

CAPABILITIES GENERAL INFO DELIBERATE ACTS OF INSPIRATION

company overview | 2023

NATIONWIDE **360**



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A RICH HISTORY OF BRAND BOOYAH

Through the years history has been kind to Nationwide 360.

1956



Formerly known as Westley Displays, we open our doors in Brooklyn, NY, as a window trimmer for retailers

1960



Westley Displays enters the Trade Show industry and starts building booths for various clients.

1970



Westley Displays moves to a larger facility in Westbury, NY, in order to accommodate the growing business.

1981



Westley Displays becomes Nationwide Displays and Bill Griffith becomes a full partner after being an employee for over 20 years.

2003



Steve Griffith becomes the new President of Nationwide Displays and eventually co-owner in 2005.

2015



Nationwide Displays moves to a 60,000-sq. ft. state-of-the-art facility in Central Islip, NY.

2023



Responding to evolutions in the industry, Nationwide Displays expands its portfolio of capabilities and rebrands as Nationwide 360.



INDUSTRIES SERVED

CANNABIS

DENTAL

EDUCATION

FINANCE

FOOD

HEALTHCARE

NATURAL PRODUCTS

RELIGIOUS

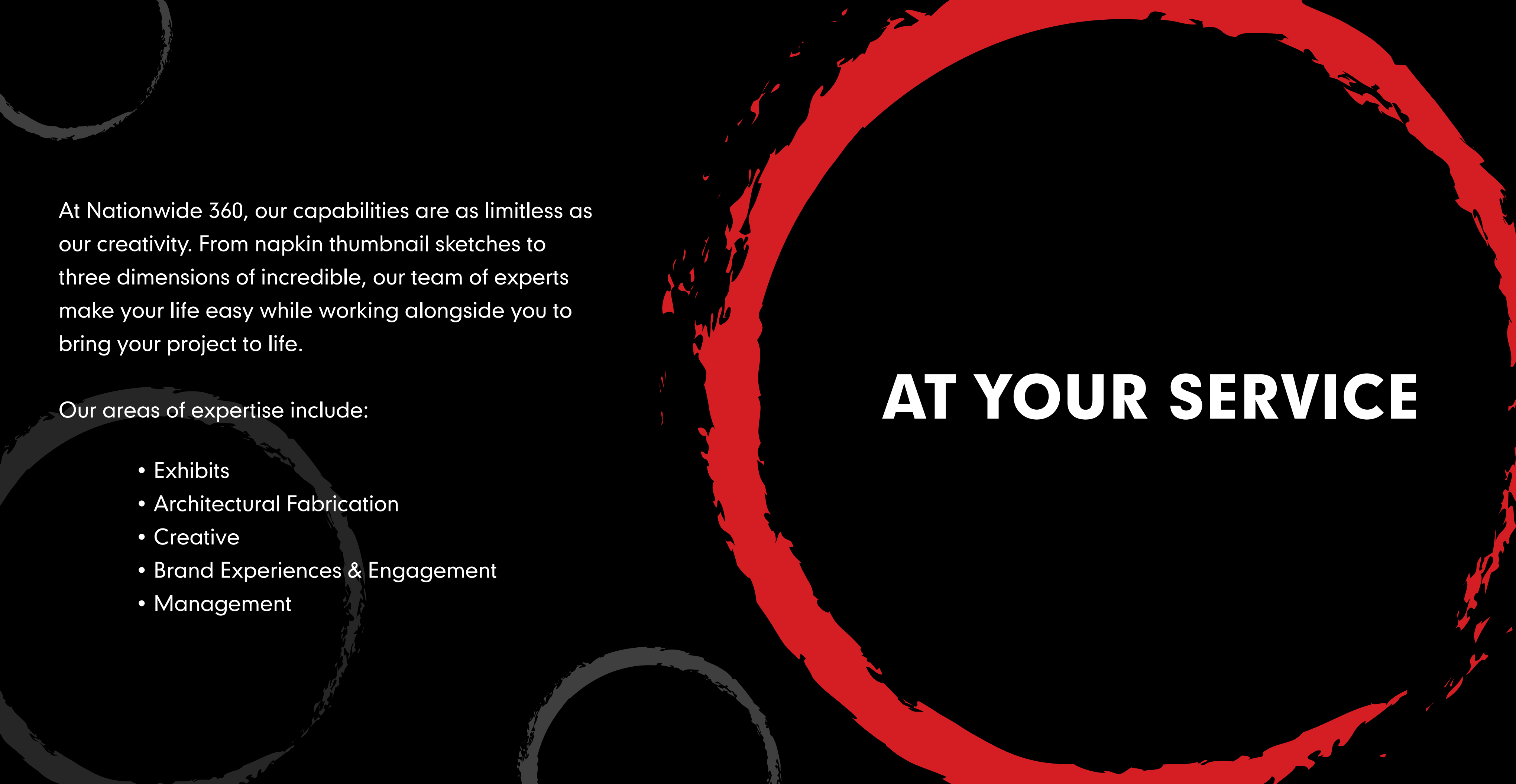
RETAIL

TECHNOLOGY

TOY

TRANSPORTATION

(TO NAME JUST A FEW)



At Nationwide 360, our capabilities are as limitless as our creativity. From napkin thumbnail sketches to three dimensions of incredible, our team of experts make your life easy while working alongside you to bring your project to life.

Our areas of expertise include:

- Exhibits
- Architectural Fabrication
- Creative
- Brand Experiences & Engagement
- Management

AT YOUR SERVICE

UNREAL EXHIBITS FOR TRADE SHOWS, EVENTS, AND MORE

Exhibits have been the center of our circle since the Eisenhower Administration. Whether it's a fully-immersive custom exhibit, a rental that looks like anything but, or a portable exhibit designed for flexibility, we've got you, and your brand, covered.



CUSTOM EXHIBITS

In today's world, your custom trade show exhibit should be an immersive, experiential, branded environment— a full-fledged, eye-opening, be-still-my-heart, capital E Experience. Browse some of our creations below and let's start talking about your vision.

RENTAL EXHIBITS

When flexibility is what you need, our line of Custom Rental Packages are the perfect solution. Whether you need the ability to exhibit in multiple locations simultaneously, are in between branding, or need a quick turn-around, this line of exhibits will make you shine.





PORTABLE EXHIBITS

Need even more flexibility from show to show? Portable and modular trade show exhibits allow you just that versatility. Let us customize a solution that travels with you and your show schedule.

ARCHITECTURAL FABRICATION

We know that your corporate or retail space is like your second home. And you know it deserves a hand-crafted, effectively designed environment.

Regardless of the size or scope of the project, drawing on our wealth of knowledge in the exhibit building industry, the team at Nationwide 360 has the know-how, experience, and creative juice to make your environment express your brand personality.





Uber Eats

Partner with us today >>

**BEST
of Show**

**Booth
Winner**

CREATIVE

Yep, the universe is expanding. Expand with it alongside our team of award-winning designers, a crack team of experts in the fields of 3D architectural design and product visualization, graphic design, video and motion graphics, and augmented reality content generation.

Regardless of the size or scope of the project, drawing on our wealth of knowledge in the exhibit building industry, the team at Nationwide 360 has the know-how, experience, and creative juice to make your environment express your brand personality.

- 3D Visualization
- Graphic Design
- Video and Motion Graphics
- Virtual Exhibits and Environments
- Microsite and Landing Page Web Development

BRAND EXPERIENCES

The days of relying solely on marketing products and services within the four walls of a trade show are gone. Companies are bringing their brands to (larger than) life in any and every space imaginable. We transform simple brand experiences into capital H Happenings and deliver them to your audience, wherever they happen to be.





MANAGEMENT

Imagine this. The big picture has been drawn. The project is finally finished. You're ready to debut it to the world. But suddenly, the realization hits that there are still unknowns about how it's getting to where it needs to be, who's setting it up, and what will happen when the event is over.

When you partner with Nationwide 360, those logistical details happen as a matter of course. Our team ensures that all the i's are dotted and all the t's crossed so all you need to do is bask in the glory of your brand masterpiece.



AT THE RISK OF SOUNDING IMMODEST

three cheers for us, from our beloved clients



TESTIMONIALS

Click on company names to [see video](#) testimonial

SHYFT TECHNOLOGIES

“From the start we had this concept... all of this came together through partnership with you guys. You’ve been such great collaborators, and I don’t know what we would’ve done without you! It’s been an awesome experience to work with you.”

GOOD CATCH FOODS

“Thank you for all your work! The booth looks so friggin’ gorgeous, so thank you for all the work that you guys have done here! We were very lucky to find you guys. It was great to work together. I’ve had people come up to me and tell me that this is the best booth on the floor they’ve seen! I couldn’t be more proud of this booth and the work you guys did. Nationwide really captured the vision and the essence and the feeling, so we’re really, really happy with it. We’re back again with Nationwide next show!”

WANDERING BEAR COFFEE

“It’s been such a pleasure to have you guys as part of our team! Since the moment I spoke with Steve, I just felt so comfortable. You guys have taken me under your wing and really walked me through everything. I had peace of mind that everything was going to be taken care of and excellently. It’s just been a pleasure to work with you all, and the booth shows that you understand what our brand and our goals are so, so well. It’s been wonderful!”

APURA FARMS

“You guys are like miracle workers, to put it mildly! I mean, what you put together and how you put it together and working with you guys has been incredible, really, and I’m so grateful because we wouldn’t be here right now if it wasn’t for you, so thank you! Phenomenal, phenomenal job! Highly recommend these guys, they’re awesome!”

SIR KENSINGTON'S

"Our 3rd booth over 4 or 5 years [with Nationwide Displays], it's really just the level of service and expertise, and working with Nationwide has been so amazing in the sense that they're experts when it comes to building the booths, they know all the shows, they're just such a resource in every sense. They make the shows easy for us!"

SOURCE ATLANTIQUE

"We started with Nationwide 27 years ago. To me, Nationwide is an amazing company to work with!"

OUTSTANDING FOODS

"You guys have done an awesome job! You have helped take our branding and make it pop, and make it come to life."

CHOSEN FOODS

"Since we hired Nationwide, there has been never a problem. It has just been, it's magic! It's simply magic!"

INTERNATIONAL DELIGHTS

"We wanted something creative, but we also wanted something very high quality, and we wanted something to reflect the image of the company well. Being able to understand us, that's why we chose Nationwide."

GOGO SQUEEZ

"It's been great! You can see the creativity in their work, and it's always just a very seamless thing for us, so it's been great!"

TESTIMONIALS

Click on company names to **see video** testimonial



REFERENCES

COMPANY & CONTACT	BOOTH SIZES	SERVICES PROVIDED
SOVOS BRANDS Denise Titus Office Manager Denise.Titus@sovosbrands.com 201-280-3608	20 x 60, 20 x 50, 30 x 40 These configurations are for their current booth, which can be used as an island or a peninsula in each configuration.	FULL SERVICE Design Fabrication Storage Refurb / repairs Shipping Install & dismantle Onsite supervision Show services coordination
ELMO Dave Myott Senior Manager, Marketing and Customer Support DMyott@elmousa.com 516-501-1400	20 x 30, 20 x 20 These configurations are for their current booth, which is the 5 th booth we have designed, fabricated, and serviced for them in the past 15 years. Previous booths have had a variety of sizes and configurations, including 30 x 40 with 16'h properties.	FULL SERVICE Design Fabrication Storage Refurb / repairs Shipping Install & dismantle Onsite supervision Show services coordination
SARTORIUS Linda Scogmanillo Exhibits Coordinator Linda.Scogmanillo@sartorius-stedim.com 631-254-4249	20 x 30, 20 x 20, 10 x 20 These configurations are for their current booth. The previous booth we designed, fabricated, and serviced for them included 30 x 40, 30 x 30, 20 x 30, 20 x 20, and 10 x 20, all with reconfigurable ceiling structures at 20'h.	FULL SERVICE Design Fabrication Storage Refurb / repairs Shipping Install & dismantle Onsite supervision Show services coordination

The background is a red-tinted photograph of an office interior. It shows desks, computer monitors, and office chairs. Overlaid on the image are three large, white, hand-drawn circular brushstrokes. One is in the top left, one is in the bottom left, and a large one is on the right side.

OUR WORK. OUR PASSION.

case studies in branded environment excellence



UBER EATS

PROJECT TYPE

Custom Exhibit

SIZE

Large

INDUSTRY

Food

OUR CHALLENGE

After taking full advantage of our custom rental exhibit program for years, Uber Eats tasked us with creating an immersive Experience, one that explains, illuminates, and engages so that after leaving the environment, an attendee has an enlightened understanding of the best food ordering and delivery service out there today.

OUR SOLUTION

After being greeted by the monolithic 16' high instagrammable-for-days illuminated logo, attendees take the Uber Eats journey from restaurant, delivery, to home. Each of these areas is meticulously designed to be a unique space joined together by a header system illuminated 'Uber Eats green.' With features including a raised deck platform, interactive kiosks, graphic flooring, custom-illuminated branding and more, the exhibit nabbed the Best of Show prize at the National Restaurant Association Show.



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Walmart

PROJECT TYPE
Custom Exhibit

SIZE
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INDUSTRY
Retail

OUR CHALLENGE
A tale of two cities... in one booth space! Two adjacent divisions of Walmart, Walmart GoLocal and Walmart Commerce Technologies, inhabiting the same space at NRF, needed to clearly differentiate their brands and messaging without looking disjointed.

OUR SOLUTION
Initially treating the project as two distinct design briefs in order to determine functional requirements, the design ultimately honed in on the brands' commonalities to provide aesthetic harmony and organizational cohesion. The resulting exhibit features two monolithic tension fabric arch structures that interact with one another (over a shared double deck!) while maintaining both visual distinction and harmony. Unique treatments of brand-inspired LED accent light strips, die-cut illuminated graphics, content linked AV monitors, and interactive digital kiosks.



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RBC BANK

PROJECT TYPE

Custom Exhibit

SIZE

Medium

INDUSTRY

Finance

OUR CHALLENGE

RBC, the largest bank in Canada, was in dire need of an exhibit update. They wanted to bring together multiple divisions in a space that reflected the multinational financial institution's eminence.

OUR SOLUTION

Behind the large reception counter, a large ID wall and canopy designates the common area, a space where clients and associates congregate in a comfortable, semi-private setting. The area is defined by RBC's brand 'NRG line' graphic component, here executed with color-tunable LED lighting. Flanking the space are demo kiosks, where representatives highlight division-specific services to attendees.



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UNFI BROADLINE

PROJECT TYPE

Custom Exhibit

SIZE

Large

INDUSTRY

Natural Products

OUR CHALLENGE

Ideate, design, build, install and manage an extraordinary exhibit to reflect UNFI's position as the largest publicly traded wholesale distributor of health and specialty food in the United States and Canada.

OUR SOLUTION

Stepping into UNFI's trade show exhibit is an immersive experience, like being transported into the very soul of the company's brand personality. The leaf motif of their iconic logo provides for an aesthetic unifying factor in the environment, carried through to all areas of the space in impressive architectural design forms. The environment is a grand meeting area at the Natural Product Expos. Some of its features include massive illuminated logos, content-linked video monitors, sampling stations, info kiosks, a fabric hanging sign and more!



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GOGO SQUEEZ

PROJECT TYPE

Custom Exhibit

SIZE

Medium

INDUSTRY

Natural Products

OUR CHALLENGE

Reinforce the brand awareness of one of the most popular on-the-go All Natural Snacks on the market. And, oh yeah, give out tons of yummy treats to the lucky attendees of the show.

OUR SOLUTION

Pure joy! We created a kid's birthday backyard party theme complete with a hand-sculpted tree with a real tree house and tire swing, a kid's garden area that "grew" GoGo squeeZ fruit snack pouches, a suburban home doubling as an ID tower / storage closet, and custom built backyard deck where the "adults could hang out and meet." As our client noted, "It's a total show stopper."



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Pure joy! We created a kid's birthday backyard party theme complete with a hand-sculpted tree with a real tree house and tire swing, a kid's garden area that "grew" GoGo squeeZ fruit snack pouches, a suburban home doubling as an ID tower / storage closet, and custom built backyard deck where the "adults could hang out and meet." As our client noted, "It's a total show stopper."



FESTO

PROJECT TYPE

Custom Exhibit

SIZE

Medium

INDUSTRY

Technology

OUR CHALLENGE

Build a custom exhibit program that can change to accommodate the functional needs at Festo's busy show schedule, as well as stand out from the crowd at every one.

OUR SOLUTION

Festo's demo lab table rests upon a giant illuminated logo. It serves as center piece of the exhibit and makes a bold statement to every attendee coming down the aisle. Behind that, are a number of product display pedestals with accent illumination and a large BeMatrix panel storage room with a custom header boasting an edge-illuminated logo. To top it off at SLAS, a series of hologram units wows anyone coming anywhere near their exhibit environment.



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SMARTIES

PROJECT TYPE

Custom Exhibit

SIZE

Medium

INDUSTRY

Food

OUR CHALLENGE

With a long and rich history, America's Favorite Candy Roll wanted to roll out their new branding with an exhibit that honored the storied tradition of the iconic sweet treat while making a bold statement about its evolution and staying power.

OUR SOLUTION

Employing 'old fashioned candy shop seen through a contemporary lense' as the driving force of the aesthetic strategy, the environment's execution uses cutting-edge exhibit fabrication techniques to make the old new again. The giant inflatable candy roll and tablets suspended above the space create a breathtaking dynamism as unmistakable as the brand they invoke. The space below features colorful structures with brightly-lit surfaces and a black and white faux tile vinyl floor in support of creating an environment that speaks to the sweet shops of our collective memory.



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SARTORIUS

PROJECT TYPE

Custom Exhibit

SIZE

Large

INDUSTRY

Technology

OUR CHALLENGE

Build a fully-realized, versatile, exhibit program for the North American division of the leading international pharmaceutical and laboratory equipment supplier. The architectural design and structural components needed to be on-brand with their European counterparts.

OUR SOLUTION

Using Sartorius' meticulously-written event brand guidelines as our compass, we married corporate-driven architectural design directives with America-specific show regulations and fabrication principles to create a robust program combining custom-built and rental components versatile enough to suit the needs of the many shows in which Sartorius exhibits over the course of a year.



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SHYFT

PROJECT TYPE
Custom Exhibit

SIZE
Medium

INDUSTRY
Technology

OUR CHALLENGE
Create an “out of this world” environment for Shyft’s product brand launch and trade show exhibit debut.

OUR SOLUTION
Inspired by Shyft’s whimsical mascot and branding, we collaborated closely with client to conceive of a space lab-themed exhibit to serve as the immersive environment from which the Shyft staff can make their statement to the world (and the universe and beyond!). The resulting exhibit featured an inflatable rocket and planet, a stardome, and giant interactive mobile phones running the Shyft workplace app.



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LACROIX

PROJECT TYPE

Custom Exhibit

SIZE

Medium

INDUSTRY

Natural Products

OUR CHALLENGE

Bring the popular sparkling water brand to life on the show floor in a way that's unforgettable while providing lots and lots of samples to attendees.

OUR SOLUTION

The giant inflatable product cans hovering over the space at surprising angles have become eye-grabbing landmarks on any show at which LaCroix attends. The large serving bar is illuminated with bright lights color-tuned to reflect the vivacious spirit of the brand, and serves as a great spot for crisp refreshment!



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THE DAILY CRAVE

PROJECT TYPE

Brand Experiences & Events

SIZE

Small

INDUSTRY

Food

OUR CHALLENGE

Extra! Extra! Read all about it! Also, build us a brand activation stand to reinforce The Daily Crave's brand awareness outdoors at Natural Product Expo West and other future locations.

OUR SOLUTION

Inspired by The Daily Crave's unique "retro newsboy" brand personality, we designed and fabricated a bonafide newsstand invoking a nostalgia for a New York street corner you might see in a classic film. Since the unit needed to withstand the elements, it dons a corrugated roof. And since it stays put throughout the duration of the event, it's self-contained— meaning all product is stored inside the unit and the window and door locks overnight. The Daily Crave's reps completed the experience by dressing as news boys and gals.



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GOOD CATCH

PROJECT TYPE

Custom Exhibit

SIZE

Small

INDUSTRY

Natural Products

OUR CHALLENGE

Good Catch came to Nationwide with an urgent request to build a (non)killer exhibit for the debut of their brand, which was poised to take the plant-based meat industry by storm. The rub? We had four weeks!

OUR SOLUTION

At a hold-onto-to-your-hats-folks pace, and with meticulous attention to detail, Nationwide 360 designed and fabricated Good Catch's sea-shack theme environment that the client would call, "the most creative booth on the show floor." Careful to steer clear of anything signifying harm to animals, the Good Catch environment features an "Digital Aquarium" window, textural clapboard and corrugated metal finishes, blacklight accents, hemp rope, branded life savers, and genuine wood pilings.



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FIN FUN

PROJECT TYPE

Custom Exhibit

SIZE

Medium

INDUSTRY

Toy

OUR CHALLENGE

Build a fun, immersive environment that tells the “tail” of Fin Fun, the world’s leading maker of swimmable mermaid tails for kids and adults!

OUR SOLUTION

The branded sail flying high above the ship’s hull at the center of the exhibit sets the tone for the nautically-themed environment. Little details throughout, like the pirate’s cannon, hemp rope, a treasure chest, and ocean blue flooring, complete the illusion and create an experience attendee’s won’t soon forget!



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NO EVIL

PROJECT TYPE

Custom Exhibit

SIZE

Small

INDUSTRY

Natural Products

OUR CHALLENGE

No Evil wanted the debut of their product and brand to reflect their punk aesthetic: irreverent, brash, bold, unapologetically real, stubbornly delicious.

OUR SOLUTION

Summoning the ghosts of Sid Vicious and the underground vibe of CBGB's circa 1979, we conceived of an exhibit that featured faux concrete flooring, hastily screen printed graphics, black light, flawed wood finishes and the in-your-face No Evil logo big and unmistakable.



NO EVIL

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CHOSEN FOODS – VIRTUAL

PROJECT TYPE

Virtual

SIZE

Large

INDUSTRY

Natural Products

OUR CHALLENGE

Faced with shutdowns during the Covid-19 shut down, Chosen Foods tasked us with creating a virtual environment to be used during virtual trade shows and corporate events.

OUR SOLUTION

Drawing inspiration from the client's brand personality, we designed, programmed, and hosted a virtual environment set on a beach. The presentation included in-experience meeting functionality, the soothing sounds of distant crashing waves, product video content and information, and, oh yeah, avocado trees!



CHOSEN FOODS – VIRTUAL

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Virtual

SIZE

Large

INDUSTRY

Natural Products

OUR CHALLENGE

Faced with shutdowns during the Covid-19 shut down, Chosen Foods tasked us with creating a virtual environment to be used during virtual trade shows and corporate events.

OUR SOLUTION

Drawing inspiration from the client's brand personality, we designed, programmed, and hosted a virtual environment set on a beach. The presentation included in-experience meeting functionality, the soothing sounds of distant crashing waves, product video content and information, and, oh yeah, avocado trees!



CHOSEN FOODS – VIRTUAL

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FAGE

PROJECT TYPE

Custom Exhibit

SIZE

Large

INDUSTRY

Food

OUR CHALLENGE

Fage needed a premium exhibit at Natural Products Expo West to reflect their status as the leader in the premium yogurt market.

OUR SOLUTION

It's all in the details! And there are lots of them: Edge-illuminated platform flooring, a twenty foot circular demo counter with refrigerators and custom product display, a huge rotating custom tension fabric logo, a giant sculpture of fruit being poured into a yogurt cup, custom die-cut privacy panels... The result was a gleaming beacon on the show floor for the Fage team!



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SOVOS BRANDS

PROJECT TYPE

Custom Exhibit

SIZE

Large

INDUSTRY

Natural Products

OUR CHALLENGE

For their grand debut at Natural Products Expo, Sovos Brands needed an experiential environment capable of showcasing their unique portfolio of brands while maintaining enough flexibility to grow and accommodate future brands, as well as double as their exhibit at the Fancy Food Shows.

OUR SOLUTION

The Sovos Brands immersive environment could really be considered many exhibits sharing a common space. Each brand has their own unique world, a space meticulously conceived, designed, and built in accordance with their respective brand messaging. Unifying the space is the large illuminated header system topped with large interior-illuminated logos.



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THANK YOU!

NATIONWIDE

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