLIFY ENGAGEMENT**
 - **BRAND STYLE + EXPRESSION DEVELOPMENT**
 - **EXPERIENTIAL ACTIVATIONS**
 - **PROMOTIONAL COLLATERAL**
 - **MEMORABLE MERCHANDISE**

GETTING STARTED IS SIMPLE

WPO sponsors can select a curated package or request a customized solution, MAD handles strategy, design, and execution from there.

LET'S CONNECT + CREATE

303.885.9515
INFO@MAD-STUDIO.COM

OR schedule a call now
via the **QR CODE**>>



HOW WE COLLABORATE

EXPERIENTIAL DESIGN + CREATIVE SOLUTIONS



We take the time to understand each client's vision, goals, and brand identity, translating those insights into a booth experience aligned with the overall event strategy. Designed to capture attention, educate your audience, and leave a lasting impression, every creative decision is guided by traffic flow, sightlines, and real human behavior.

With expertise in video production, 2D and 3D design, modern technology, and marketing, we create immersive visuals and dynamic content that elevate your brand and drive meaningful engagement.



**THE EXPERTISE
YOU NEED**

**RIGHT-SIZED
FOR YOUR NEEDS**

**YOUR COLLABORATIVE
DESIGN PARTNER**



TURNKEY BOOTH 1

ELEVATED PACKAGE

WPO is offering custom trade show support for all sponsors at this year's WPO EEF event in Hollywood, FL on May 7-8, 2026. The elevated trade show booth package will be fully customized for your needs and includes:

- **FULL CUSTOMIZATION FOR YOUR BRAND**
- **CUSTOM PRINTED TABLE COVER:** 8' or 6'
- **CUSTOM BRANDED BACKDROP:** 8'w x 8'h
- **CUSTOM BRANDED POP-UP BANNER**
- **TV ON STAND:** includes HDMI cable

PACKAGE PRICE

\$3,800*

Includes project management, layout, production, and shipping to The Diplomat, FL

***Return shipping quoted separately**

****Pricing valid through 3/16 (rush charges may apply)**



TURNKEY BOOTH 2

PREMIUM PACKAGE

To further enhance your presence at the WPO EEF 2026, a premium trade show booth **INCLUDES EVERYTHING IN THE ELEVATED PACKAGE PLUS:**

- CUSTOMIZABLE DESK
- COUCH, CHAIR + COFFEE TABLE
- COLLATERAL DISPLAY
- SETUP, TAKE DOWN + POST-EVENT SHIPPING + LABOR

PACKAGE PRICE

\$5,700*

Includes project management, layout, production, shipping to and from The Diplomat, FL

*Pricing valid through 3/16 (rush charges may apply)



OPTIONAL ENHANCEMENTS

BOOTH UPGRADES

Go above and beyond to attract and hold the attention of trade show participants. We offer several marketing materials and solutions for booth activations to elevate engagement with your brand.

BELOW OFFERS A SAMPLING:

- **MARKETING MATERIALS**
- **CUSTOM VIDEOS**
- **BRANDED MERCHANDISE**
- **INTERACTIVE SOCIAL WALL**
- **BRAND AMBASSADORS**
- **LEAD SCANNER DEVICES**
- **CUSTOM SIGNAGE**
- **SWAG VENDING MACHINE**
- **CUSTOM IPAD GAME**
- **INTERACTIVE GAMES**
- **HOLOGRAM BACKPACKS**
- **VIRTUAL REALITY HEADSETS**
- **AI PHOTO BOOTH**
- **HEADSHOTS**
- **LIVE TASTINGS (F&B)**
- **ENTERTAINMENT**
- **AV (SCREENS, MICS)**



CASE STUDY / KUBECON TRADE SHOW

PORTWORX



MAD has partnered with Portworx for the past three years to deliver six high-impact trade show activations at KubeCon and Red Hat Summit. Our team provided end-to-end, turnkey execution including custom booth design, fabrication, logistics, on-site setup, and engagement strategy.

The results speak for themselves: a **400% increase in lead scans, averaging 1,400 qualified leads per event**. Building on this success, we are currently developing a new booth design for 2026 show season.

TACTICS

- PLANNING & LOGISTICS
- TURNKEY EXPO BOOTH FEAT. LED WALL
- CREATIVE, GRAPHIC DESIGN & SIGNAGE
- VENUE & VENDOR SOURCING, BOOKING & MANAGEMENT
- ONSITE STAFF & TECHNICAL SUPPORT
- ROOM BLOCK MANAGEMENT
- OFFSITE EVENT PLANNING & EXECUTION

RESULTS

400%
INCREASE IN
CUSTOMER LEADS

EXPO + 2 OFFSITE EVENTS



CASE STUDY / IFT TRADE SHOW

OFI



Olam Food Ingredients (OFI), a global leader in safe, traceable, and sustainable ingredients, wanted to create an engaging trade show experience for the food and beverage industry.

To build awareness and strengthen relationships with stakeholders, we developed a Content Socialization strategy that shared their story day by day. Through events, on-site experiences, and storytelling, we connected the brand across OFI's digital platforms and corporate channels.

TACTICS

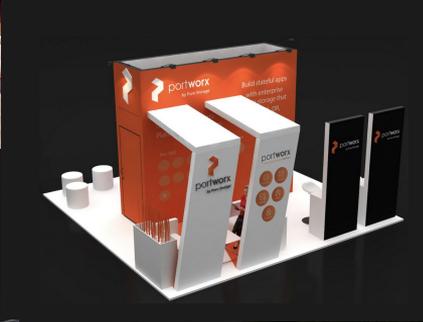
- BOOTH THEME & DESIGN
- INTERACTIVE DISPLAYS
- LIVE EVENTS
- CAMPAIGNS + TARGETED MARKETING
- PRINT + VIDEO SERIES
- SOCIAL MEDIA + ANALYTICS
- INFLUENCER ENGAGEMENT

RESULTS



- HIGHEST PERFORMING OFI POST OF THE YEAR
- SINGULAR EVENT - 2,400 VIDEO VIEWS







LET'S CONNECT + CREATE!

CONTACT US TODAY:

303-885-9515

INFO@MAD-STUDIO.COM

OR schedule a meeting now



MAD STUDIO

STRATEGY + BRANDING + DESIGN

MAD STUDIO - STRATEGY + BRANDING + DESIGN