



HOUSE OF EXPERIAN

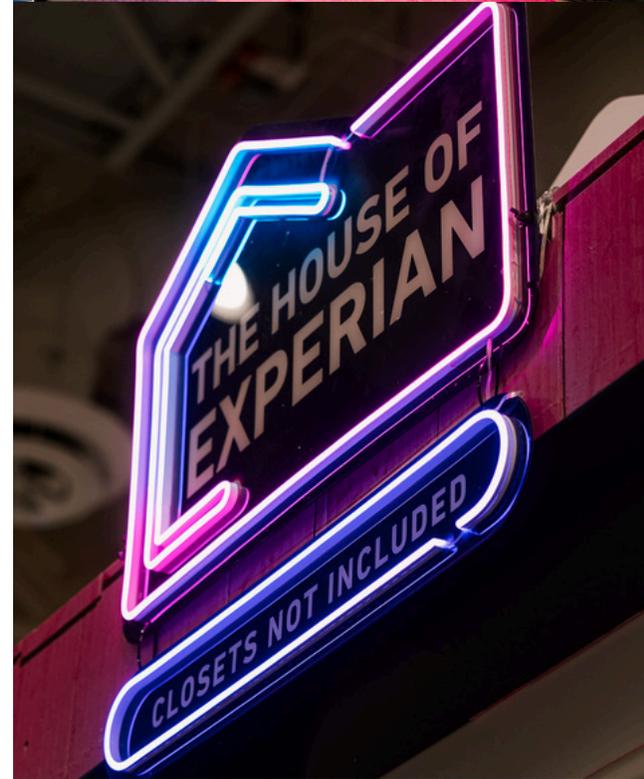
TRADESHOW ACTIVATION -
CUSTOM BUILD & PRODUCTION EXECUTION

OUT & EQUAL WORKPLACE SUMMIT | OCTOBER 2025
SEATTLE CONVENTION CENTER, SUMMIT BUILDING

FOR THE OUT & EQUAL WORKPLACE SUMMIT, **CODE BLK AGENCY** ENGAGED EVENT EXPERIENCE TO BRING EXPERIAN'S PREVIOUSLY DEVELOPED **"HOUSE OF EXPERIAN"** BOOTH CONCEPT TO LIFE.

The creative design and full pitch deck had been finalized for the 2024 Out & Equal Conference in Orlando, but when the event was canceled due to a hurricane, the build never moved forward.

In 2025, the activation was revived for Seattle—and our team was brought in to execute the full build, translate the existing creative into a functional on-site experience, and ensure the design could be produced effectively within an updated budget and footprint.





OUR ROLE

Event Experience served as the production partner responsible for:

- Translating the pre-existing design into a fully realized build
- Refining and adjusting design elements to meet updated budget and show requirements
- Engineering and rebuilding key structures, including redesigning several walls to create hidden storage and closet space
- Fabricating and assembling custom components to support the overall layout
- Testing and integrating shipped props, including LED signage and specialty elements
- Managing on-site installation, styling, and final layout execution
- Receiving and installing all assets shipped directly to the Seattle Convention Center
- Overseeing strike and teardown at the conclusion of the event

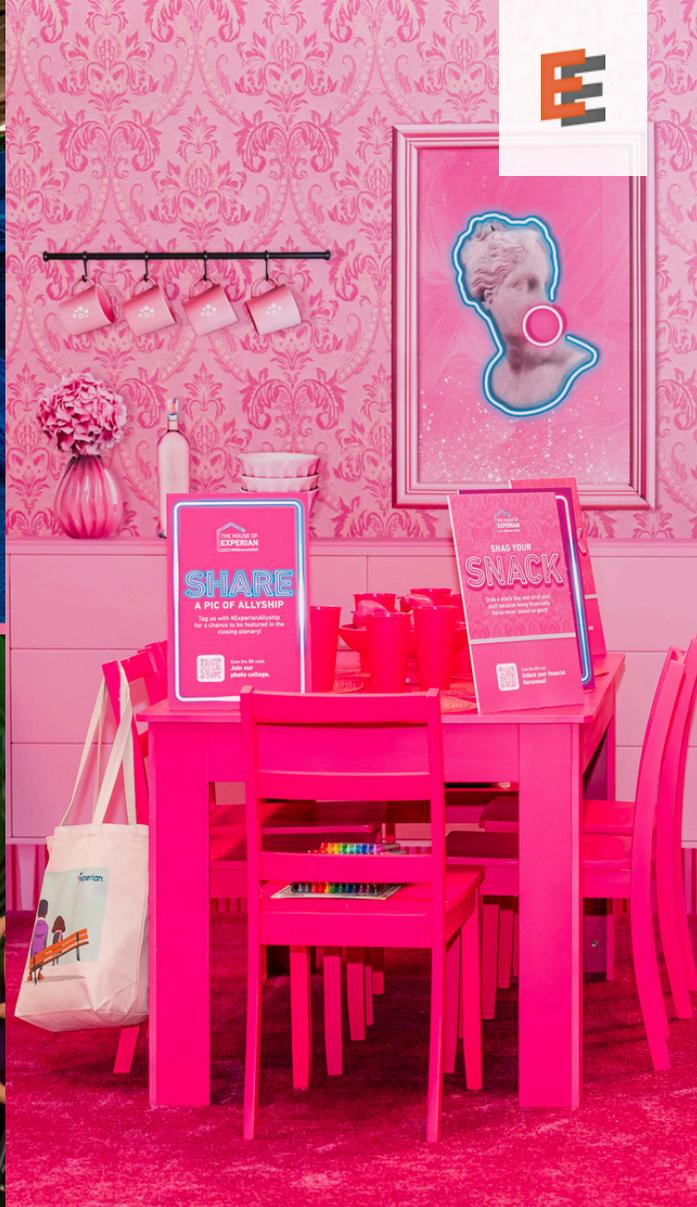




SEAMLESS COLLABORATION

Code Blk maintained direct communication with Out & Equal and the convention center, while we collaborated closely with both Code Blk and Experian to ensure the final activation matched the intended creative vision and functioned seamlessly on the show floor.





ACTIVATION HIGHLIGHTS



Seamless production of a pre-designed, immersive booth experience



Strategic structural modifications to accommodate storage, flow, and functionality



Careful integration of specialty props and signage, including items tested in advance for compatibility



Dynamic, color-forward installation featuring custom-built elements and layered décor



Efficient coordination and on-site build delivered within show deadlines

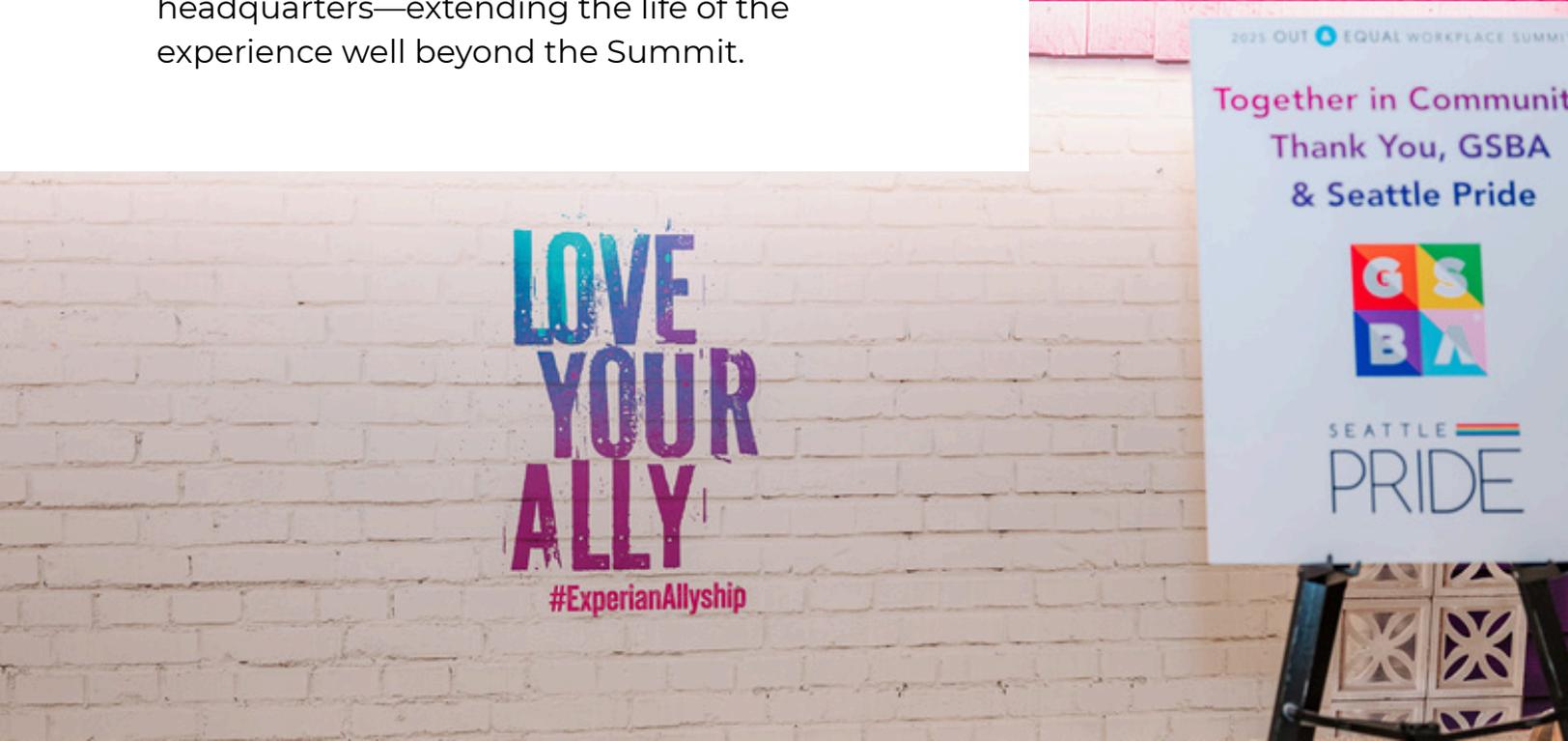
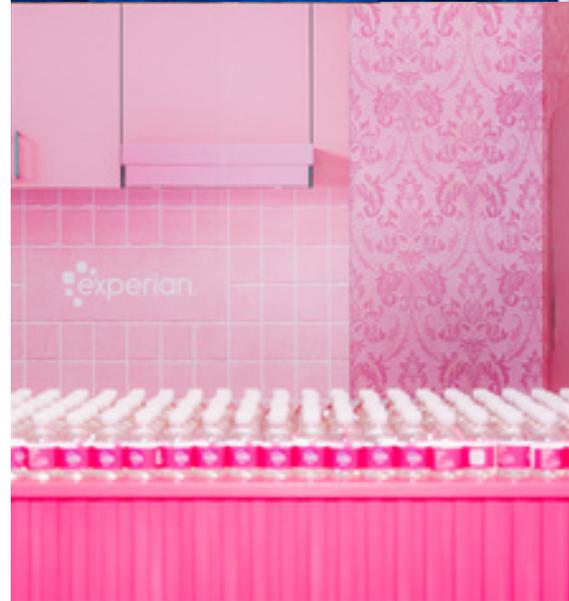




A MOMENT WORTH KEEPING

One of the booth's exterior walls included an interactive component inviting attendees to write messages in response to a prompt. The wall quickly became a highlight of the activation. Experian loved it so much they requested to display it in their California office after the event.

Our team carefully disassembled the wall, packed it into a custom-built crate, and provided detailed installation instructions so it could be reassembled and showcased at their headquarters—extending the life of the experience well beyond the Summit.



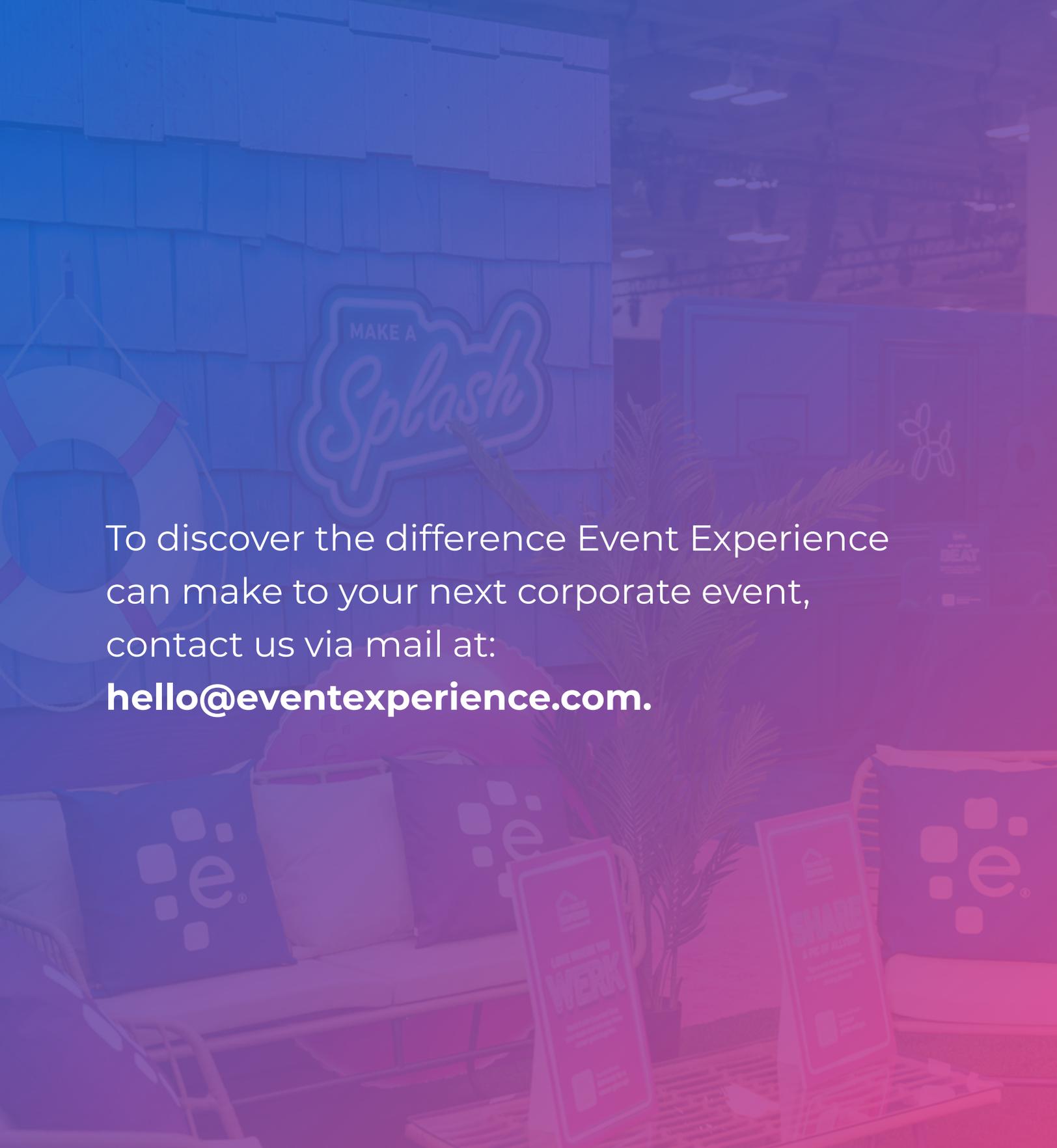


THE RESULT

Working in partnership with Code Blk and Experian, Event Experience transformed a previously unused creative concept into a vibrant, functional, and high-impact activation at the Out & Equal Workplace Summit.

The final result honored the original design while incorporating smart production solutions, custom fabrication, and thoughtful build execution—delivering an immersive booth experience that stood out on the show floor.





To discover the difference Event Experience can make to your next corporate event, contact us via mail at:
hello@eventexperience.com.

hello@eventexperience.com
206-878-2322
www.eventexperience.com

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