

CAPABILITIES

GENERAL INFO

& DELIBERATE ACTS OF INSPIRATION

company overview | 2024

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

BIOTECH

DENTAL

DEFENSE

EDUCATION

FINANCE

FOOD

HEALTHCARE

MEDICAL

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

CUSTOM EXHIBITS RENTAL EXHIBITS PORTABLE EXHIBITS

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.

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.





OUR WORK

OUR PASSION

case studies in branded environment excellence



WALMART SHOPTALK

PROJECT TYPE

Custom Exhibit

SIZE

Large

INDUSTRY

Retail

OUR CHALLENGE

Create an incredibly immersive environment, a "Walmart Town," that brings together three different divisions under the Walmart umbrella. The space needs to clearly differentiate the individual brand groups on the one hand, and maintain visual unity on the other.

OUR SOLUTION

The process started with a series of deep-dive info gathering sessions where our design team listened, ingested, and processed the individual functional requirements and aesthetic preferences of each division. The conceptual execution of the concept honed in on the notion of a 'Walmart Town,' an idea that came up in one of the brainstorming pow-wows, a solution that was soon to prove to be a great one.

[SEE MORE OF THIS CASE STUDY](#)



FLIPP

PROJECT TYPE
Custom Exhibit

SIZE
Medium

INDUSTRY
Retail Technology

OUR CHALLENGE
Provide the perfect backdrop for Flipp to demonstrate the most powerful app for grocery savings and coupons at the Grocery Shop expo.

OUR SOLUTION
Leaning on the beMatrix panel system for its ease of set-up and versatility, we constructed a 16' high storage room/branding tower and added large halo-illuminated logos. The structure also serves as the backdrop for large monitors that lead attendees through an overview of the Flipp app.

SEE MORE OF THIS CASE STUDY



FAGE YOGURT

PROJECT TYPE
Brand Activation

SIZE
Medium

INDUSTRY
Food

OUR CHALLENGE
Tennis anyone? When long time client, Fage, announced that they were going to be a major sponsor at the US Tennis Open and needed help with their brand activation environment, we were thrilled.

OUR SOLUTION
Game. Set. Match! The space Nationwide 360 designed is divided equally between photo opportunity and product giveaway. After tennis fans grab a free delicious treat at the custom serving counter, they invariably took a minute to snap a photo in front of the larger-than-life hand-crafted sculpture. Conceived to emphasize the marriage of Fage's yogurt with the US Open (and all-things-tennis), the piece was a huge draw that prompted thousands of pics- and free promotion for Fage!

[SEE MORE OF THIS CASE STUDY](#)



DREMIO

PROJECT TYPE
Rental Exhibit

SIZE
Medium

INDUSTRY
Technology

OUR CHALLENGE
Build a happy place for the Dremio staff to demonstrate their product and services at the Data Universe show in New York City.

OUR SOLUTION
Working with a limited budget we pulled from our custom rental inventory to deliver a cost-effective stunner. The booth space features a large hanging sign, a beMatrix arch, a semi-private meeting area and a mini-theater.

[SEE MORE OF THIS CASE STUDY](#)



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.

[SEE MORE OF THIS CASE STUDY](#)



ASMODEE

PROJECT TYPE
Custom Exhibit

SIZE
Large

INDUSTRY
Toys

OUR CHALLENGE
Build a knock-your-socks off custom exhibit for Asmodee's Toy Fair exhibit.

OUR SOLUTION
We have a winner! This debut custom exhibit snagged the Powerfully Playful Exhibit Design award at Toy Fair! The solution included a ginormous hanging sign, killer SEG graphics, and super fun illuminated demo game stations that were the hit of the show floor. We love it when work is play.

[SEE MORE OF THIS CASE STUDY](#)



TURK TEK

PROJECT TYPE

Architectural Fabrication

SIZE

Large

INDUSTRY

Retail

OUR CHALLENGE

Turf Tek needed to make a bold statement with the show room in their brand new facility... they came to the right place.

OUR SOLUTION

Approaching the project with a "let the product be the hero" mindset drove all of the aesthetic decisions, starting with a grand impact installation as you enter the space. Turf Tek's premium turf serves as the background color field for a giant circular display, at the center of which is a large edge-illuminated logo. Classy touches of wood slat treatments lead visitors into the space, where the product displays encourage a "touch and feel" experience augmented by interactive digital displays. The journey ultimately culminates in an opportunity to engage with the product in a real-life application—a functional putting green set before a giant mural of a picturesque golf course!

[SEE MORE OF THIS CASE STUDY](#)



SEE MORE CASE STUDIES

Click here to [see our website](#) for
an extensive library of projects



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
<p>SOVOS BRANDS</p> <p>Denise Titus Office Manager Denise.Titus@sovosbrands.com 201-280-3608</p>	<p>20 x 60, 20 x 50, 30 x 40</p> <p>These configurations are for their current booth, which can be used as an island or a peninsula in each configuration.</p>	<p>FULL SERVICE</p> <p>Design Fabrication Storage Refurb / repairs Shipping Install & dismantle Onsite supervision Show services coordination</p>
<p>SOURCE ATLANTIQUE</p> <p>Teresa Herrera Trade Show Manager therrera@foodimportgroup.com 201-988-2463</p>	<p>20x60, 20x50, 20x30</p> <p>These configurations are for their current two booths, which are the 4th and 5th booth we have designed, fabricated, and serviced for them in the past 20years. Previous booths have had a variety of sizes and configurations.</p>	<p>FULL SERVICE</p> <p>Design Fabrication Storage Refurb / repairs Shipping Install & dismantle Onsite supervision Show services coordination</p>
<p>SARTORIUS</p> <p>Linda Scogmanillo Exhibits Coordinator Linda.Scogmanillo@sartorius-stedim.com 631-254-4249</p>	<p>20 x 30, 20 x 20, 10 x 20</p> <p>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.</p>	<p>FULL SERVICE</p> <p>Design Fabrication Storage Refurb / repairs Shipping Install & dismantle Onsite supervision Show services coordination</p>

THANK YOU!

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