



Epson, a world leader in digital imaging and printing solutions, wanted to show off its new, revolutionary low-cost printing technology. It also wanted to tempt clients using mono laser printers (the competition) to shift to Epson's printers through engagements in five major cities.

Creative Design and Delivery

On-site Engagement

End-to-End Event Management

5 CITIES •

26+ PRODUCTS  
SHOWCASED •

5 INDUSTRIES ENGAGED •

Majorel knows events. If you want to persuade then words alone will never convince clients—mix in experiences though, and you have a winner. So we came up with an exhibition walk, a shootout zone, and a networking session.

The **exhibition walk** had custom fabricated demo booths targeting each vertical. The **shootout zone** visually highlighted key differentiators Epson delivered. While the **networking session** engaged key business partners and system integrators through an interactive evening.

