

CASE STUDY

AUSA: A NEW LOOK FOR A HISTORIC MILESTONE

Walter E. Washington Convention Center | Washington, D.C.



THE CHALLENGE

TWO HISTORIC ANNIVERSARIES

Commemorating AUSA's 75th year and the U.S. Army's 250th birthday required a design that honored the past while embracing the future. They set three ambitious goals: introduce a bold new look, celebrate the Army's legacy, and attract more attendees than ever before.

THE SOLUTION

DESIGN BEYOND THE EXHIBIT FLOOR

Our creative team delivered six unique concepts that blended historical storytelling with modern aesthetics. The final design featured immersive graphics and interactive displays that invited attendees to journey through history while engaging with cutting-edge technologies. One unused concept was so compelling it was even selected for AUSA's 2026 branding campaign.

THE IMPACT

A RESOUNDING SUCCESS

AUSA 2025 earned rave reviews for its historical depth and engaging experiences, which sparked conversation and connection. The celebration honored tradition, inspired innovation, and set a new benchmark for future events.

QUICK STATS

A LANDMARK CELEBRATION FOR HISTORIC MILESTONES

Our creative approach delivered a fresh new look, highlighted seven key conflicts, and drove record attendance.

750+ Exhibitors **330k+** NSF **40k+** Attendees



CREATIVE + DESIGN