



M|GENOME

MARKETING GENOME

— events \\ exhibits \\ experiential —

CAPABILITIES 2019

DESIGNING EXPERIENCES THAT SHAPE YOUR BRAND.

It's much more than just creating an event. It's about telling a **story**. We are a leading experiential marketing agency that brings your brand face-to face with consumers. We are designers of experiences + architects of ideas.



OUR SERVICES

CREATIVITY WITH NO BOUNDARIES.

In both the physical and digital world, we take your brand from passive presence to active engagement.



EVENTS

Build your brand awareness using nontraditional, high impact, highly targeted alternative events. Our events are created to reach your audience at the right place and right time.



EXHIBITS

Our exhibit and display design services are unparalleled. We take ownership of your program from the word "go" and with our hands on cement-to-ceiling service, your whole show is taken care of.



EXPERIENTIAL

Experiential marketing is the lifeblood of our agency. We have a passion for creating unique and memorable experiential programs that'll resonate with your audience far after your event is over.

FABRICATION

| Hand-crafted, Designed & Flawless



Cool Effect

Featured in Exhibitor Magazine's "Ideas that Work", this oversized life-brite wall displayed 1200 pegs that were illuminated when placed in the acrylic world map behind.



Jurassic World

Convention Floor Entry Gates

Towering 30 feet above the show floor stood a mass of steel, wood, acrylic and more, fabricated to create a set replica unmistakable to the motion picture itself.

The gates were fortified with live fauna, fog machines and a show-stopping 14-foot Raptor creating memories extending far beyond the event.

Much more than just a display, The Jurassic Gates was a rendezvous point, the best selfie ever, a spine chilling experience and an evolution of where we can take your brand."

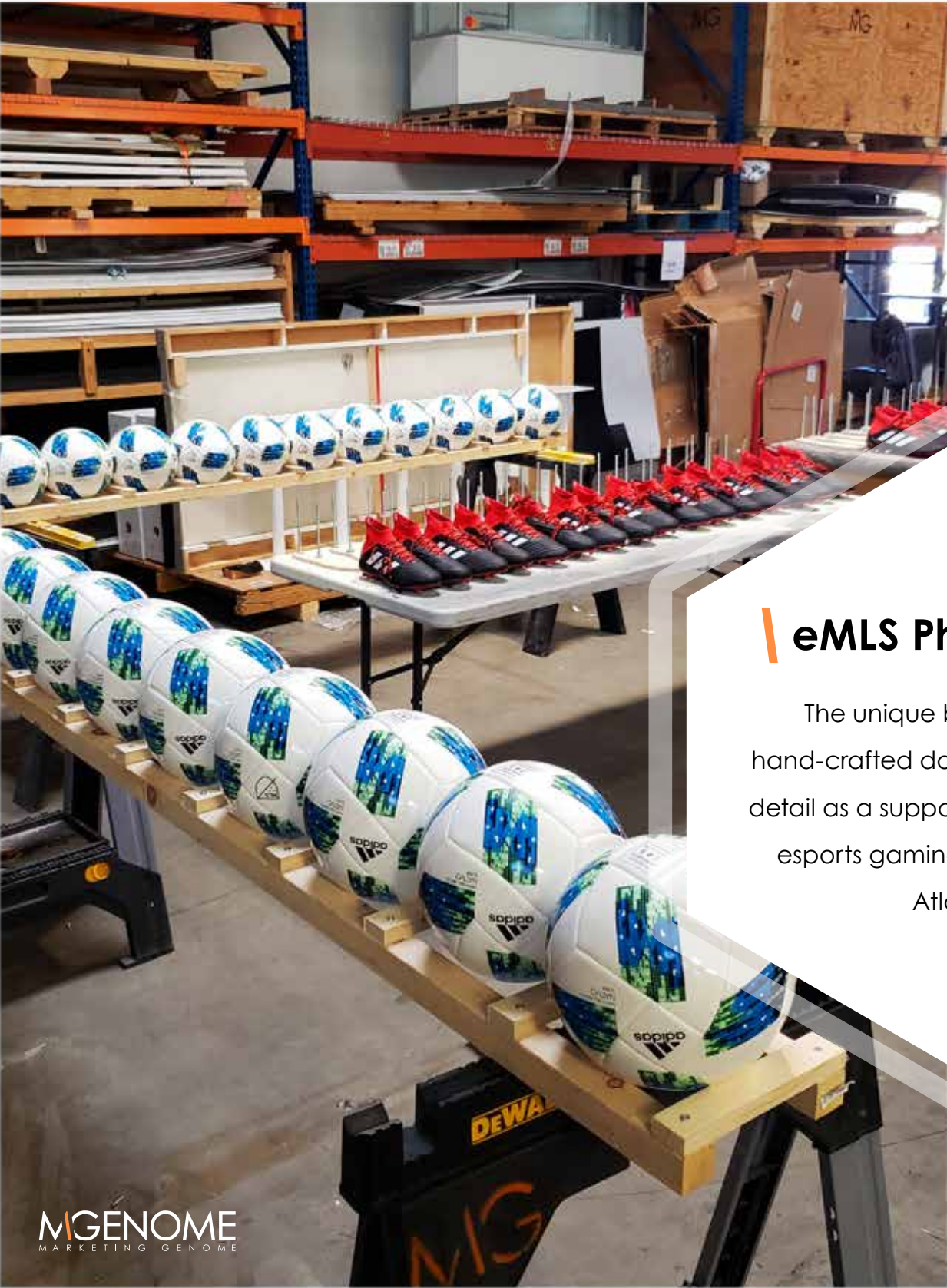


Weight Watchers
| Corn Swing



H&M Group
Custom Booth Rental

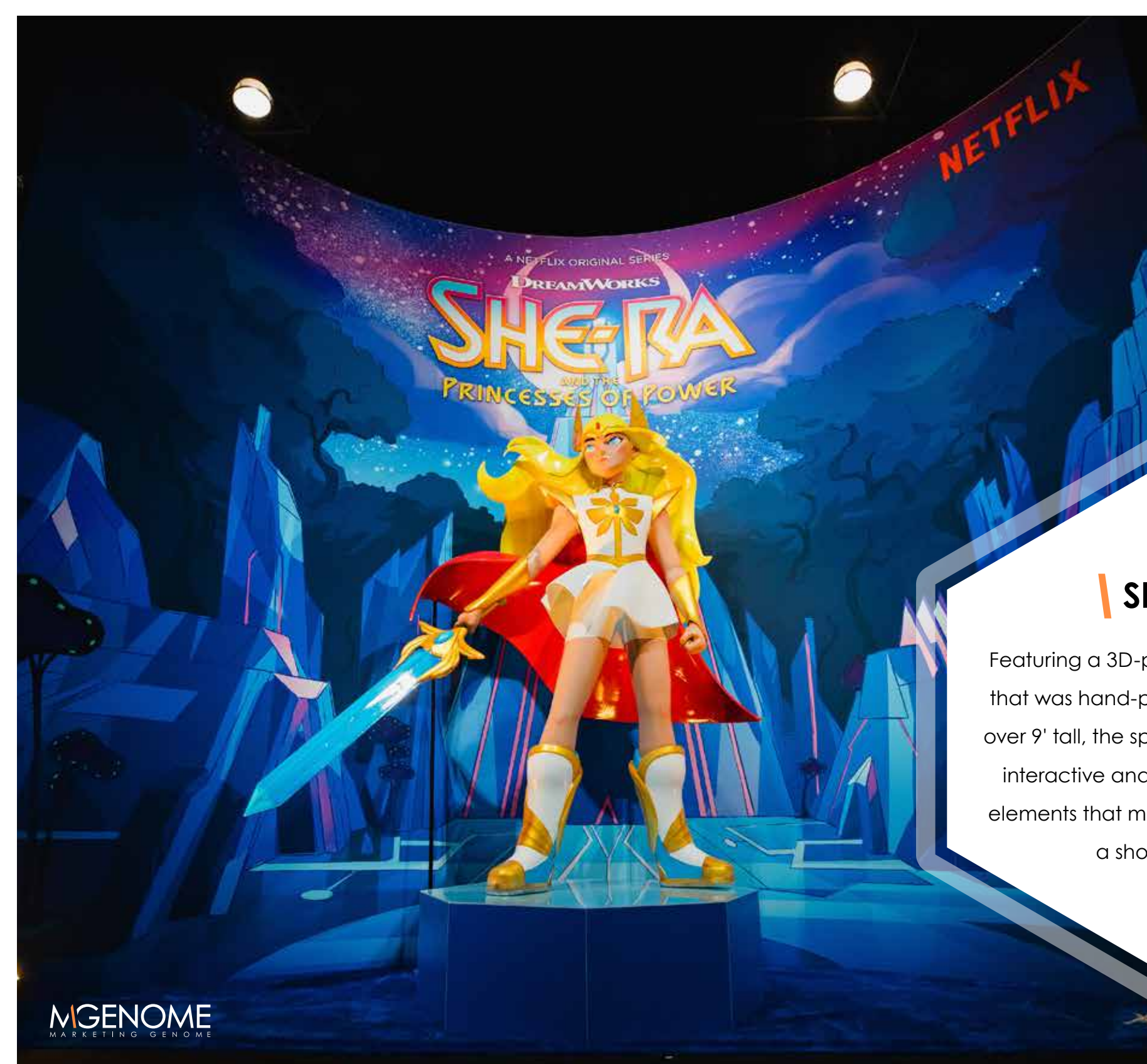




eMLS Photo Booth

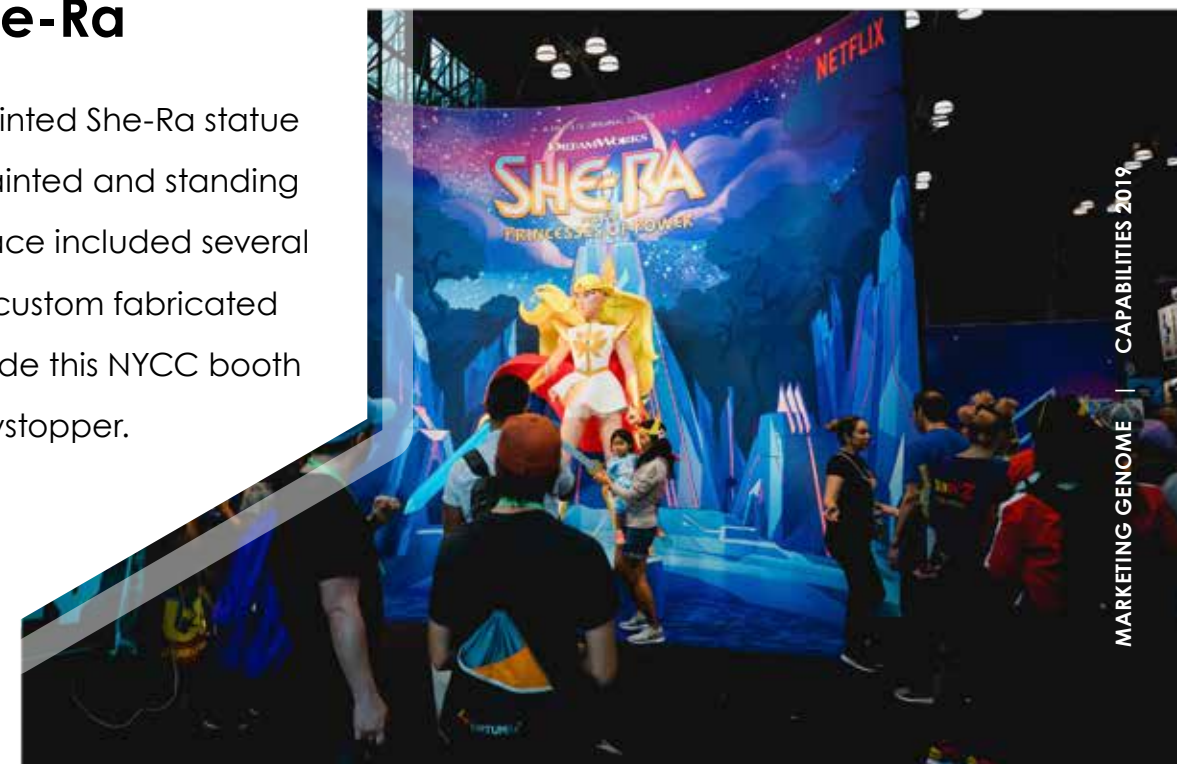
The unique backdrop was hand-crafted down to the last little detail as a supporting feature of an esports gaming competition in Atlanta.





She-Ra

Featuring a 3D-printed She-Ra statue that was hand-painted and standing over 9' tall, the space included several interactive and custom fabricated elements that made this NYCC booth a showstopper.



1917

Behind the Scenes

When promoting a movie, branding is everything. So to divert as much attention as possible, we fabricated giant 10ft. numbers to recreate the 1917 logo.

The numbers complemented a larger exhibit including; graphic wrapped steam pipes and an outdoor movie theatre that streamed behind the scenes footage.

Placed strategically in the outdoor space adjacent to exit doors, food vendors and bathrooms, the pop-up was perfect for grabbing attention of the 250,000+ attendees at NYCC."



Konami



Sightron
Log Cabin



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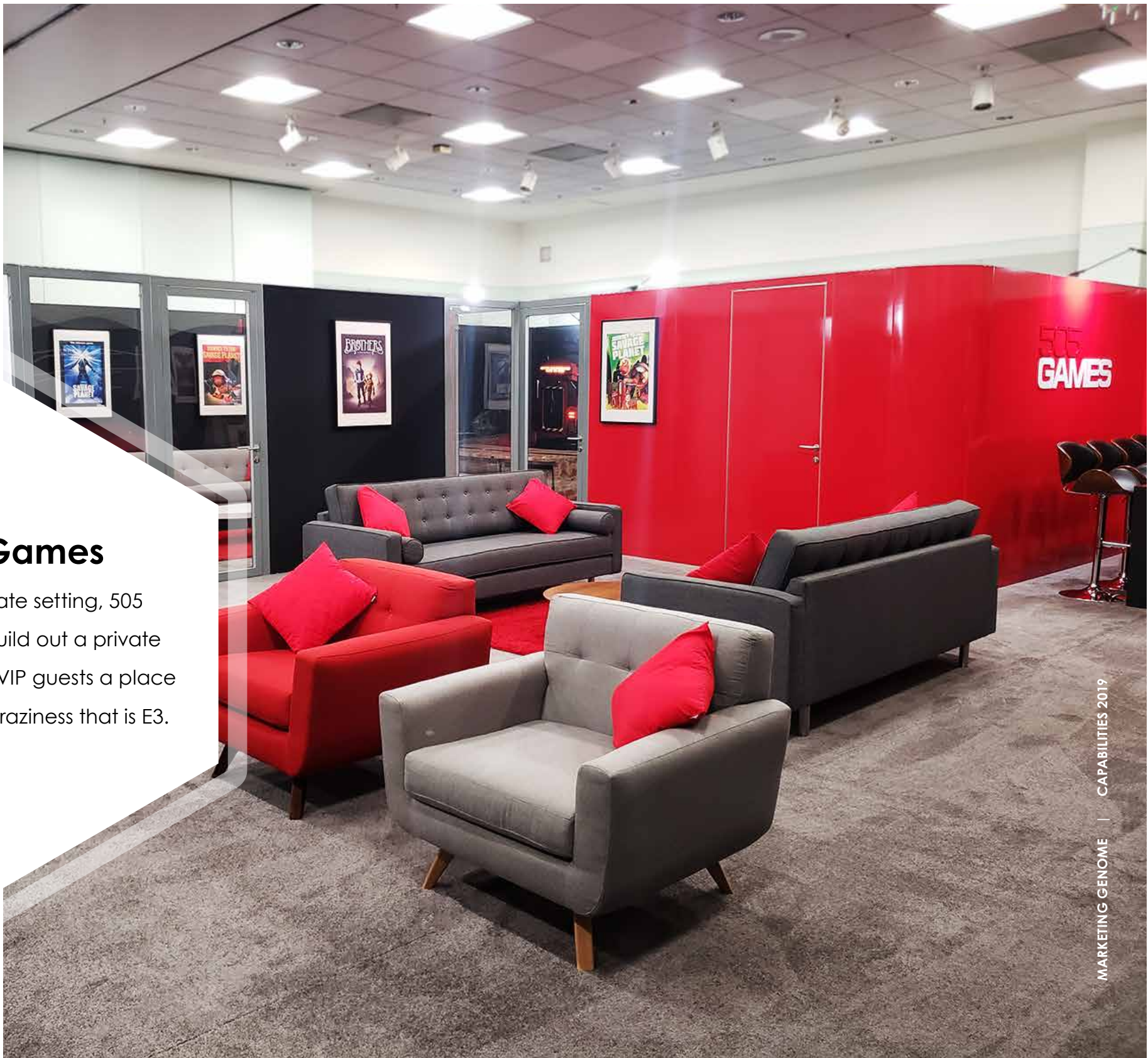


What better to promote a gaming event than with a one-off gaming themed lounge? Complete with PlayStation fireplace mantle and chandeliers.



EXHIBITS & DISPLAYS

| Modular. Portable. Lightweight. Custom.

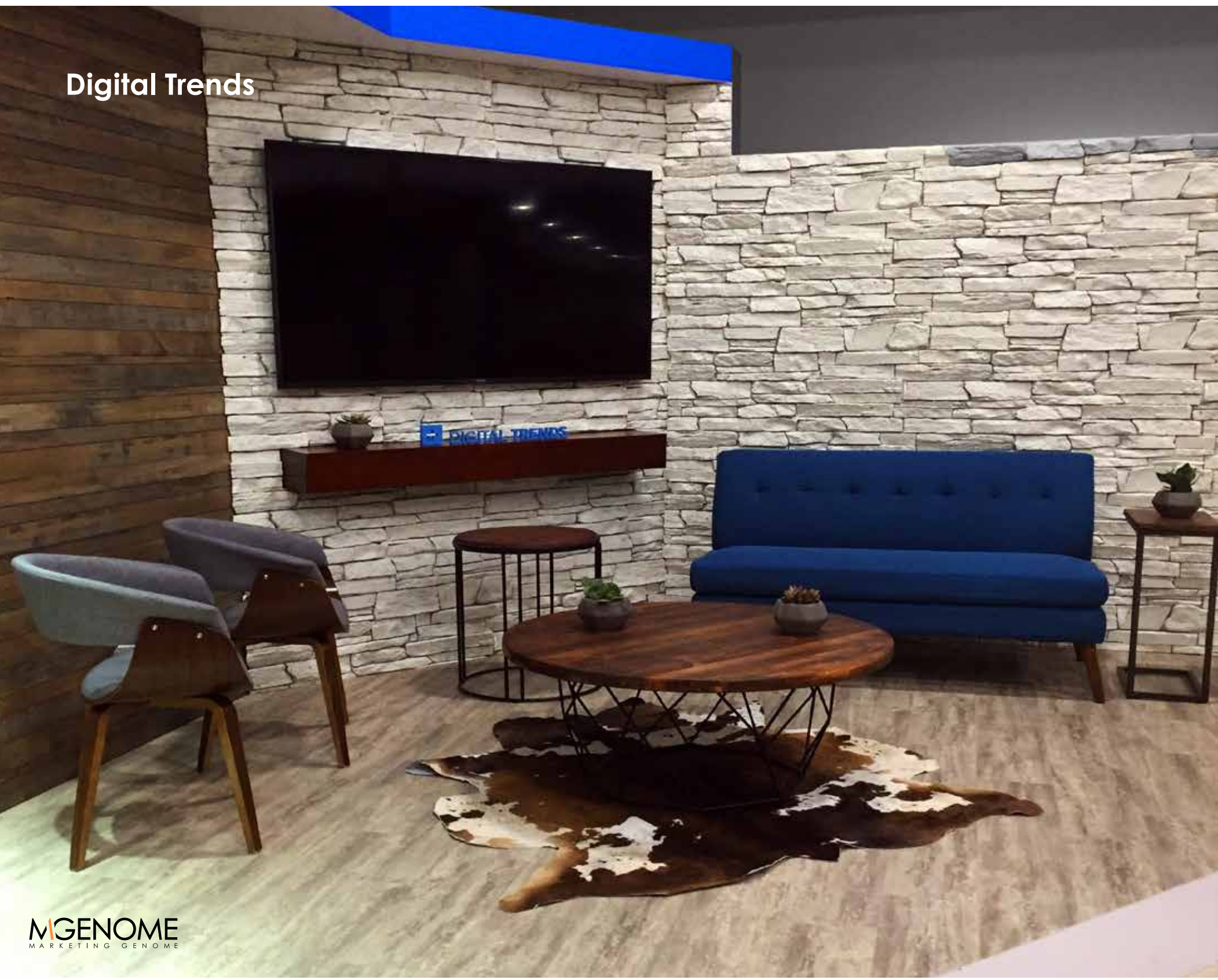


505 Games

For a more intimate setting, 505 games chose to build out a private room, offering their VIP guests a place to break from the craziness that is E3.



Digital Trends



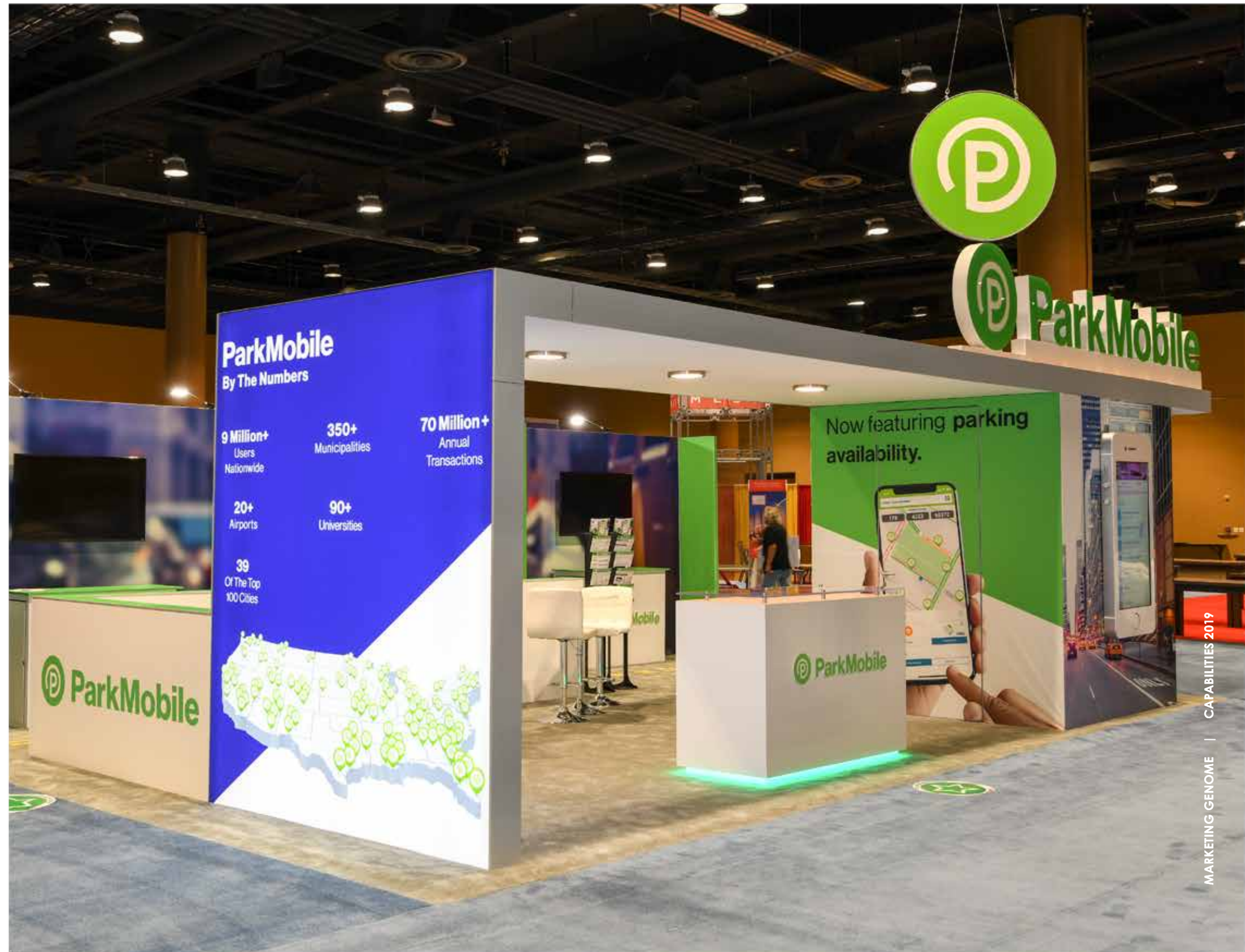


H&M

A two story light box, accent foliage and the cherry on top – a 3D H&M logo suspended by a custom crane arm fabricated by our very own talented production team.

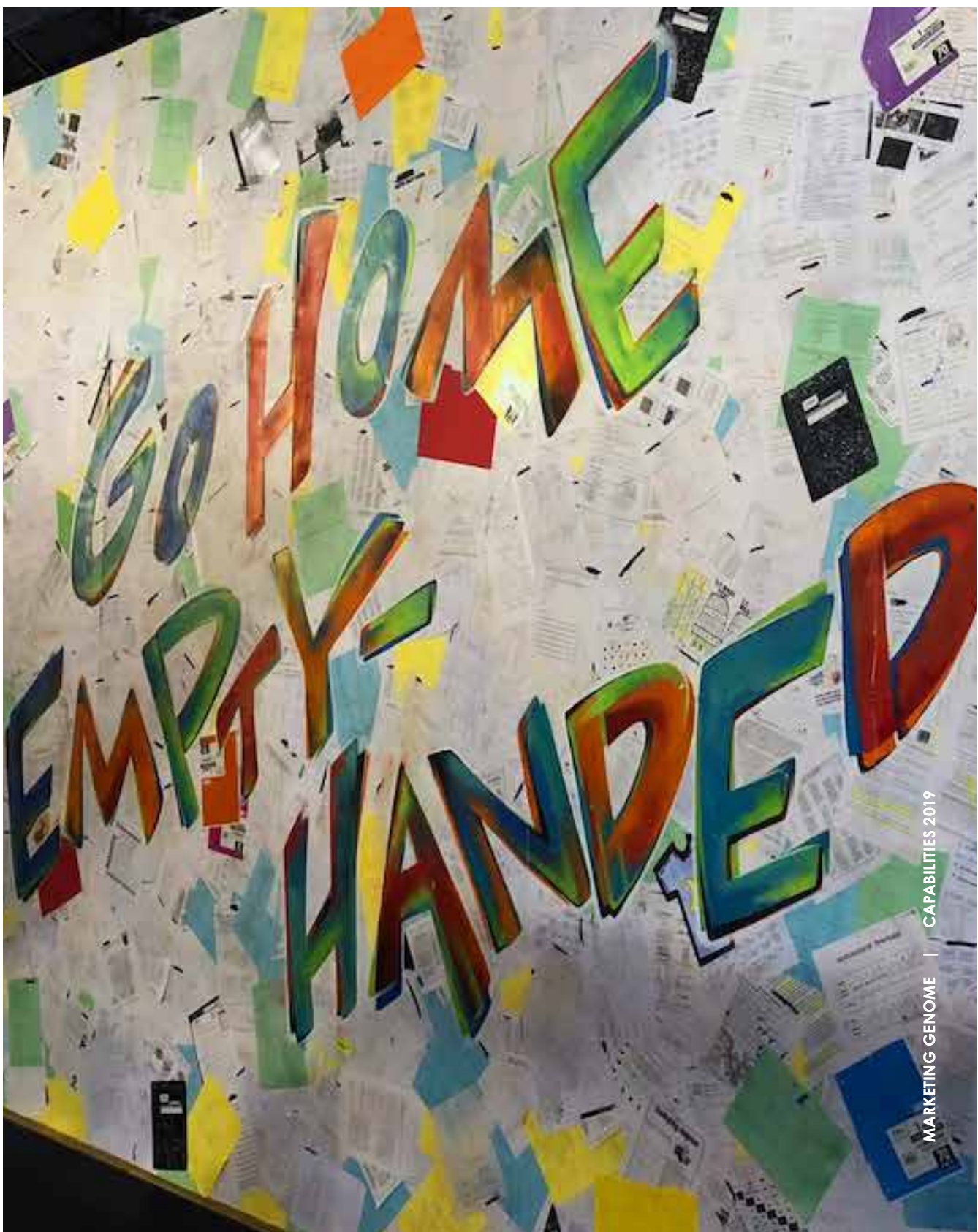


Park Mobile



Gundam





Tata Communications





Tiësto

An acrylic paneled pop up shop for DJ Tiesto at the Electric Daisy Carnival in Vegas needed to capture the ambiance of the entire scene. Fabricated with custom metal extrusion and fluorescent acrylic brought in the creative flare to match DJ Tiesto's style.



EXPERIENTIAL

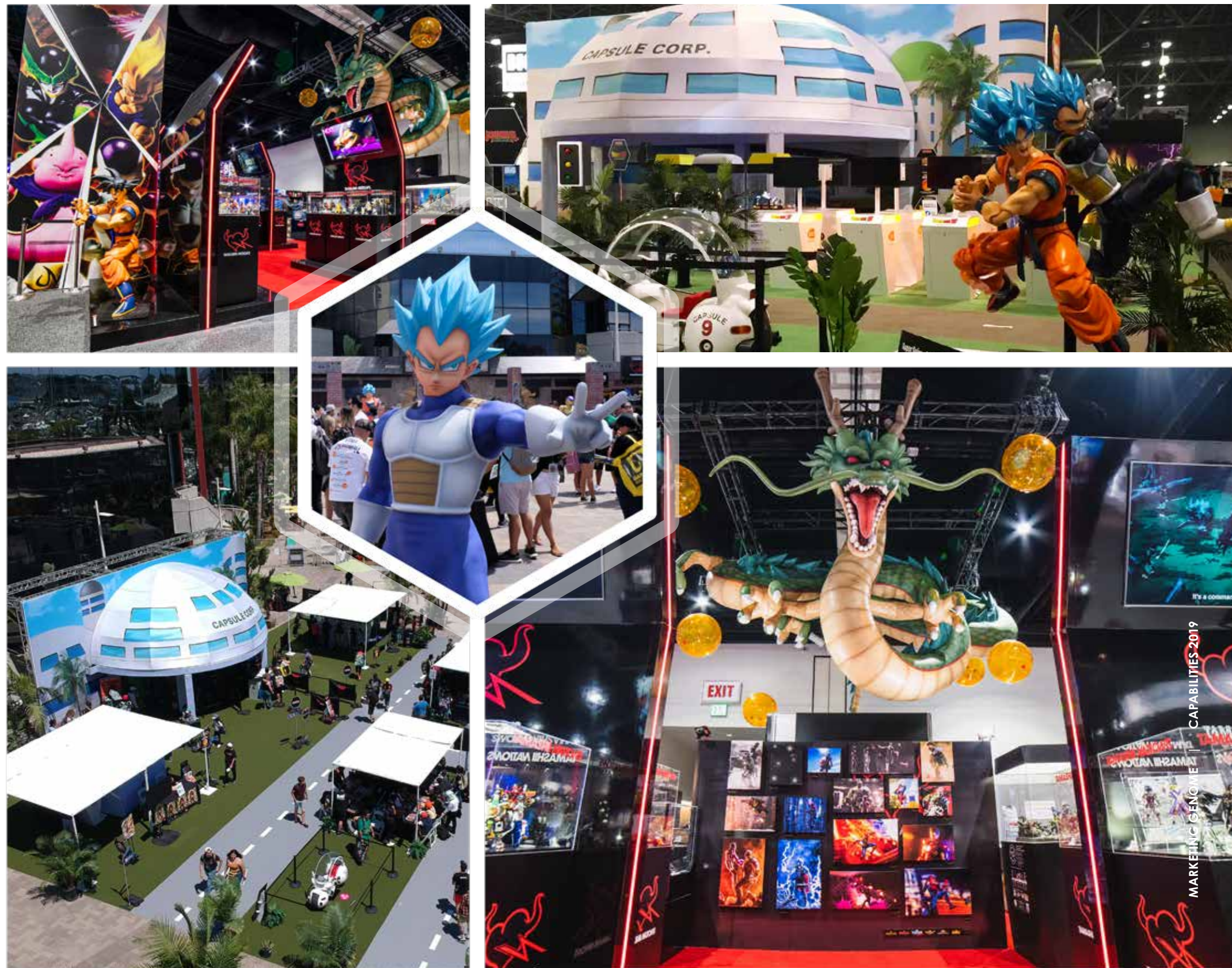
| Fresh. Fun. Impactful. Memorable.

Bandai Spirits

Dragon Ball Z U.S. Tour

"This was our second year on tour with Bandai Spirits executing events in various cities across the US and helping to facilitate events internationally.

Given the massive spaces that were procured, footprints up to 100' x 200' lent very well to spreading out interactions and creating immersive experiences. Custom statues, a giant inflatable dragon, custom tension fabric dome structure, gaming stations, and photo ops were all a part of this Dragon Ball fan fare."



Sony
Spiderman



eMLS
PAX 2019





HBO-Room 104

What better way to promote a new series than to engulf series premier VIP's directly into the set of the show itself? Experiential marketing all the way.



IGN
Kellogg's

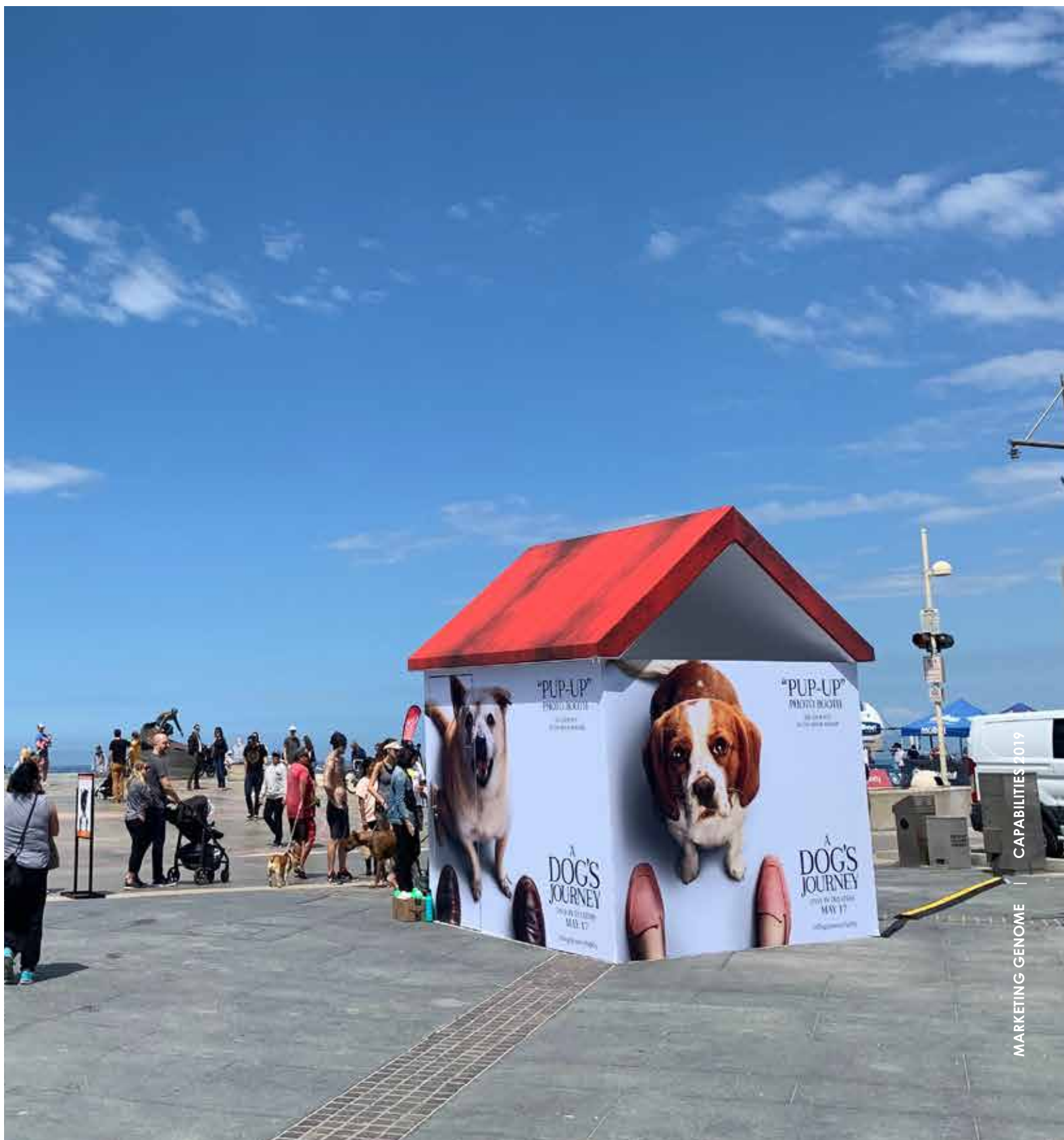


Universal Pictures

A Dog's Journey



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OUR CLIENTS

KONAMI



HBO



SEGA



Tiesto

Microsoft



The New York Times



ParkMobile



Google

weightwatchers

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NETFLIX

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