

CASE STORY

NAMA: EVOLVING IMAGINATION WAY

Las Vegas Convention Center | Las Vegas, NV



THE CHALLENGE

REFRAMING WHAT'S POSSIBLE

The National Automatic Merchandising Association (NAMA) is committed to continual elevation. This year, it sought to refresh its signature feature, Imagination Way. Its three goals were to build upon the existing design, introduce reusable landmarks, and develop a scalable environment.

THE SOLUTION

A FRESH PATH TO INNOVATION

A series of customizable, scalable design approaches tailored to varying interests, needs, and budgets. The team created distinct “neighborhoods” aligned to each product category, delivering a flexible, multi-year-use solution that balanced creativity and visual consistency with operational efficiency and cost-effectiveness.

THE IMPACT

BRINGING THE EXPERIENCE TO LIFE

The newly reimagined Imagination Way quickly became a high-energy focal point on the show floor. The feature remained consistently active throughout the event, drawing steady engagement from attendees and exhibitors alike.

QUICK STATS

A TRUE COLLABORATION

Feedback from NAMA, Tradeshow Logic, and exhibitors has been highly positive, with anticipation building for what they'll showcase in 2026.

400+ Exhibitors

94k NSF

5k+ Attendees



CATEGORY