

## Michelle Berryman of EchoViz to Present Primer on Exhibit Design at Housewares Show

A veteran exhibit designer, Berryman will demonstrate the "four dimensions" of interactive marketing for successful exhibit spaces

**Atlanta, GA, March 6, 2004:** Echo Visualization, LLC, the Atlanta-based design consultancy, announces that principal designer Michelle S. Berryman, IDSA, will offer a program, "Exhibits: Four Dimensions of Interactive Marketing," at the International Home & Housewares Show in Chicago. Berryman's presentation will draw on her industrial design expertise to outline strategies for successful trade show exhibit spaces. Her presentation begins at 12:00 pm, Saturday, March 20, in the Housewares Design Center Theatre, Lakeside Center Lobby, Level 3.

"To take full advantage of the opportunities in which they've already invested so much, trade show exhibitors need to think about how to extend their marketing messages and methods into multi-dimensional, interactive spaces," says Berryman. "There are certain principals-I call them the four dimensions of interactive marketing-that companies can apply to enhance their brand consistency and impact on prospects."

In her presentation, Berryman will explore four interrelated areas of importance:

1. Inform. Project a simple, direct message in a logical, navigable space that doesn't overload attendees with information.
2. Educate. From staged presentations to self-guided workstations to one-on-one demonstrations, use interactive techniques to educate your audience about your value proposition-the more interactive, the better.
3. Entertain. Use the exhibit space to make a positive, emotional connection with visitors. Consider games, gadgets, celebrities or a similar method, but tie it in to an existing theme or campaign.
4. Immerse. Engage attendees with a coordinated, immersive experience that involves every aspect of the face-to-face interaction, from sensory cues to creative branding to exhibit personnel assignments.

Berryman co-founded Echo Visualization in 2002. She holds both bachelor's and master's degrees in industrial design from the Georgia Institute of Technology. Her firm's exhibit designs have won awards at the Electronics Transaction Association and Network+Interop. A member of the board of directors for the Industrial Designers Society of America, Berryman is secretary/treasurer for the national organization and the chair of its Communications Committee.

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### **About the International Home & Housewares Show**

The 2004 International Home & Housewares Show features more than 2,100 exhibitors and draws 60,000 housewares professionals from 34 countries. The show is sponsored by the non-profit International Housewares Association. For more information, visit [www.housewares.org](http://www.housewares.org).

### **About Echo Visualization**

Echo Visualization, LLC, designs media, exhibits and broadcast sets with expert attention to the principles of effective user interface and human interaction. The EchoViz team applies its professional training and experience in industrial design to collaborate with clients in defining, visualizing and creating ideal solutions across a variety of markets. EchoViz interactive projects range from product interfaces to multi-media product catalogs to custom sales presentations. EchoViz broadcast sets balance the needs of viewers and live audiences. EchoViz exhibits translate design considerations into physical, three-dimensional spaces at trade shows. The Atlanta-based EchoViz staff is active, locally and nationally, in promoting industrial design as a discipline. For more information, call 404.222.0282 or visit [www.echoviz.com](http://www.echoviz.com).