

By the Numbers

Booth Footprint: 20' x 30'

Booth Height: 16'



PROJECT CREDITS

Booth Design:

David Torres Productions, Inc

Project Management:

David Torres Productions, Inc

Production: David Torres Productions, Inc

Booth Photography: Shannon Dorn

Expresso Services:

Bungalow Coffee - Las Vegas



David Torres Productions, Inc for Miffy

by Kerstan Szczepanski

The mission of the MIFFY booth design is to create an attractive, comfortable, and functional environment for MIFFY exhibitors and booth visitors. Says Producer David Torres, “We have been assisting our client (Mercis BV) with their Miffy booths at Licensing Expo each year since 2008. They are based in Amsterdam and are always a pleasure to work with. We have

had many years of success in collaborating with them on functional and creative design ideas that continue to intrigue their existing customers as well as attract new ones.”

Featuring a tall painted wood structure that spans the entire 20 ft x 30 ft footprint, the Miffy booth had a grand feel even when viewed from a distance. Backlit graphics enhanced its simple

white palette. Two tall overhead arches created the sensation of entering “the world of MIFFY,” with plastic globe pendant lights hanging over each of the two meeting tables. The flooring consisted of light maple-colored vinyl faux wood with a ½ inch underpad, offering a museum-like look and comfort for attendees. LED backlit fabric graphics showcased professional photos of lifestyle licensed

Photo by Shannon Dorn

Photos by Shannon Dorn

products from licensee partners. Locking glass display cases with floating ¼ inch glass shelves presented actual samples of current partner licensed products, illuminated by recessed LED light fixtures on three interior sides. The MIFFY Café area included an espresso machine and barista service for exhibitors and attendees, along with MIFFY-branded cocktail-height stools, for casual, comfortable, and functional meetings.

“An attendee at the recent 2024 Licensing Expo contacted us after the show closed,” comments Torres. “They were so impressed with our MIFFY booth design that they took a picture of our DTP logo and searched us out on the internet. Based in the UK, they are looking for a new booth design/build partner here in the US.

We have already met and there is a high potential for us to assist them on multiple US shows annually. It’s always nice to obtain customers this way. It proves how important smart booth design and execution is in building your business, as well as your customers business.”