

RENTAL EXHIBITS FOR WOWZA

Building a Rental Relationship

Condit Exhibits has partnered with Wowza Media Systems for over five years, collaborating on numerous rental projects as well as visually narrating Wowza's impressive growth from a fresh startup to a major global player. Below are a few samples of Wowza's rental exhibit as well as a breakdown of how our partnership evolved over time.

Wowza Pioneers Technology

Used by massive brands like SONY, Facebook, and the New England Patriots, Wowza is the gold standard in streaming audio and video content on any device. Wowza's software and hardware products are used in more than 170 countries for a variety of applications ranging from education to entertainment – and they've built and customized a number of rental exhibits from Condit.



GOAL

Wowza concentrates on NAB, the National Association of Broadcasters trade show, held in April of each year. NAB is the largest show for technology and media with major players in post-production editing, journalism, film and more in attendance.

Because Wowza's trade show attendance is laser-focused on NAB, as well as one other international event, full ownership, storage and maintenance of their booth components does not make sense, pointing them to a rental solution. With each of their rental projects, Wowza's goal is a unique, customized exhibit that speaks to their brand, a growing product and service portfolio, and their developing partnerships.



RESULT

Condit originally "bid" on Wowza's first trade show project in an RFP scenario and was able to successfully differentiate their rental products beyond what many competitors offer. Condit does not provide basic "rental kits" and instead modifies standard components to look as though they belong wholly to the end-client. This also includes custom-built elements if the existing inventory does not fit the client's needs or vision!

With the help of Wowza's talented internal team, Condit's craftsmen have successfully executed intricate customizations for Wowza each year, including a live on-air recording booth and an interactive inset device wall. Bright, full-wall graphics and a striking aerial sign have tremendously enhanced the look and feel of Wowza's space.



VALUE

Condit has carefully assessed Wowza's needs from job to job and worked to maximize both sides' participation in the design process – the same, exact design process undertaken with purchasing clients and their projects.

A rental exhibit is an excellent solution for brands and organizations that exhibit at fewer than three events per year, like Wowza. A rental project from Condit doesn't skimp on the "little details" that define your business' presentation while offering the flexibility to repurpose and retool as needed. It is this partnership and collaborative process that have contributed to Wowza's decision to continue working with and renting from Condit year after year.

