

THREADING THE NEEDLE FLEXIBILITY

bioMérieux



When bioMérieux called for a refresh of their exhibit properties,

Derse used purposeful creative to blend dynamic rental and modular pieces for a cost-effective and flexible set of exhibits with fluctuating footprints.



CHALLENGE

Derse has partnered with bioMérieux for more than 10 years, designing and managing their exhibits at close to 1,000 conventions across the United States. As the company's marketing objectives evolved, bioMérieux needed to evolve their trade show program to have more flexibility and drive better brand consistency. To that end, bioMérieux requested that Derse design a suite of modular rental exhibits as a cost-effective alternative to their custom booth.



Former bioMérieux custom exhibit



Custom rental properties – large island



Custom rental properties – medium island



Custom rental properties – inline



2019 new creative direction

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RESULTS

- Flexibility and ease of use with modular inventory—ideal for their varying booth footprints from show to show.
- Consistent brand presence across all shows with the integration of modular rental properties.
- Maximized budget by eliminating costs for storage, insurance premiums, and recurring maintenance.