

ebay

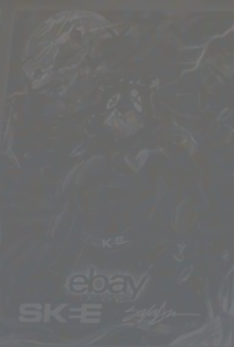
# M|GENOME

MARKETING GENOME

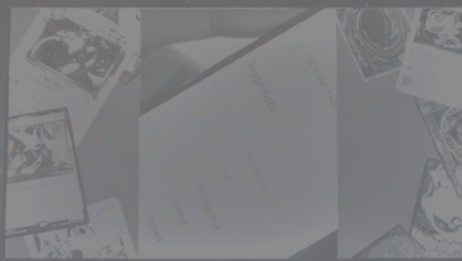
events \\ exhibits \\ experiential

ebay

ebay



BUY IT NOW  
REPTILES TRADING CARDS AUCTION



BUY IT NOW  
COMICS COLLECTIBLES TRADING CARDS



ebay  
SK-E

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SK-E x MARVEL

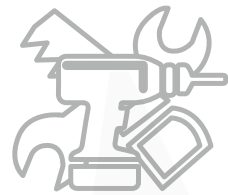
DESIGNING EXPERIENCES THAT SHAPE  
**YOUR BRAND.**

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.



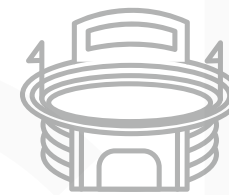
# CREATIVITY WITH NO BOUNDARIES.

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



## 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.

## SERVICE

Marketing Genome provides turnkey exhibit & event services with unmatched support.

- | 24/7 dedicated account representative
- | On-site support staff during your show
- | Senior manager on-site for build out and tear down
- | Private I&D teams

Our service is unparalleled and only rivaled by our ability to deliver an experience above and beyond your expectations.

Service, budget, quality, and creative are paramount for success. With MG you know exactly what your experience is going to look like with our realistic rendering and 3D modeling capabilities and you know exactly how much it will cost with full confidence it's executed to the highest of industry standards.

*Please click the video on the right for more details.*





# CAPABILITIES SNAPSHOT

In-house capabilities along with a nationwide network of trusted partners to get the job done right.

## TRADE SHOWS

- 3D designs
- 3D renderings
- 3D animations
- Modular exhibit structures
- Custom exhibit structures
- Furnishing rentals
- A/V rentals
- Full-service management
- Logistics
- I&D Labor
- Supervisor on site
- Show orders
- 24/7 dedicated account manager

## FABRICATION

- CNC milling of wood, metal, acrylic
- CNC laser cutting and engraving
- High pressure lamination
- Custom millwork
- Custom metalwork and welding
- Custom displays
- Dimensional logos & signs
- Vinyl graphic installation
- LED lighting and design
- Custom crates
- Secured storage
- 3D printing & foam sculptures

## EXPERIENTIAL

- Pop up shops
- Mobile vehicles and tours
- Showrooms
- Interactive events
- Virtual events
- Launch Parties
- PR stunts
- eSports Tournaments
- Sponsorship activations
- Custom experiences

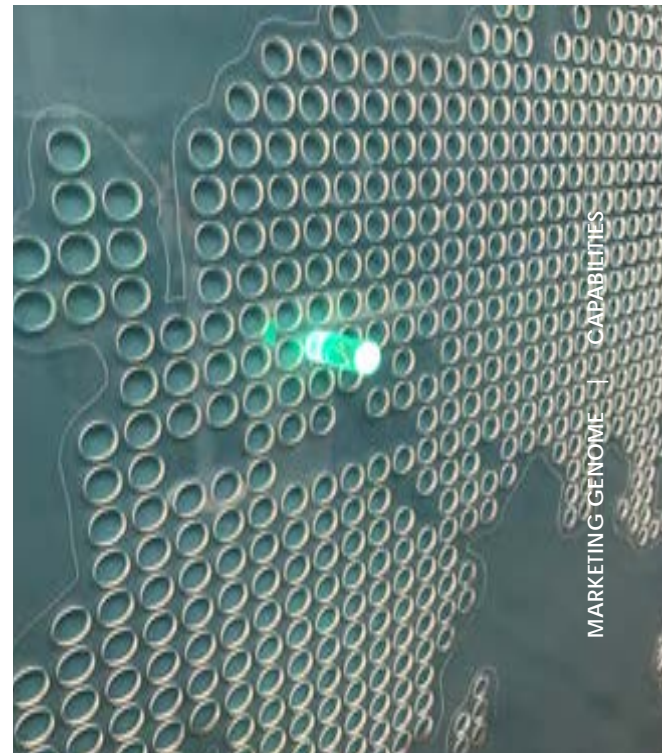
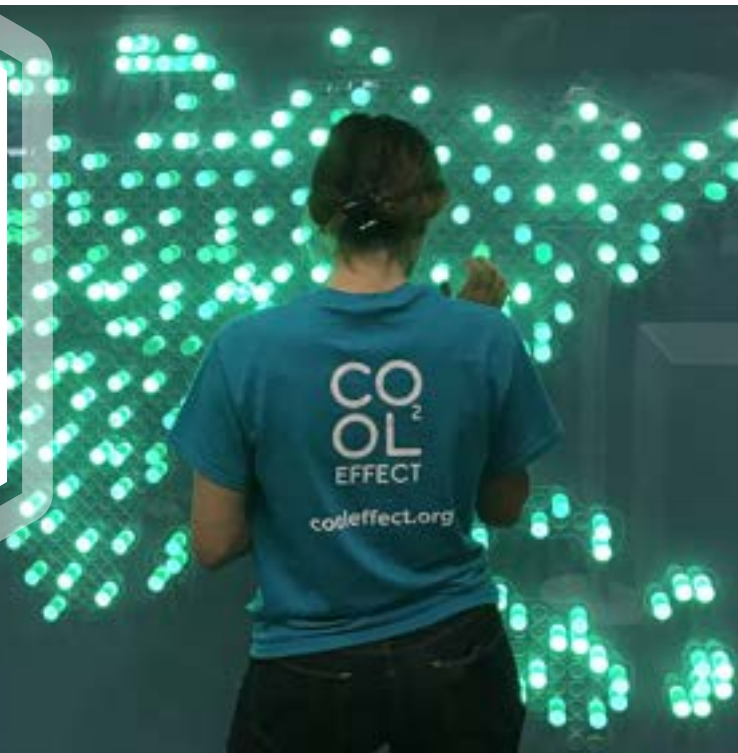
# FABRICATION

| Hand-crafted, Designed & Flawless



**Cool Effect**

Featured in Exhibitor Magazine's "Ideas that Work", this oversized lite-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."





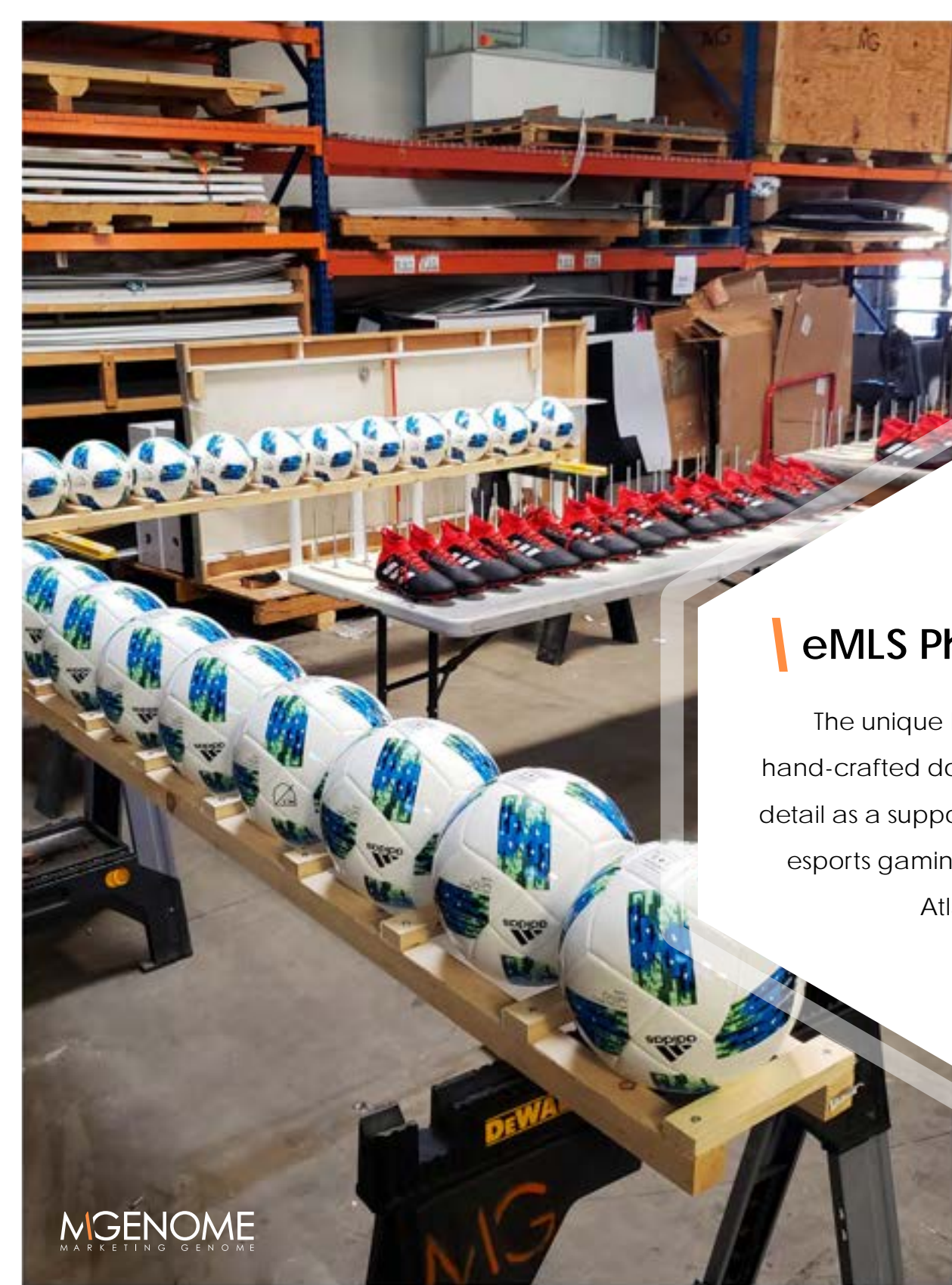
# Weight Watchers

Corn Swing



H&M Group  
Custom Booth Rental

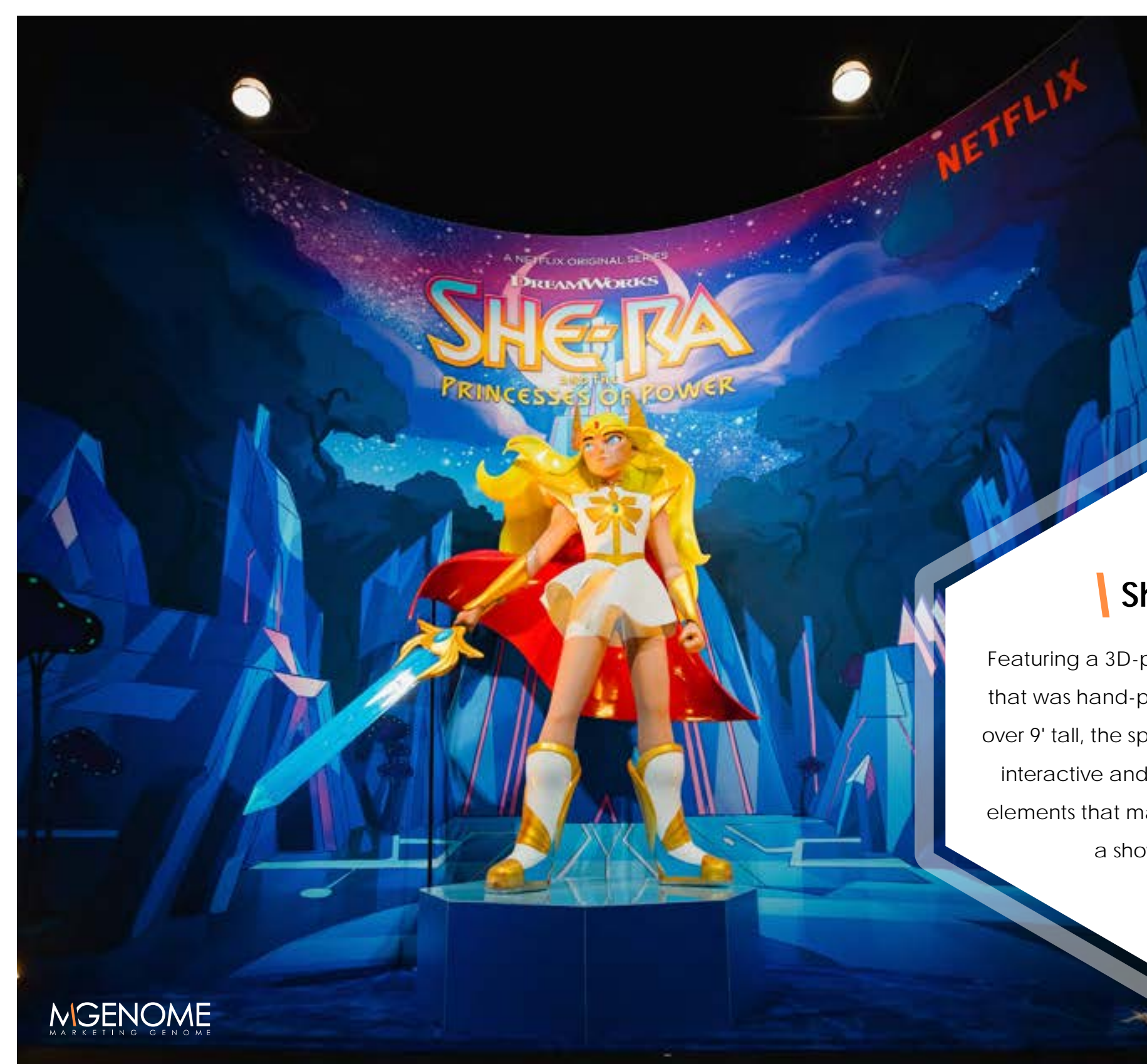




## eMLS Photo Booth

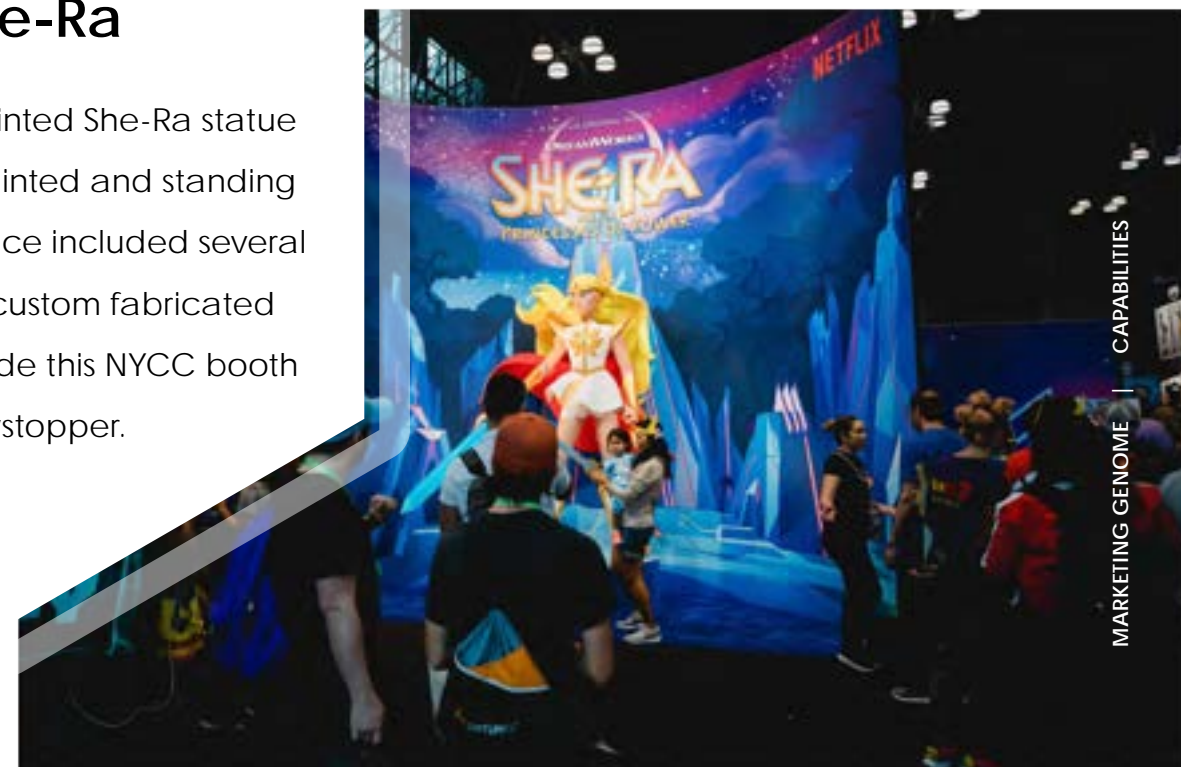
The unique backdrop was hand-crafted down to the last little detail as a supporting feature of an esports gaming competition in Atlanta.





## 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

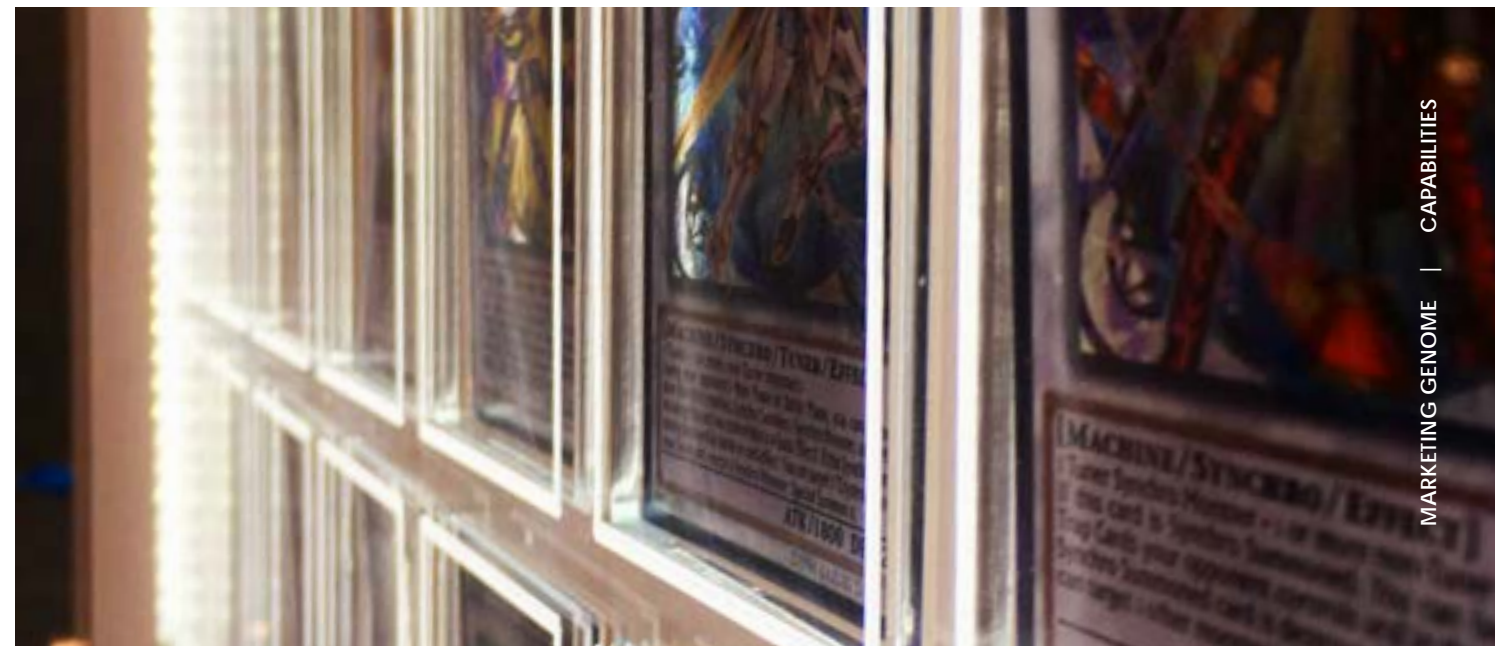
When promoting a movie, branding is everything. So to divert as much attention as possible, we fabricated giant 10ft. numbers to recreate the 1917 logo.

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

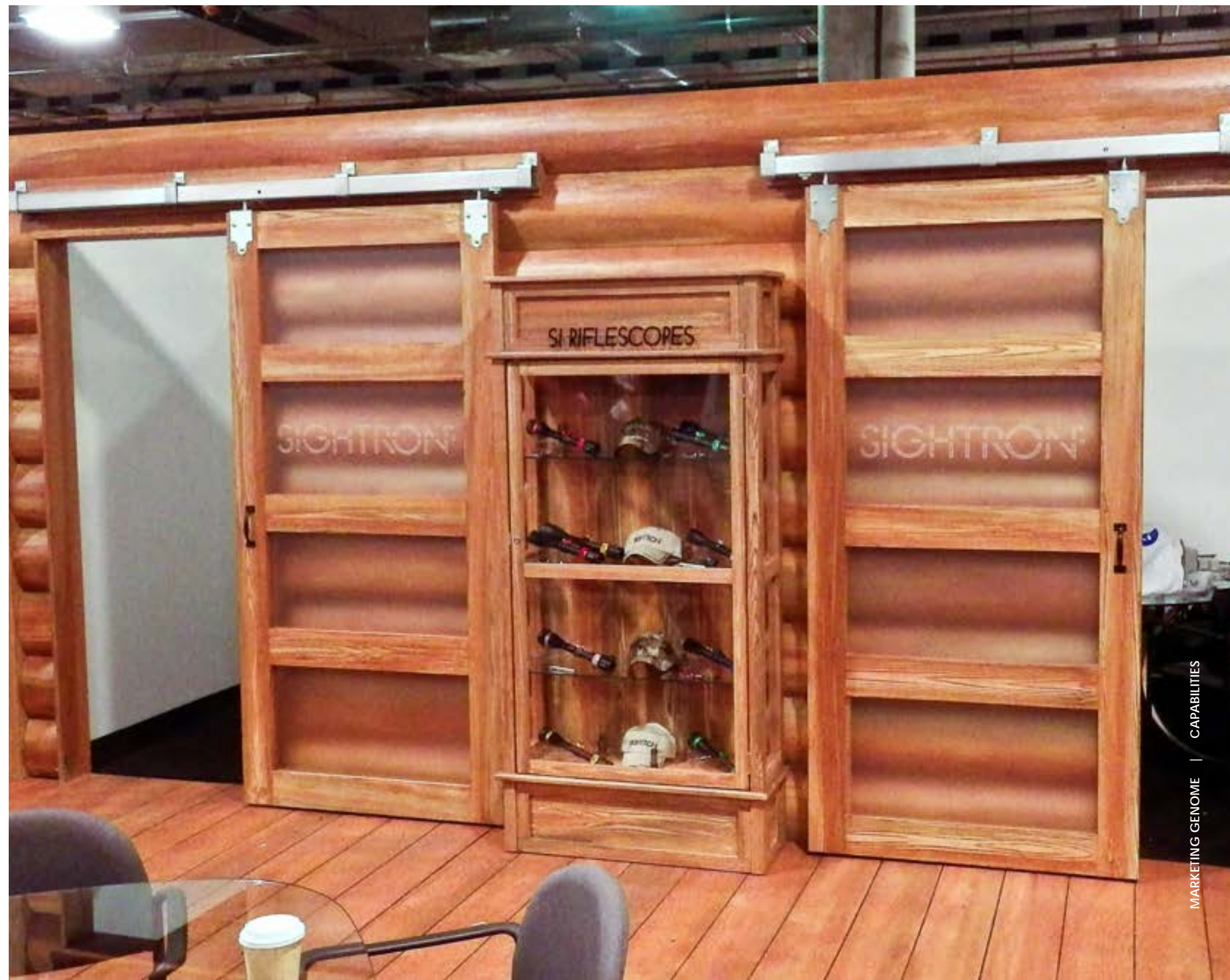
Placed strategically in the outdoor space adjacent to exit doors, food vendors and bathrooms, the pop-up was perfect for grabbing attention of the 250,000+ attendees at NYCC."



Konami



Sightron  
Log Cabin



MARKETING GENOME | CAPABILITIES



MARKETING GENOME



## IGN

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.

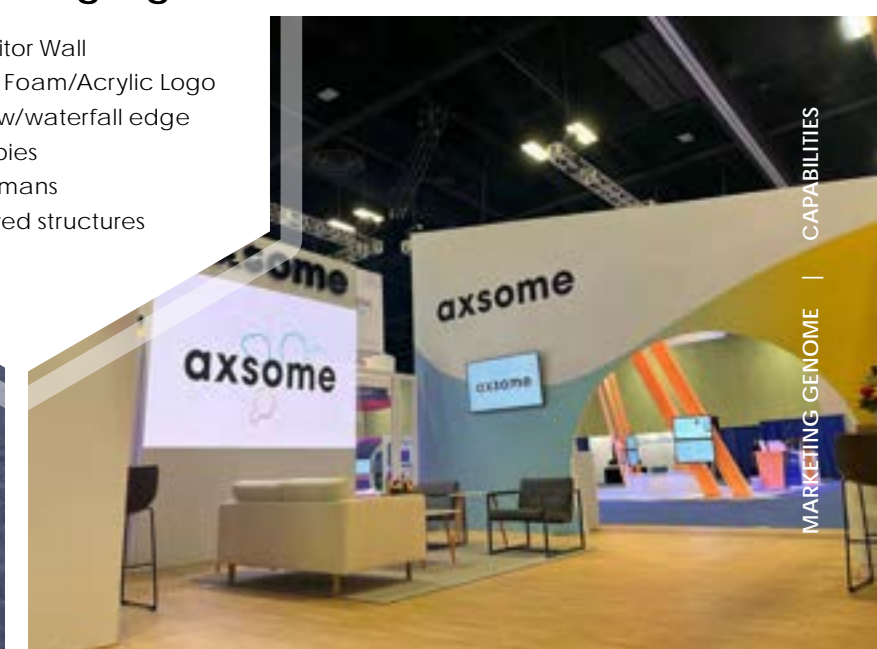
# Axsome Therapeutics

Custom Pharma Booth



## Fabrication Highlights

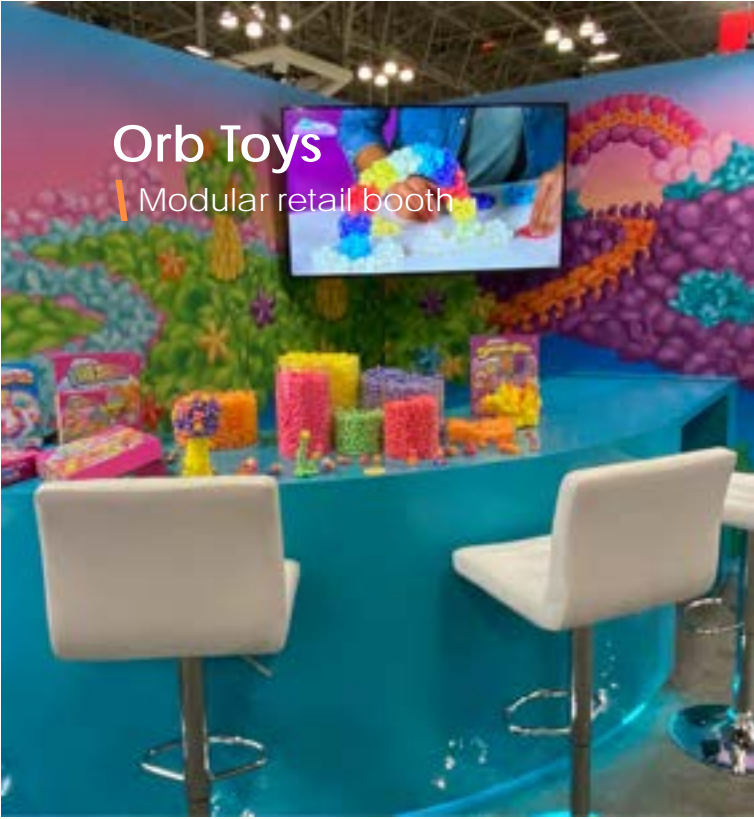
- LED Tile Monitor Wall
- High Density Foam/Acrylic Logo
- Custom bar w/waterfall edge
- Wood canopies
- Custom ottomans
- Custom curved structures



FrameSuite  
Custom hybrid booth

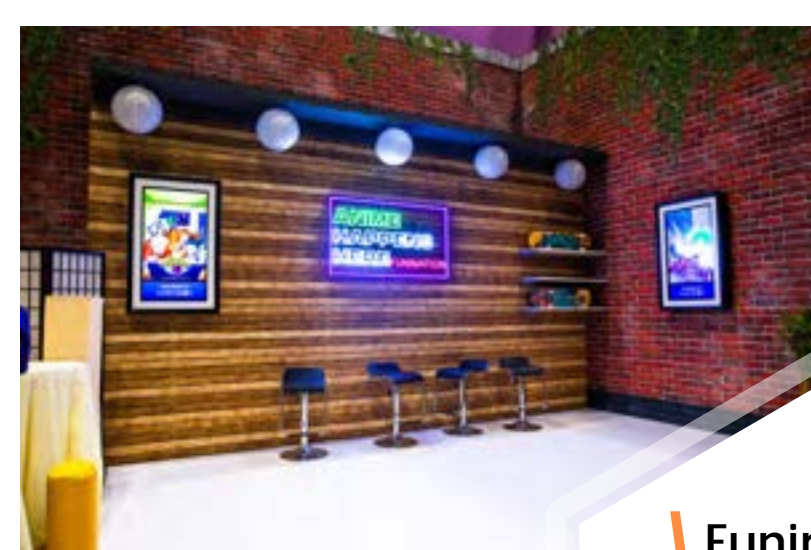


Orb Toys  
Modular retail booth



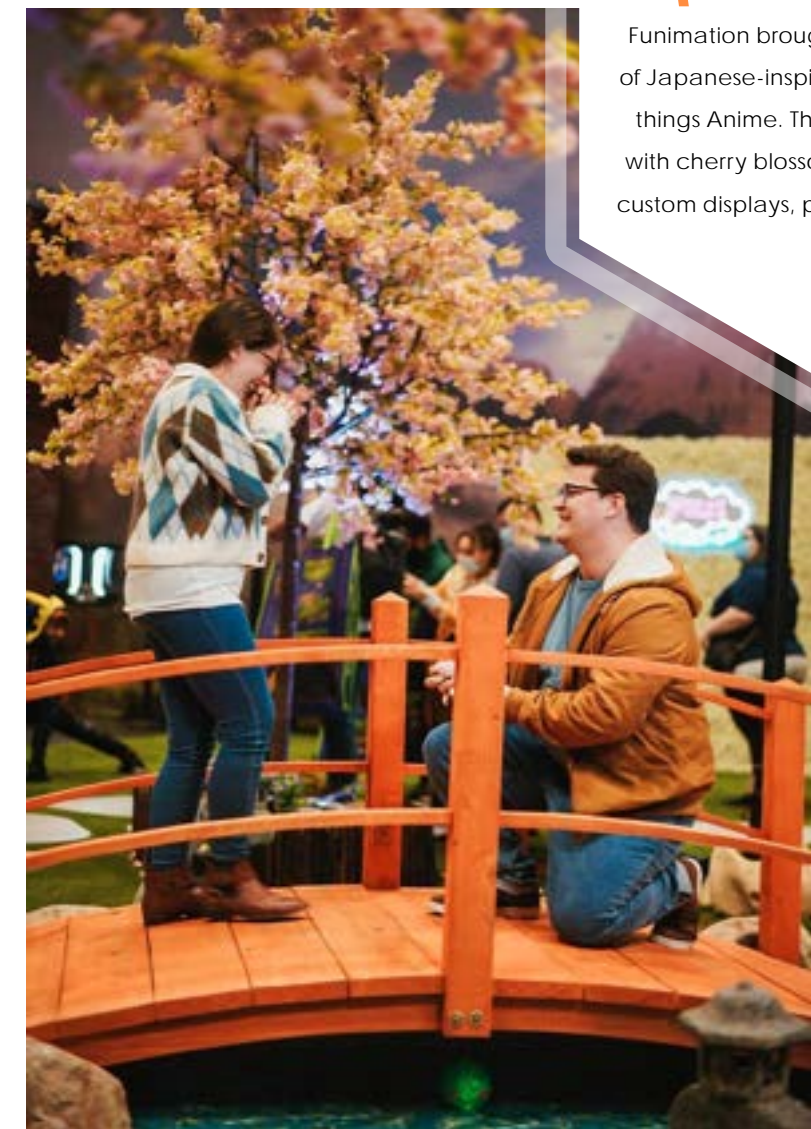
eBay  
Custom exhibit

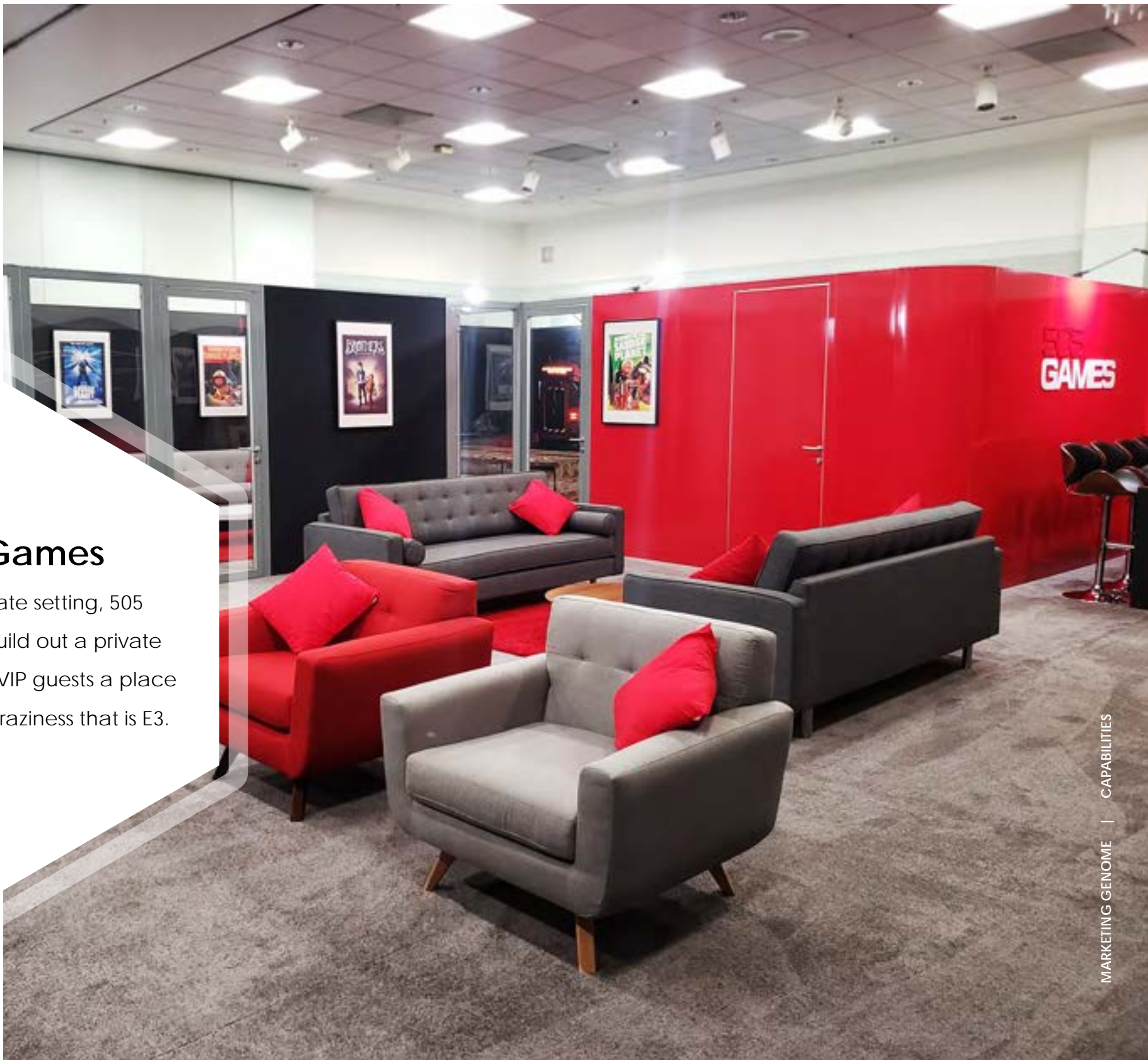




## Funimation

Funimation brought the perfect mix of Japanese-inspired scenery with all things Anime. This space was filled with cherry blossoms, scenic pieces, custom displays, proposals and more!





## 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



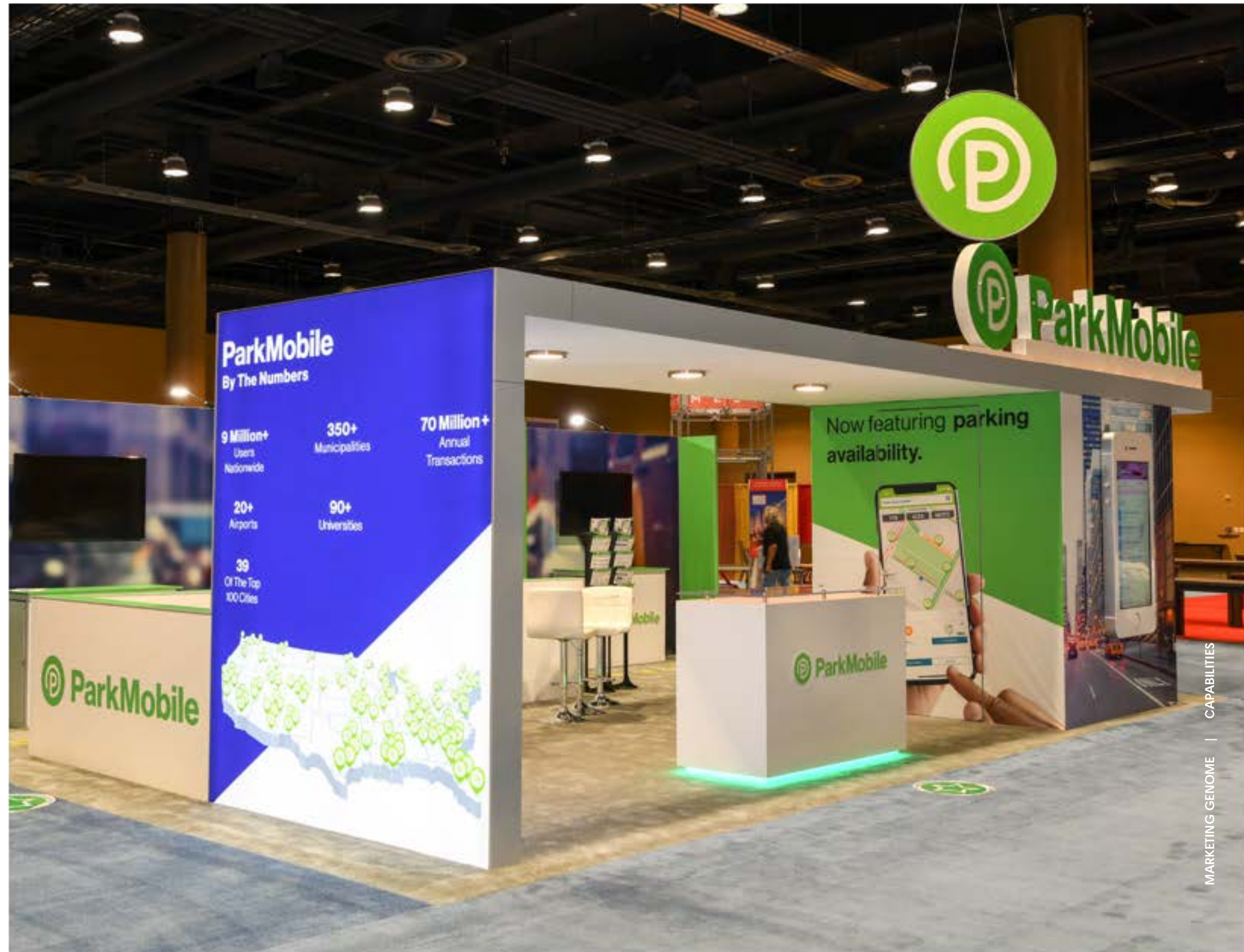




**H&M**

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



Gradecam



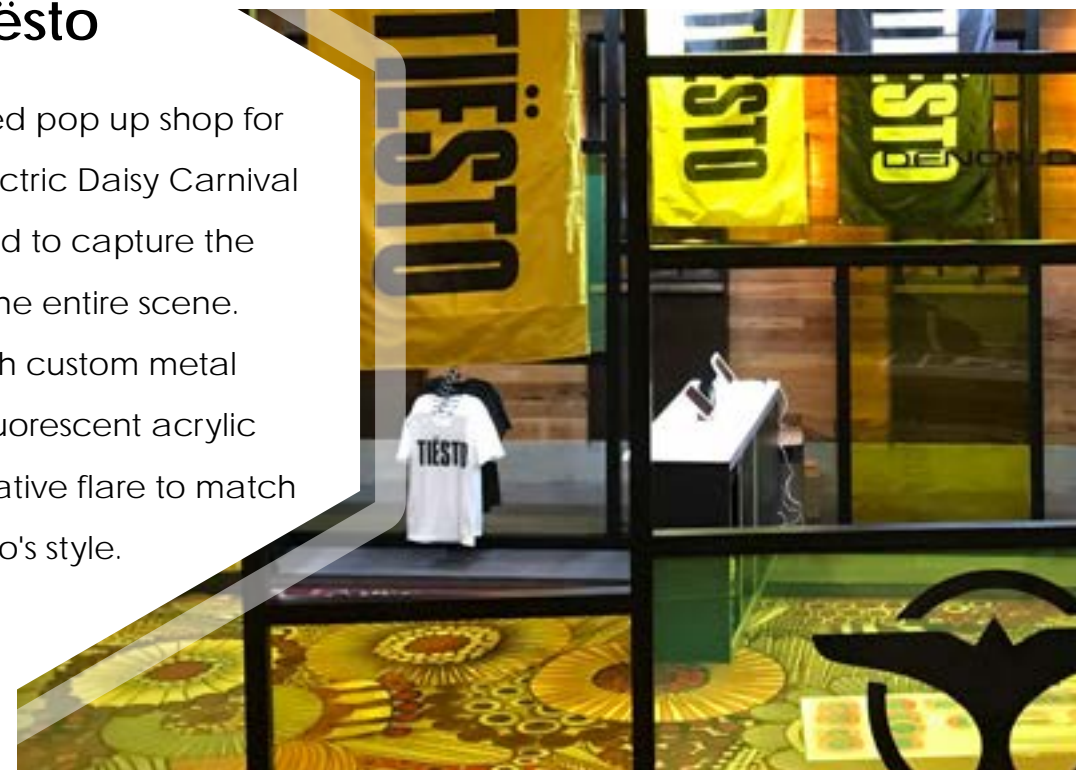
# Tata Communications





## 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.

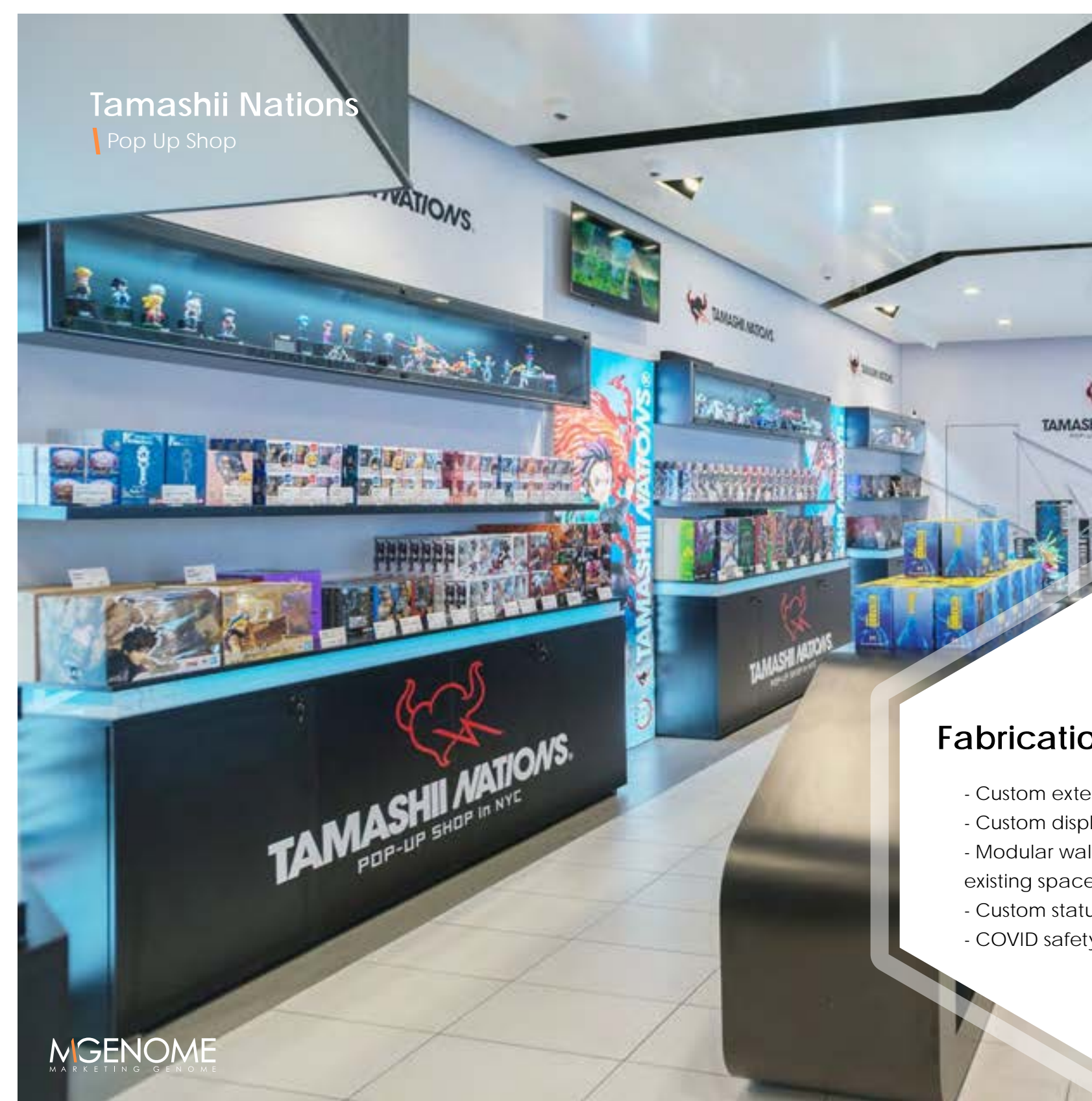


# EXPERIENTIAL

| Fresh. Fun. Impactful. Memorable.

# Tamashii Nations

Pop Up Shop



## Fabrication Highlights

- Custom exterior sign
- Custom displays with LED lighting
- Modular walls to reframe and skin existing space
- Custom statue displays
- COVID safety structures





## Bandai Spirits

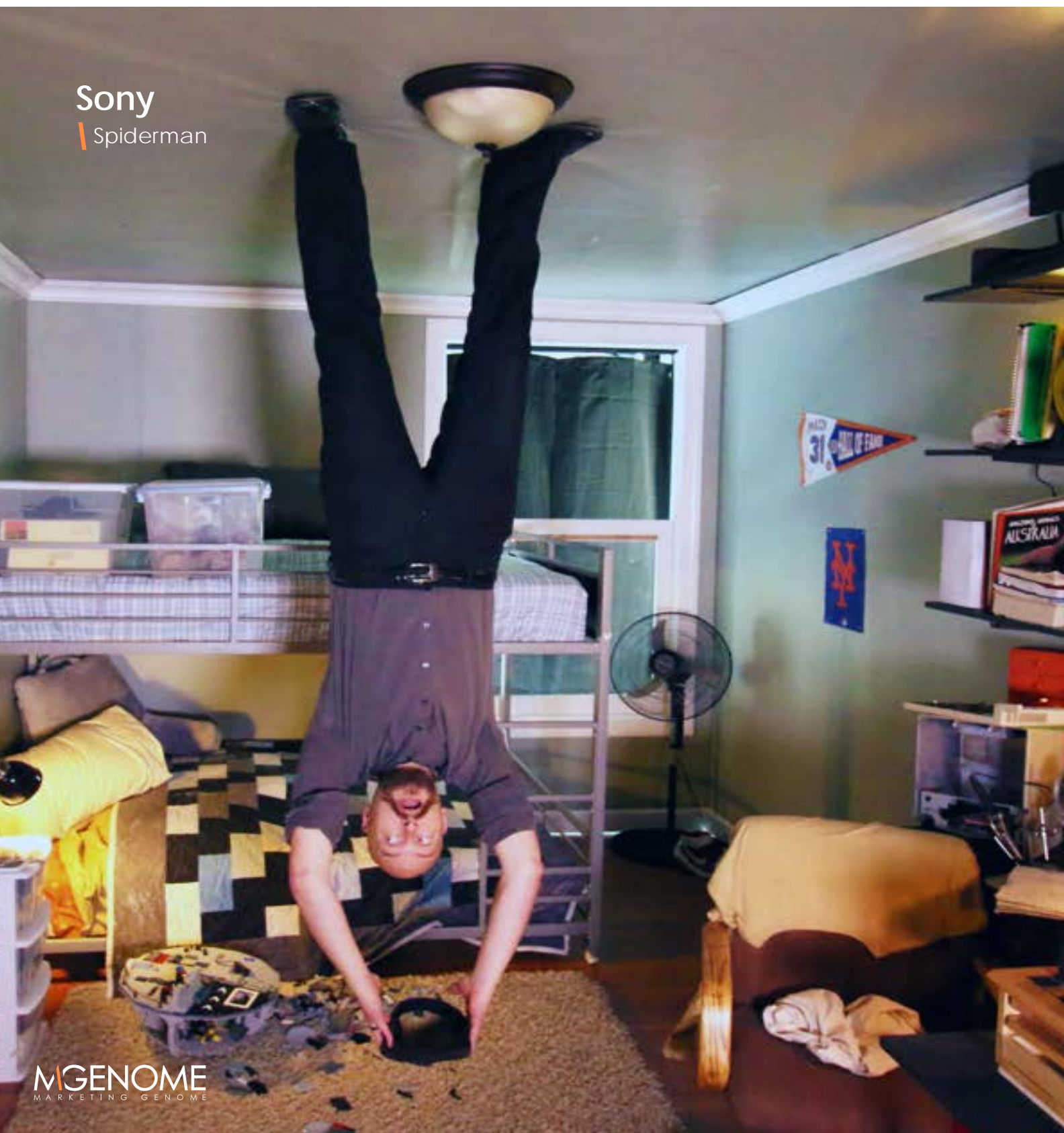
Dragon Ball Z U.S. Tour

"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

IGN  
**FAN  
FEST**



Universal Pictures  
A Dog's Journey



MGENOME  
MARKETING GENOME



MARKETING GENOME | CAPABILITIES

# OUR CLIENTS

KONAMI



HBO



SEGA



TIËSTO

Microsoft



The New York Times



ParkMobile



Google

weightwatchers

IDW PUBLISHING

NETFLIX

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