

Experience Counts: Trade & Consumer Shows

Advances in the area of digital technology have changed the trade show experience. Trade shows now offer brands the opportunity to provide attendees with multi-sensory, personal experiences designed to engage and influence the hearts and minds of consumers.

Managing a successful trade show is all about creating face to face, unique branded experiences. Events designed to tell stories and encourage interaction and engagement will create an emotional connection with your target market. At JGK, our trade show booths are designed to be graphically appealing and memorable meaning your brand gets the most exposure for your marketing dollars.

Jim Koufis, Managing Director of JGK Integrated Solutions, knows what it takes to take a trade show “beyond the booth.” With over 20 years of corporate marketing experience, he understands the challenges companies face in showcasing their brands. “Our goal is to always get the most out of every brand touchpoint with our clients. If there’s an element of fun involved, that doesn’t hurt either and people will remember the experience later and talk about it with others.”

Clients appreciate JGK’s strategic, creative and customer centric approach to the design and management of branded environments. The company has been the trade show provider for GBC Canada-CONSAC and SKF Canada since 2008. They designed and executed displays at the Global Petroleum Show in Calgary, CANWEA in Vancouver and CIM in Toronto.



JGK has also helped major brands in the food industry showcase their products. They were the Trade Show Director for Loblaw in 2011, 2012, 2014 and 2016 directing their NKO (National Kickoff) Vendor Fair. According to Koufis, “From start to finish, we planned and executed a high profile event that featured 225 vendors. Not only did we offer creative initiatives that improved each vendor’s experience, we delivered a top tier event for Loblaw that came in under budget.”

To design the ultimate trade show experience and deliver results, JGK takes a customer centric approach that is focused on quality, efficiency and attention to detail. Their reputation for flawless execution with measurable impact on ROI has caught the eye of other major consumer brands.



Simply having a booth at a trade show is no longer enough to gain and retain a captive audience. Trade shows are now custom designed interactive launch experiences able to connect with consumers long after the event is over.

Jim Koufis would tend to agree. “While handing out marketing materials or company brochures might create an initial bond with an audience, the creation of engaging experiences and stories tugs at the hearts and minds of audience members which leads to an increased probability of a return on investment.”

Ask Jim how to craft a memorable brand experience.

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