

**Company:** *Artesian Spas provides the most effective, soothing and enjoyable form of relief when soaking in one of our hot tubs. Each hot tub is specifically designed to enhance the lifestyle and health of every customer. Not every **body** is the same, which is why not every hot tub is the same. Artesian Spas provides more options and features than any other hot tub manufacturer. Spas are our passion and we'd like to share that passion with you!*

**Event:** *IPSP Expo - New Orleans, LA*

**Experience:** *Their presence and experience at the expo was about brand awareness and adding new dealers to the network. The goal was to engage the attendee at all levels. This was accomplished by designing a floorplan that had you the attendee at the center of everything they do. There was a large backlit center identity tower tying the space together. The space was specifically designed to educate on the lifestyles and health of every customer. From the real life like models in the showcase to show how a lifestyle could look into the future. There were also digital learning station tablets at every spa, showing all the "WOW" features on each spa. New this year was 3 new magic mirrors which gave a 3d / hologram effect as the attendees learn about the company and what makes them a leader in the industry.*

**Result:** *Attendees were learning and flowing from front to back of the exhibit. Thousands of impressions were made on social media (across multiple platforms), as a result of this large event. A number of new dealers were also added to their network. Some great branding also made into a conf room where the sales team could have their meetings. Thousands of attendees passed through and learned about what makes their product so complete. Attendees were able to see a product showcase and could visualize into the future of what their future lifestyle could look like. Artesian also handed out some giveaways to the more serious potential buyers that came through wanting to be dealers.*

