

THREADING THE NEEDLE CREATIVELY

SentinelOne



PROGRAM GOALS

Disrupt traditional designs seen at RSA and BlackHat.

“Transport” attendees to a different space.

Integrate light, motion, special effects, and dramatic sounds into the exhibit.



RSA at Moscone Center with extreme height limitations



RSA at Moscone Center with extreme height limitations



BlackHat 40x40 full height



RSA at Moscone Center with extreme height limitations

RESULTS

SentinelOne received rave reviews for making such a bold statement at RSA.

Attendees commented it was one of the coolest booth experiences they had ever seen at the industry shows; and credited the audiovisual and digital signage as the element that attracted them and kept their attention.

“Our product is revolutionary in what it does. The booth is revolutionary for RSA. “The booth is incredible. It takes everyone’s breath away.” - SentinelOne Staff