

CASE STORY

IMTS: CREATIVE WAYFINDING

McCormick Place Convention Center | Chicago, IL



THE CHALLENGE

NAVIGATING A MASSIVE SHOW FLOOR

With IMTS spanning four expansive buildings, attendees often face challenges navigating the vast show floor. The GES design and show planning team was tasked with developing a creative and intuitive wayfinding system that would simplify navigation and improve flow throughout the venue.

THE SOLUTION

A COLOR-CODED WAYFINDING SYSTEM

GES introduced a bold, visually engaging solution: an eight-foot-tall directory for each building, paired with color-coded directional carpeting. Each building was assigned a unique color, which was reflected in the carpet that guided attendees through multiple levels. Along the route, strategically placed directories reinforced orientation and helped attendees stay on track.

THE IMPACT

ENHANCED EXPERIENCE AND ENGAGEMENT

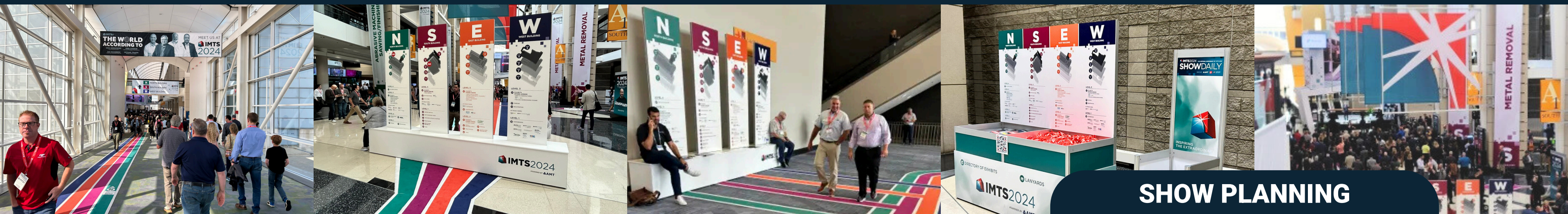
IMTS 2024 welcomed 89,020 attendees and 1,737 exhibitors, delivering a dynamic and immersive digital manufacturing experience. The new wayfinding system played a key role in helping attendees efficiently explore the show's vast offerings.

QUICK STATS

THE LARGEST MANUFACTURING TECHNOLOGY TRADE SHOW IN N.A.

IMTS draws a global audience of professionals eager to explore the latest in industrial machinery, automation, and manufacturing technologies.

1.7k Exhibitors **1.2M** NSF **89k** Attendees



SHOW PLANNING