
MRI - 2007

Ministry of Research & Innovation – Bio Booth

THE CHALLENGE

The challenge was to design a booth for the “Bio 2007” show in Boston, that would provide a compelling venue for Ontario’s Premiere with a platform to address an international audience of pharmaceutical researchers, manufacturers and service providers. MRI also decided to accommodate a Tim Horton’s installation within the booth to lend a distinctly Ontario flavour plus kiosks for 12 private Ontario pharmaceutical companies

THE SOLUTION

The solution involved working with exhibit provider MICE Kadoke to design a custom rental booth that accommodated all required content. The graphic concept and theme ‘that’s Ontario’ for the booth was based on a gallery of images depicting the history of innovation in Ontario. The final result was a coordinated and visually impactful booth which achieved its result in attracting thousand of visitors.

