

# CASE STORY

## MINEXPO: CRUSHING EXPECTATIONS

Las Vegas Convention Center | Las Vegas, NV



### THE CHALLENGE

#### UNVEILING HIDDEN POSSIBILITIES

MINExpo is no stranger to turning obstacles into opportunities. Despite construction at the Las Vegas Convention Center (LVCC), they wanted to add features appealing to a new generation of attendees and create a space for visible live interviews and onsite video production.

### THE SOLUTION

#### READY, SET, FILM

Executing live interviews in a space such a vast space would take some creative ingenuity. Just a few weeks after the idea was conceived, GES presented two complete concepts nearly identical to the vision laid out by NMA. The results? An ideal layout for filming and light, utilization of soundproofing during live interviews, and a large, fixed LED screen.

### THE APPROACH

#### NMA TV IS ON AIR

From the beginning, GES took time to listen, resulting in a bustling, interactive NMA TV space. Daily content drew a live audience while streaming coverage and daily recaps kept attendees updated on insights from the show.

### QUICK STATS

#### CREATING DYNAMIC CONTENT

- Live broadcasts of the latest equipment and innovations
- Exclusive interviews with mining leaders
- Highlights of exhibitors and their technology
- Live-Streaming from the show floor

