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**GENERATING 30% MORE LEADS
WITH A FRACTION OF THE BUDGET
AT E-WORLD ENERGY TRADE FAIR**

Attracting visitors to enmacc's space at the
largest European energy trade exhibition

SUMMARY: IMPACT

I brought all pieces of a complex concept in short time. Overcame technical challenges and won over competition with a fraction of a budget.

- **Record foot traffic** of enmacc's booth at Europe's largest energy trade fair (33,000+ attendees, 980 exhibitors)
- **30% more leads generated (sales report)**
- **Strong positive feedback from Sales team**
- **Opened door for more bold concepts**
- **Reinforced enmacc's brand** as innovative, confident, and customer-focused



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- 1 **Introduction**
- 2 **Research & ideation**
- 3 **Making of & overcoming challenges**
- 4 **E-World 2023 energy fair**
- 5 **Outcomes, learnings & wins**



INTRODUCTION

Standing out with minimal budgets. Crafting the booth design and materials for enmacc space at Europe's largest energy trade fair.

Project Team: me and Visual Designer

My role: Leading the design project

Stakeholders: CEO, CRO & Marketing team.

INTRODUCTION

E-world energy and water in Essen is Europe's leading annual energy trade fair.

Peak time to talk to clients and negotiate contracts. 3 days of meeting with prospects and customers, collecting feedback and selling features.

In 2025, it saw 980 exhibitors and 33,000 visitors from 70 countries.



PLATFORM DESIGN

enmacc's Request-For-Quote platform.
Key element: RFQ card, thousands are created daily.

The screenshot displays the enmacc Request-For-Quote (RFQ) platform interface. At the top, there is a navigation bar with the time 13:55:44 CET and user information for Peter Parker at Energieversorgung AG. The main interface is divided into several sections:

- Header:** Includes navigation tabs for 'enmarket', 'entender', 'engreen', 'Deals History', 'Counterparties', and 'Messenger'. A search bar on the left is pre-filled with 'ie: sell 15mw Q124 amprion'. On the right, it shows '5 open requests' and '2 hidden requests'.
- Product Selection:** A row of buttons allows users to filter by 'Gas', 'Power', 'GoO', and 'Allowances', each with 'Buy' and 'Sell' options.
- RFQ Cards:** The main area features a grid of RFQ cards. Each card includes:
 - Header:** Time, user initials (AW), and a brief description (e.g., 'You buy Power Volker Puck').
 - Progress Bar:** A horizontal bar indicating the time remaining for the request.
 - Product Details:** Product name (e.g., 'Cal 24 Peak'), validity period, and quantity (e.g., '10 MW 31,440.000 MWh').
 - Origin/Label:** Information about the source (e.g., 'Origin: Any from AIB', 'Label: TÜV EE SÜD').
 - Form:** Input fields for 'Price proposal' (EUR/MWh) and 'Validity period' (e.g., 'GTC'), with a 'Send' button.
 - Counterparties:** A list of potential suppliers with their names, prices, and terms (e.g., '289.50 GTC Embergenix').
 - Comments:** A text area for sending comments to the initiator.
- Footer:** A row of smaller RFQ cards at the bottom, including 'Q4 24 Base' and 'Aug 23 Base' requests.

CHALLENGES

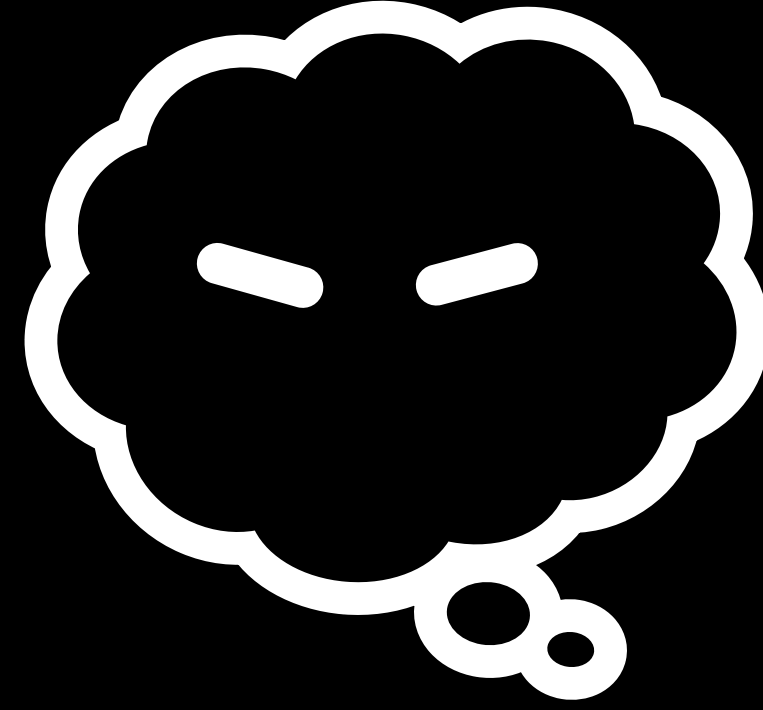
**High stakes, high pressure.
Every business card and badge
is personal and important for
customer-facing enmaccians.**

- **Small budgets**
- **Tiny space** in the heart of the fair (4×4×3m)
- **Videos** take a lot of time to align and produce
- **Print production in peak season**
- **Limitations:** materials, print methods, furniture

TARGETS

- 1** Draw maximum attention to the booth to generate leads
- 2** Show liquidity and variety of products traded at our marketplace
- 3** Find a visual logically connected to the platform
- 4** Deliver instructions, video, prints and screen designs in time

How can we compete in visibility with companies spending 50x our budget on their booths?
By iterating fast, being small, unbiased and approving edgy and bold visual solutions quick.



**RESEARCH
& IDEATION**

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COMPETITION RESEARCH



Main competitor, Trayport
using the same color scheme
as we did the year before



Mostly flat blues / greens / whites,
icons and infographics

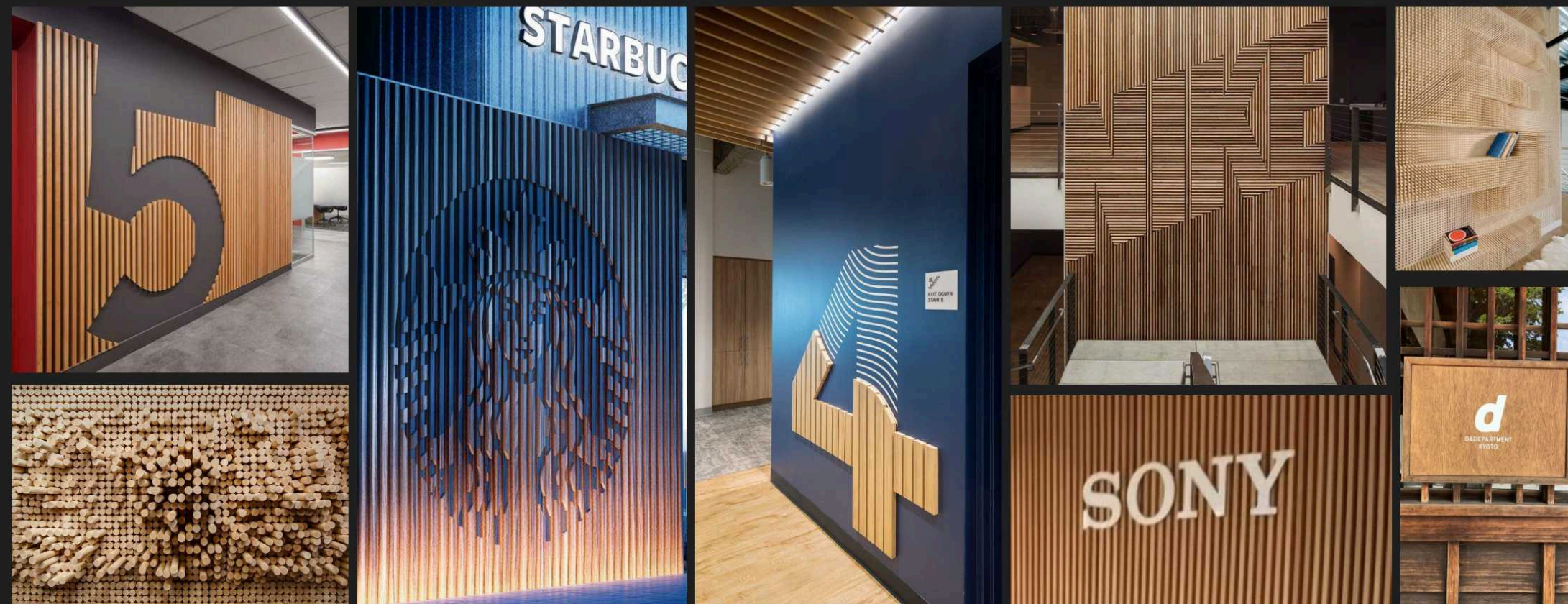
ALIGNING ON DIRECTION

Within the session with CEO and Marketing team we presented key ideas.

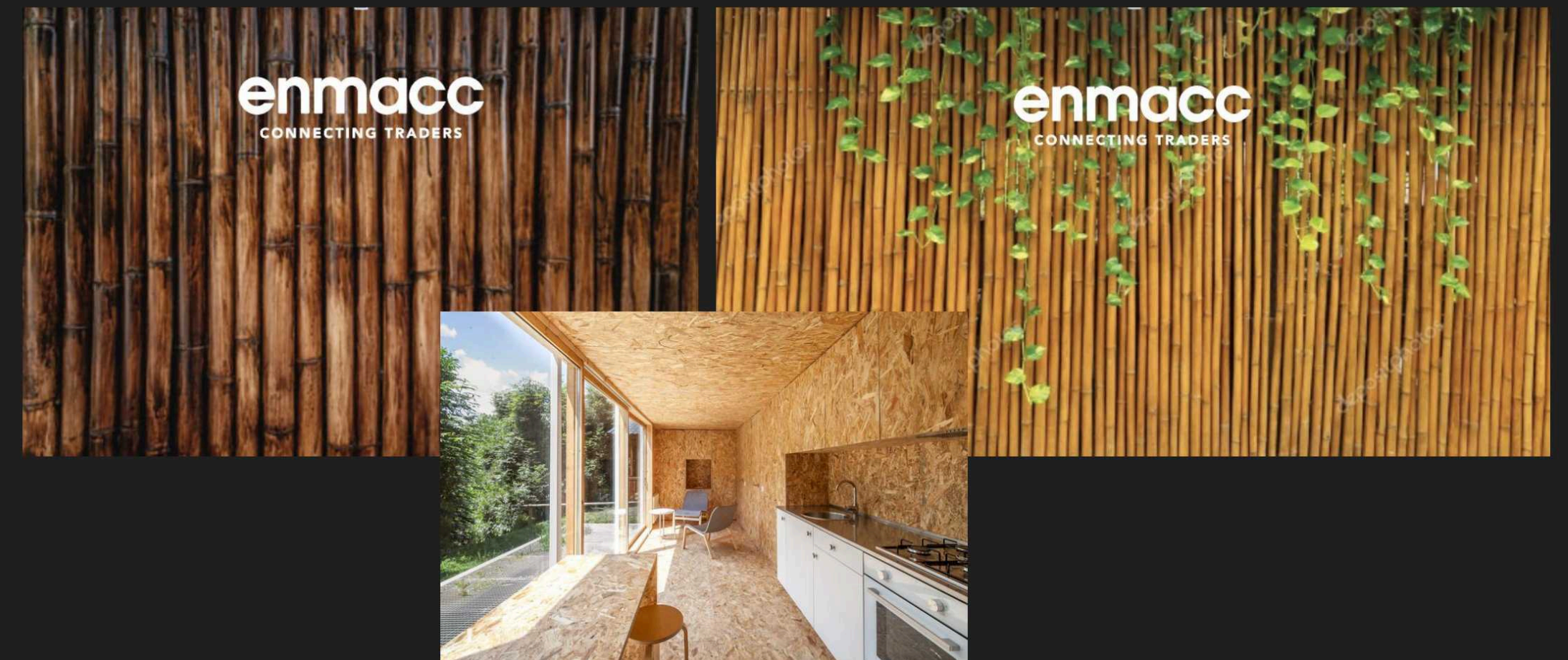
1 Comfortable wooden sustainable space

Concept
Invitation for a talk

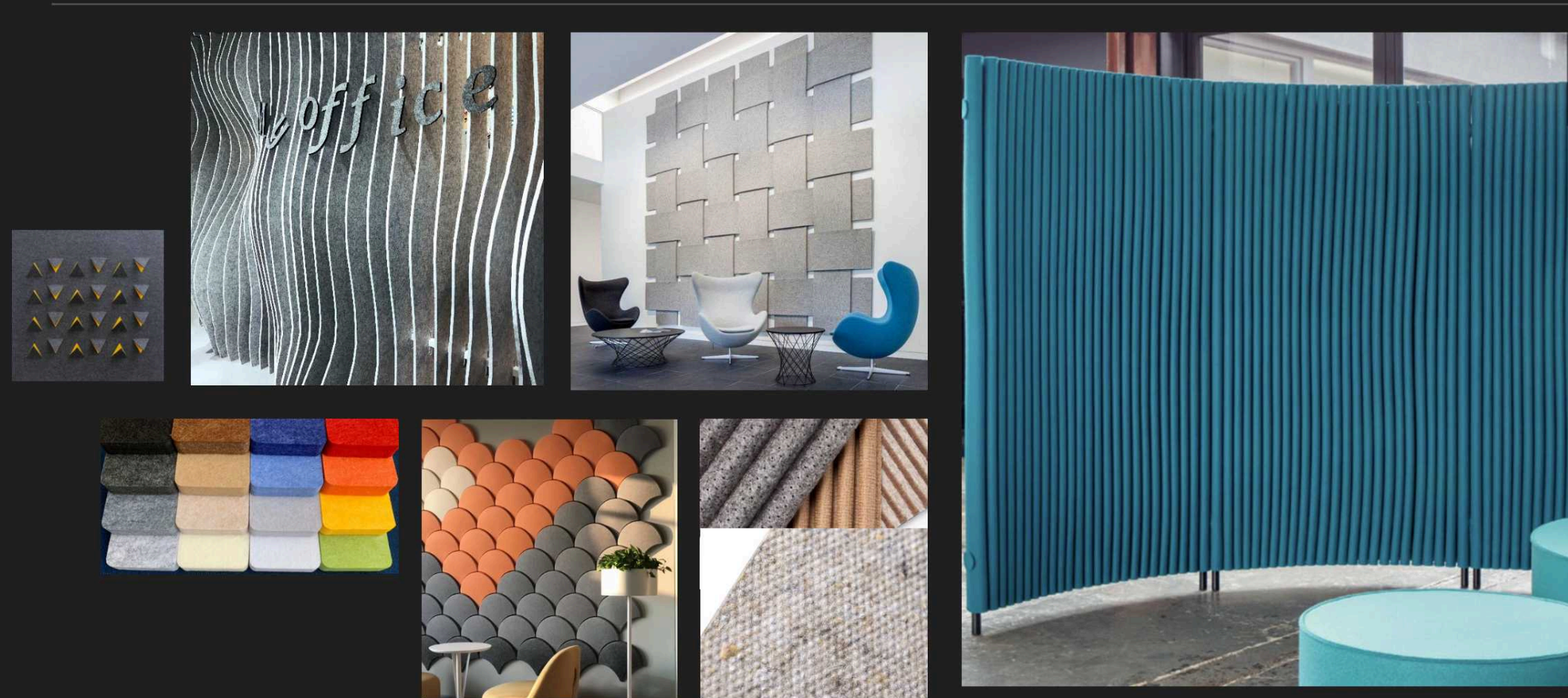
How
Wood (sustainable material)
enmacc logo cutout etc



2 Sustainable reusable recycled material: bamboo



3 Sustainable reusable recycled material: felt



4 Showing traders' faces

Concept
Networking with real users

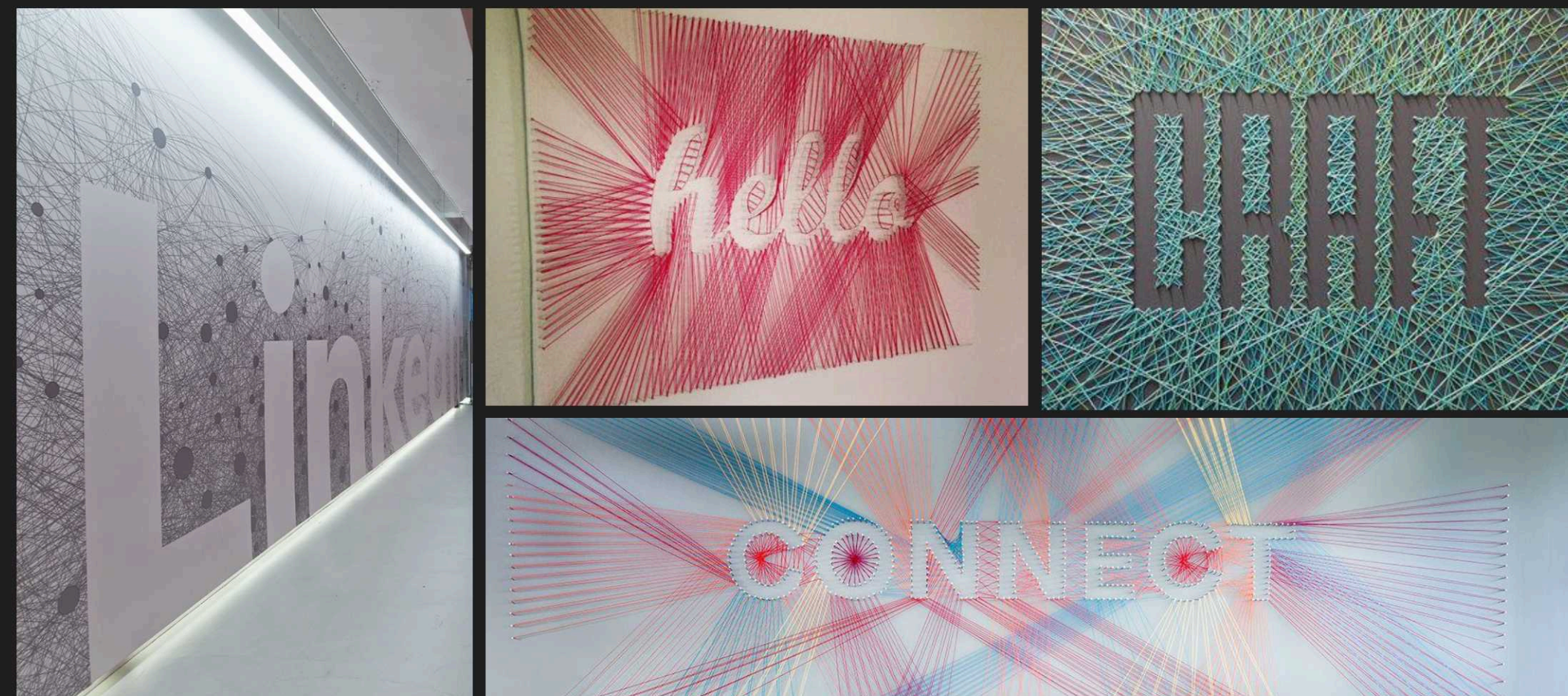
How
Graphic Print - Circle or square shape with trader's faces on



5 Connecting traders And networking

Concept
Connecting traders, networking

How
Graphic print - Overlapping lines connected and shaping enmacc logo



6 Showing the product

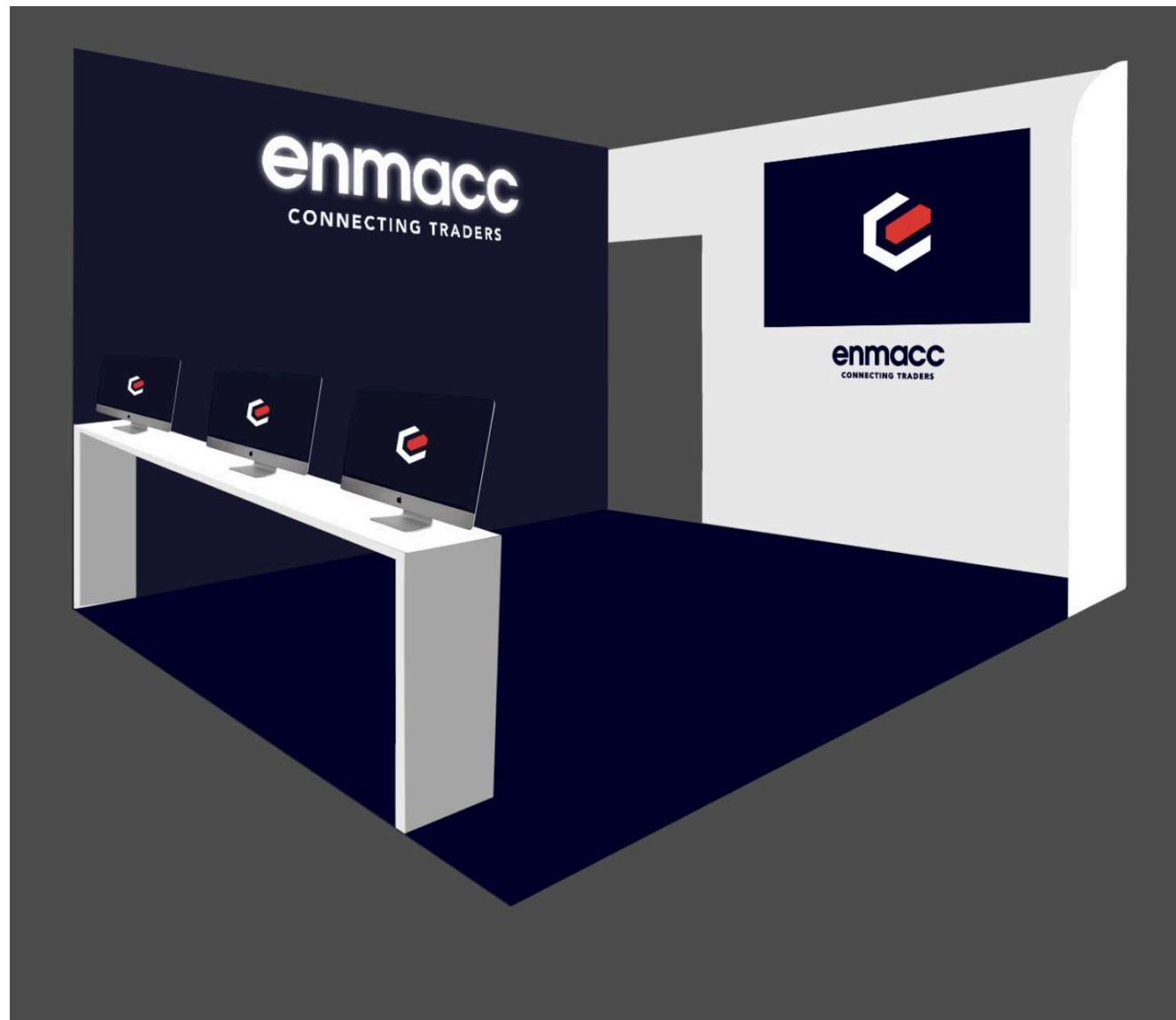
Concept
Best about us - our platform

How
Left wall: graphic print - graphic pattern using our UI design
Right wall: Business card-sized stickers that we give to everyone we talk to. They stick it to our wall and get invite for gin tasting in return

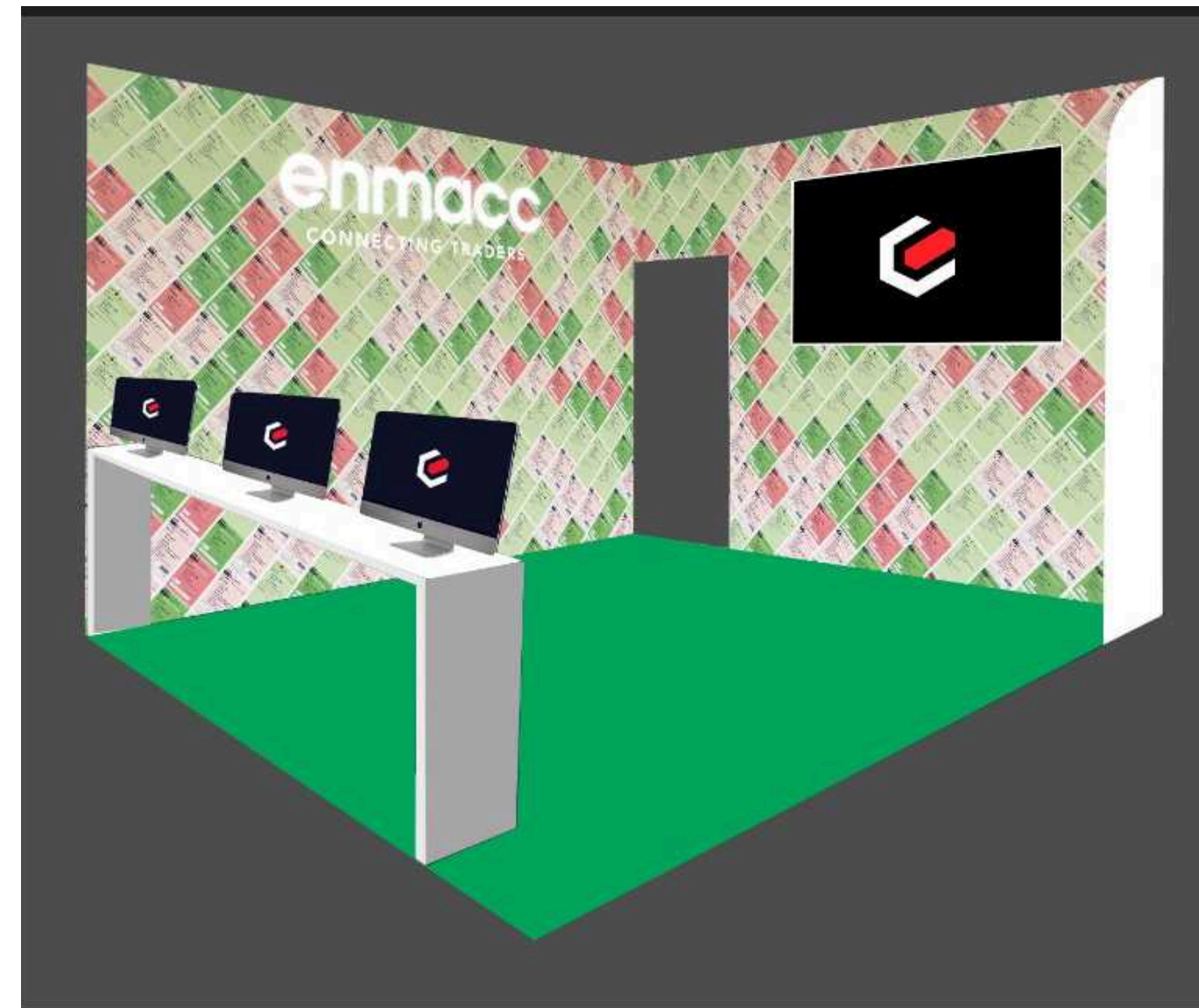
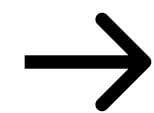


REDUCING TO 2 OPTIONS

Comparing pros and cons for 2 new selected options with the designs from 2022. Stakeholders: CEO, CRO and Marketing.



2022 design: flat color on vinyl for walls and floor

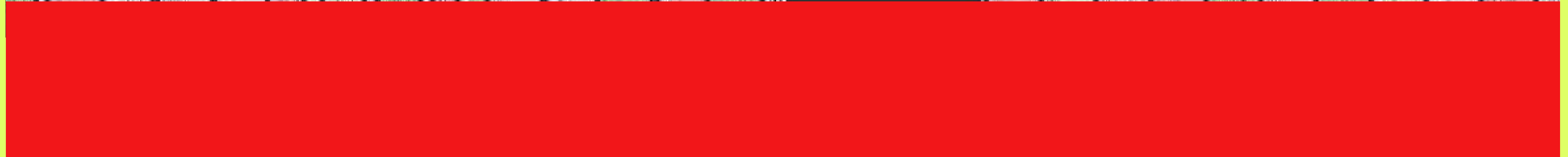
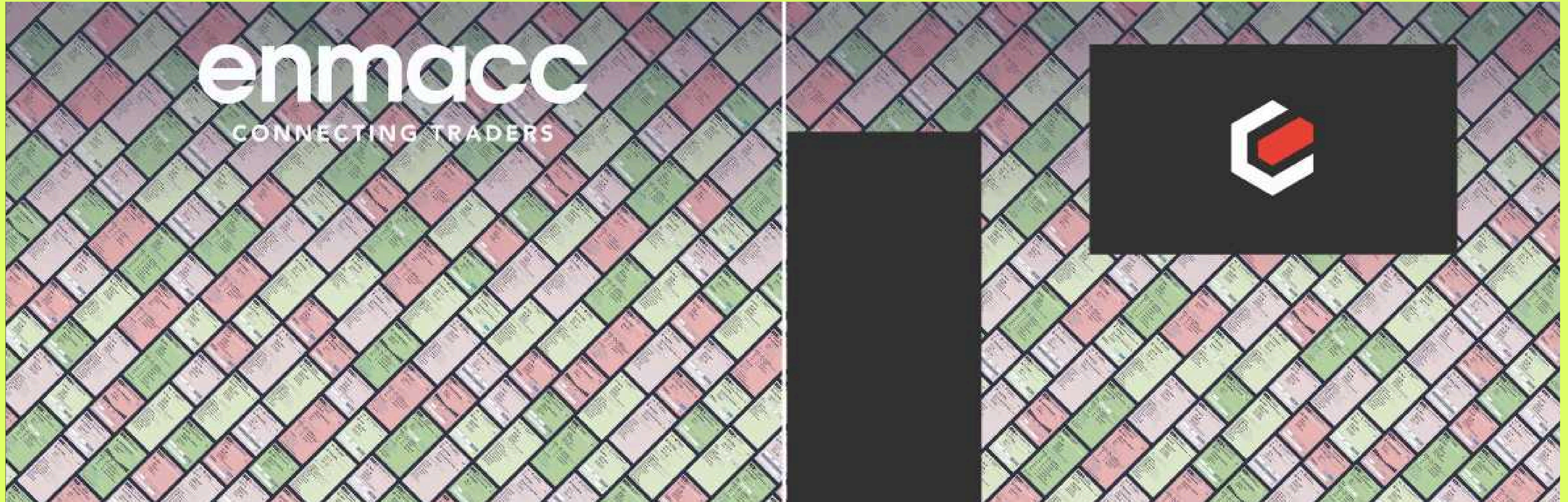


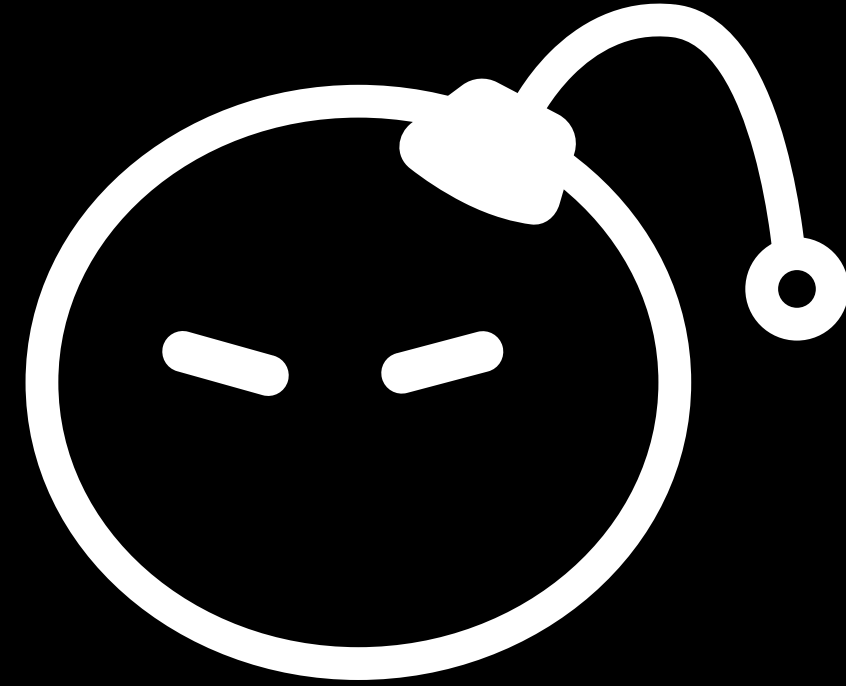
2023 concept: wall pattern made of product UI



2023 concept: warm and inviting space made of wood

THE WINNING SKETCH





MAKING OF
& OVERCOMING CHALLENGES

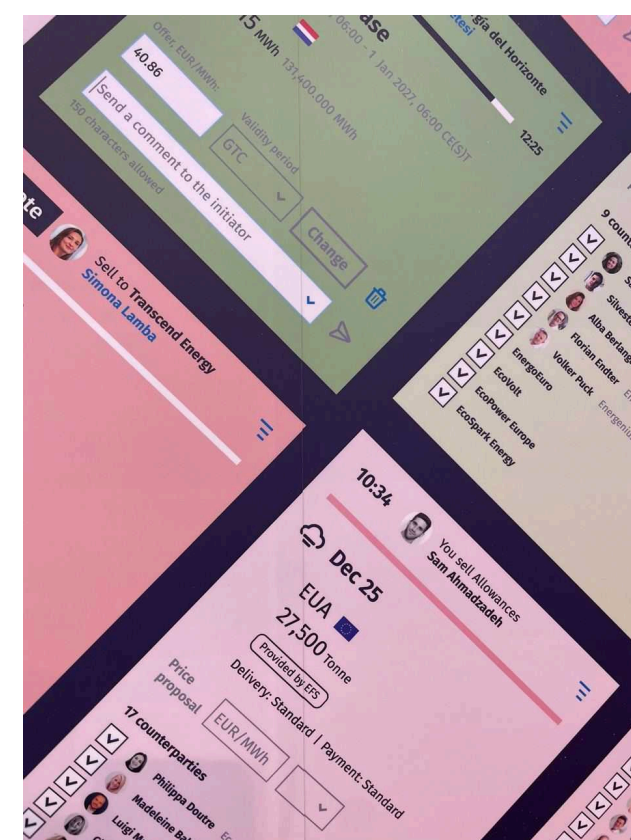
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FIXING TECH ISSUES

Issue	Solution
<p>Illustrator crashed every time we tried to assemble final designs. Rasterising didn't help</p> <hr/>	<p>Encapsulation using smart objects. Separating tiles as PDF and importing into Illustrator as reference.</p> <hr/>
<p>Color matching of wall pattern. RGB for product assets to CMYK prints. 1st batch of reds came violet</p> <hr/>	<p>Color probes on booth builder plotter guaranteed we get the same on the walls.</p> <hr/>
<p>Understanding real scale and volume. Physical sizes feel very different from screen.</p> <hr/>	<p>Printing thick PVC cards in target size to understand how it feels. Precise calculation and testing on 82" TV.</p> <hr/>
<p>Someone had to build and arrange 300 diagonal cards printed on PVC at the booth. Volumetric cards create wow effect but hard to assemble</p> <hr/>	<p>We had to revert to flat color print on vinyl</p> <hr/>
<p>4K 60fps video was too crisp, glitchy and lagging. Plus 82" Smart TV showed a popup every video loop</p>	<p>Rendering in 29.97fps stopped the recalculation of each frame on Smart TV. We killed popup by playing MP4 through Amazon Fire stick.</p>

PRECISE AND COMPLIANT TRADING DATA

Ideal content: real trades that we can not disclose. To make data compliant I created 30 cards showcasing our range products. Consulted with ex-trader to align on realistic situations.

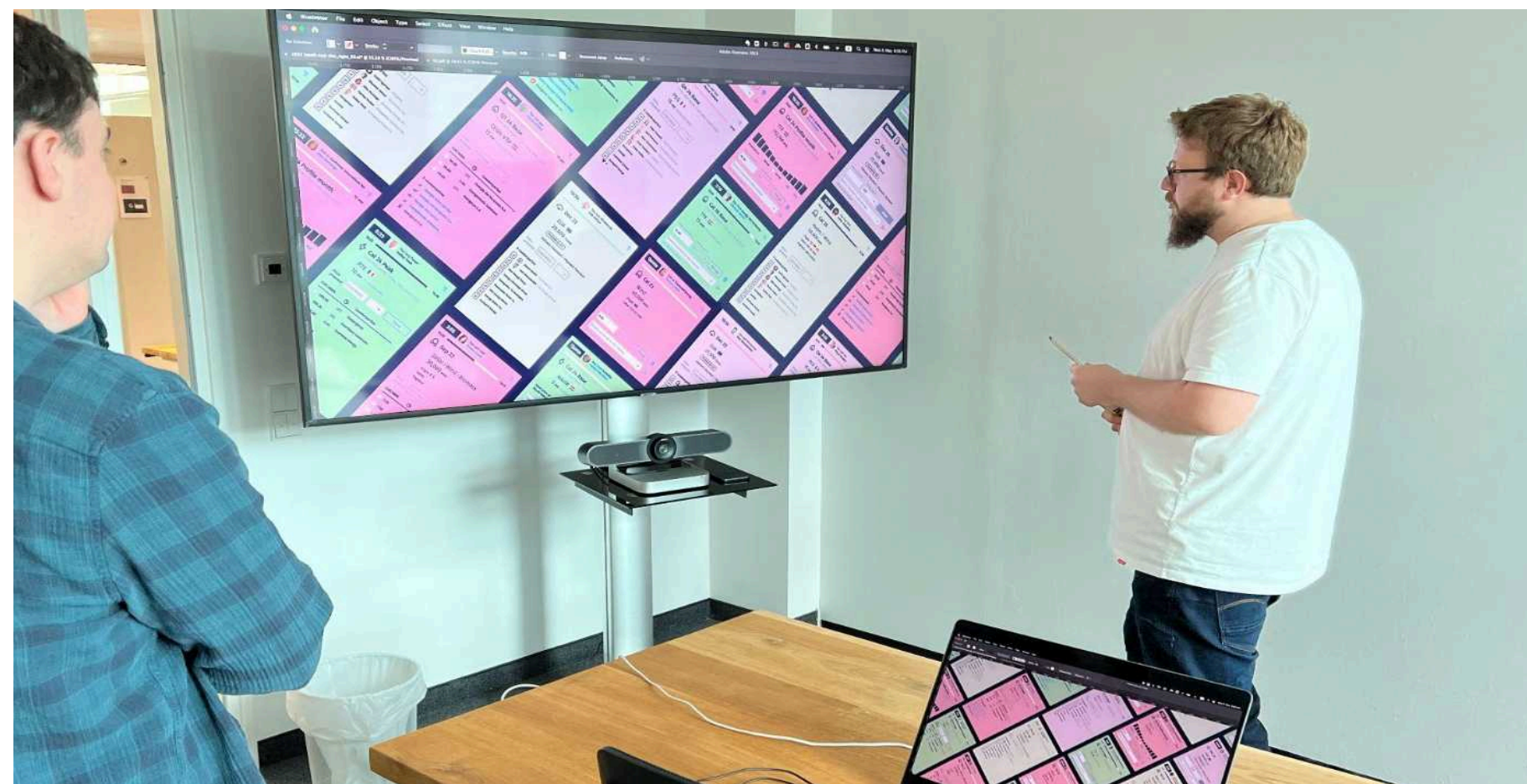
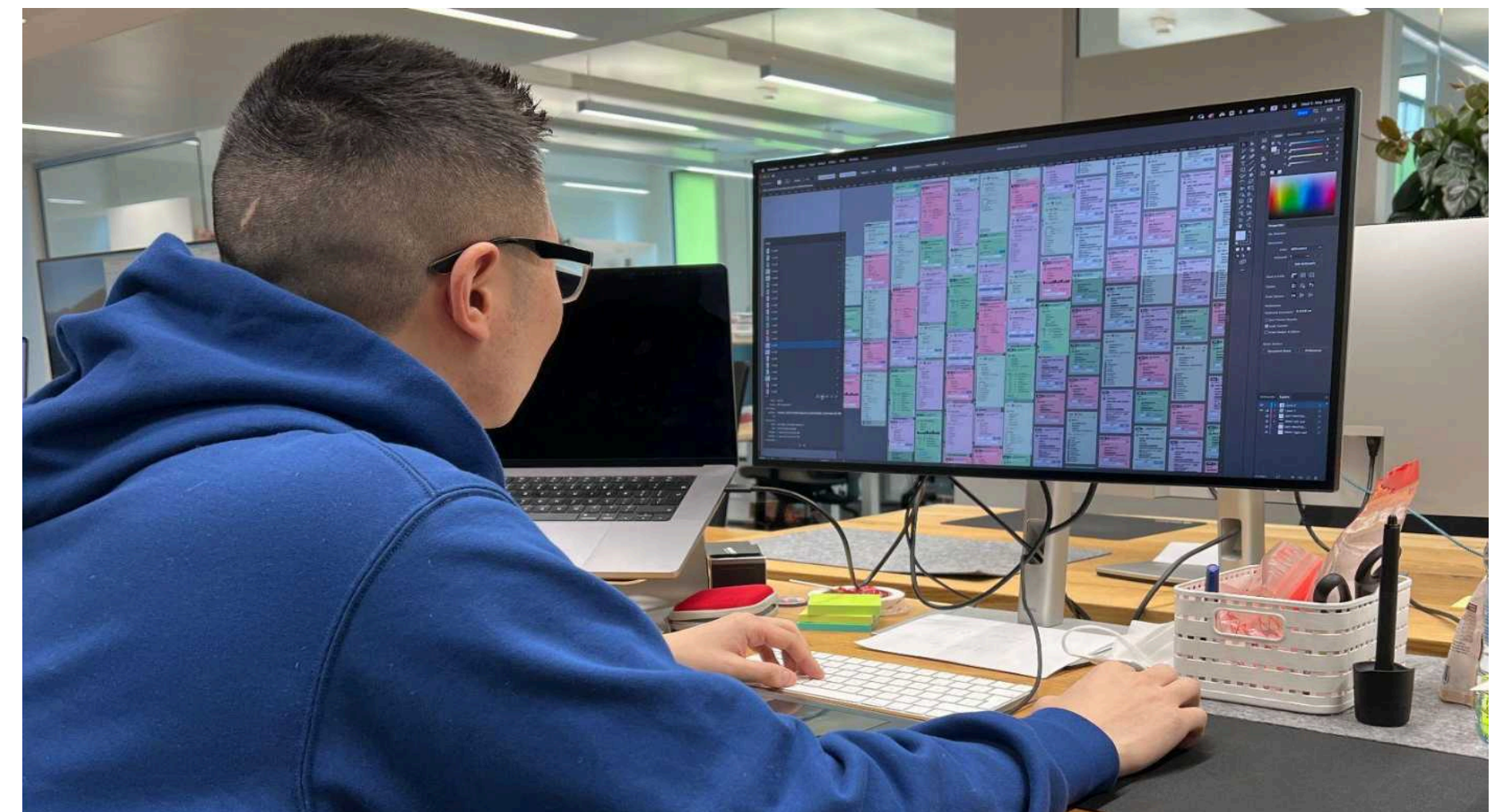
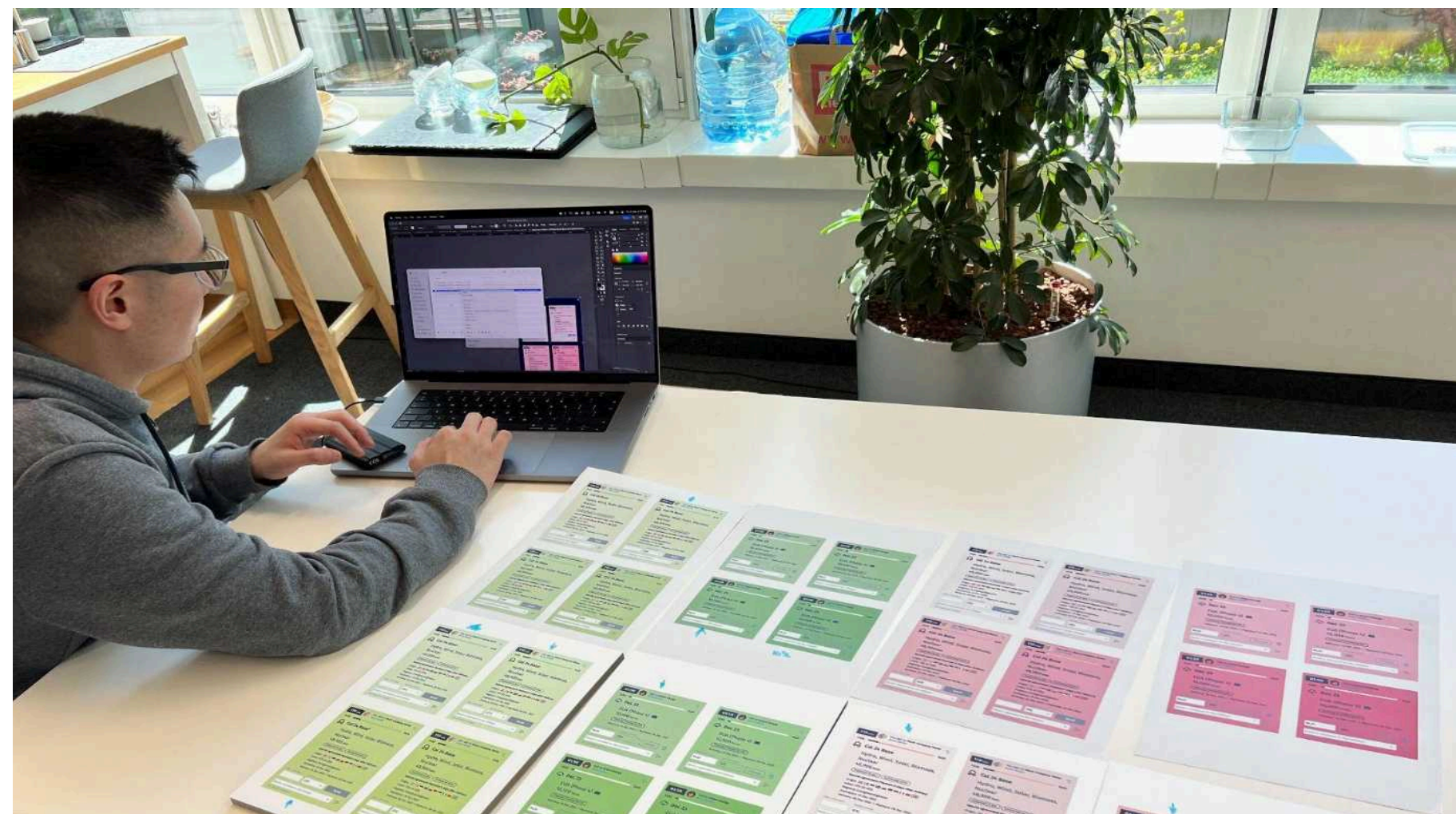
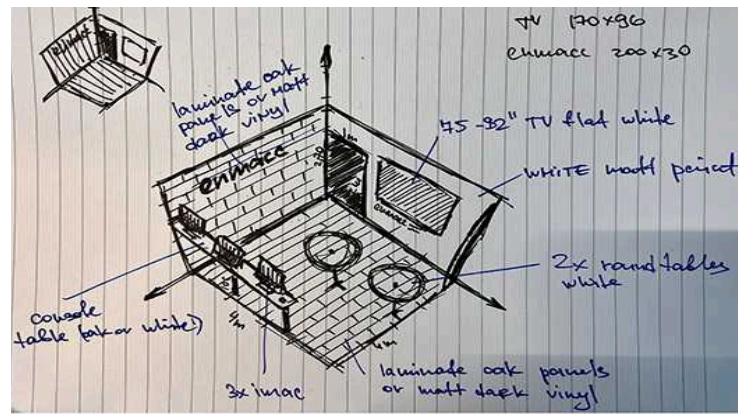


Illustrator crashed when we tried to assemble final designs. Rasterising it didn't help.

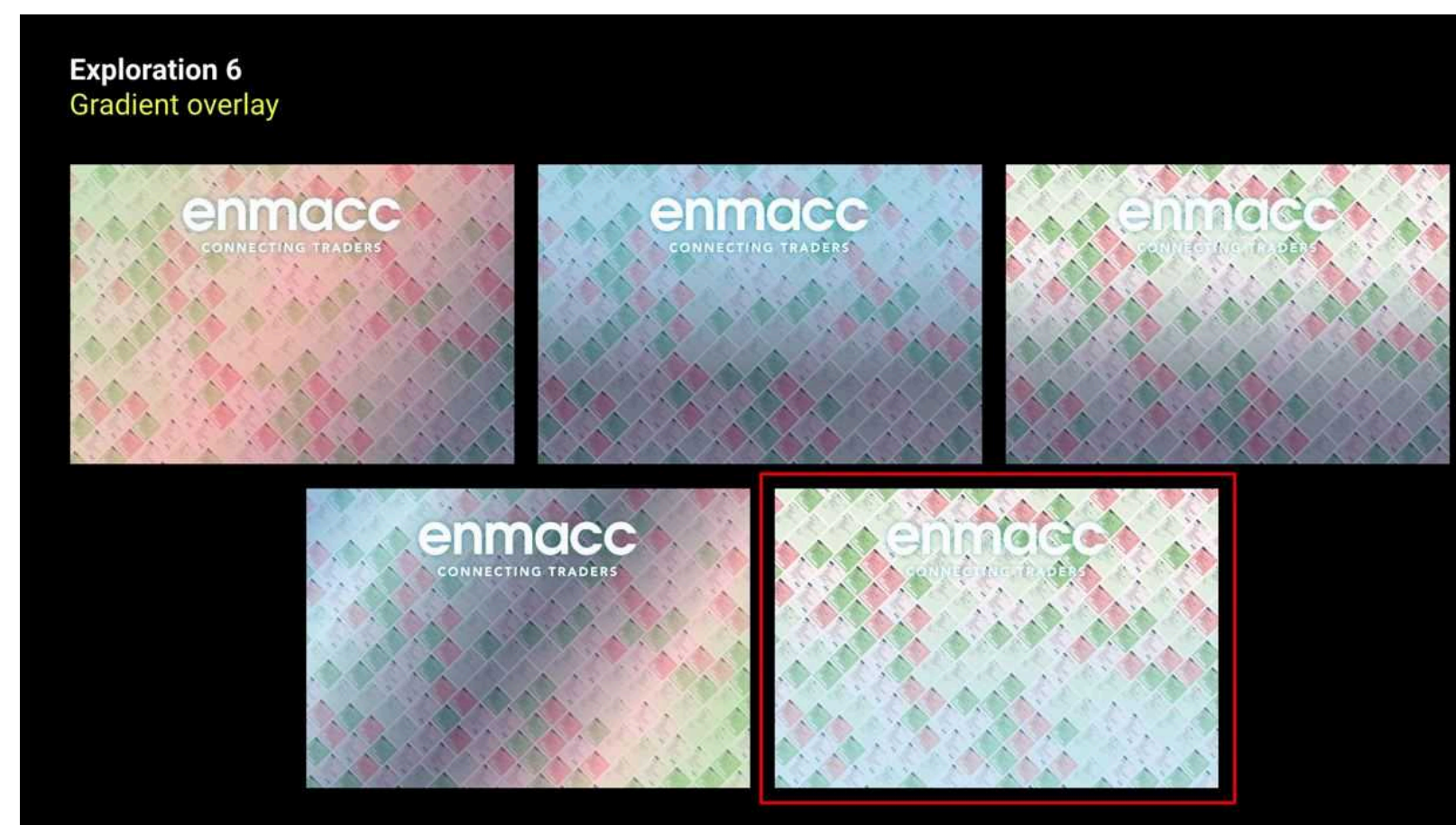
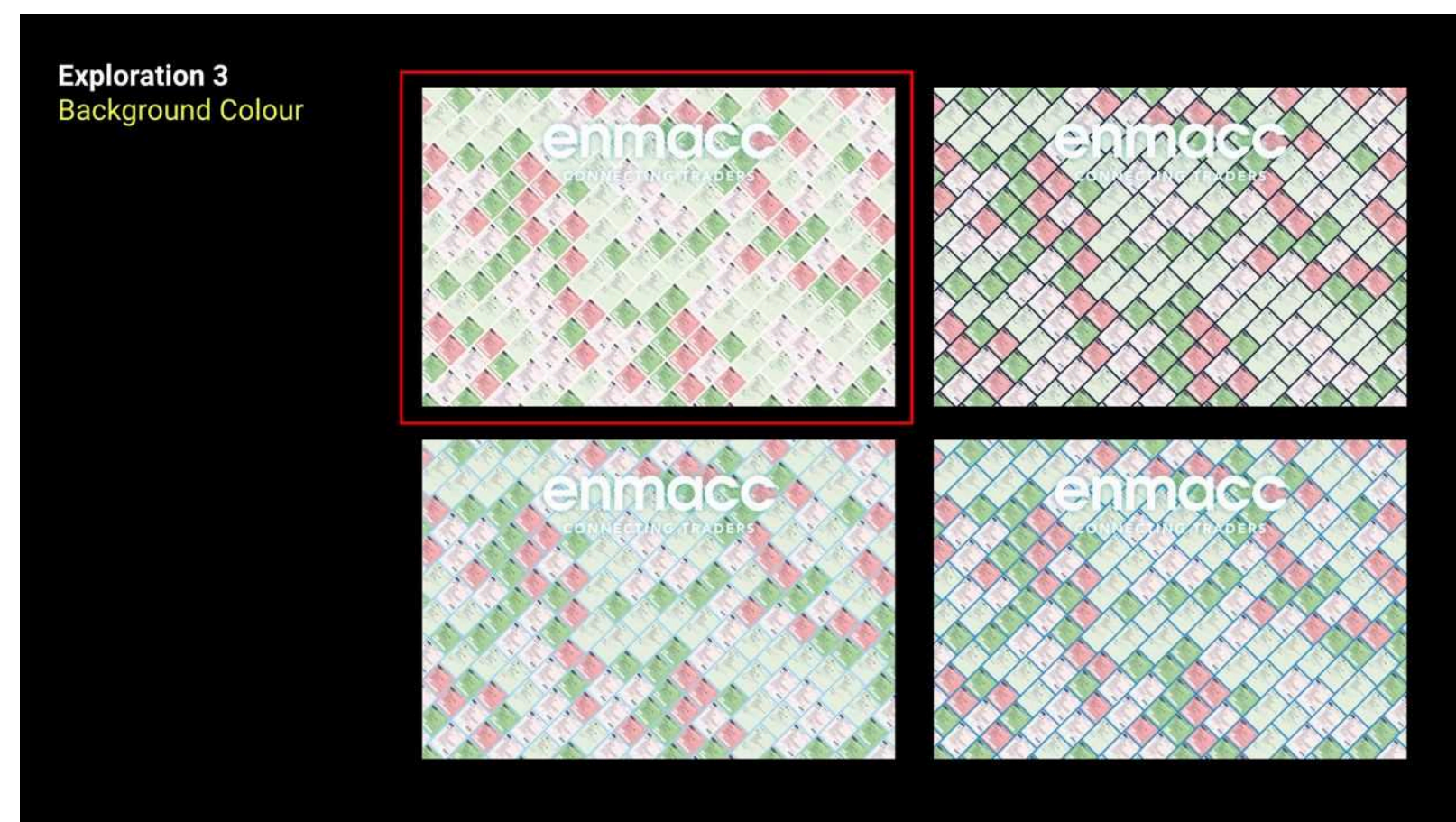
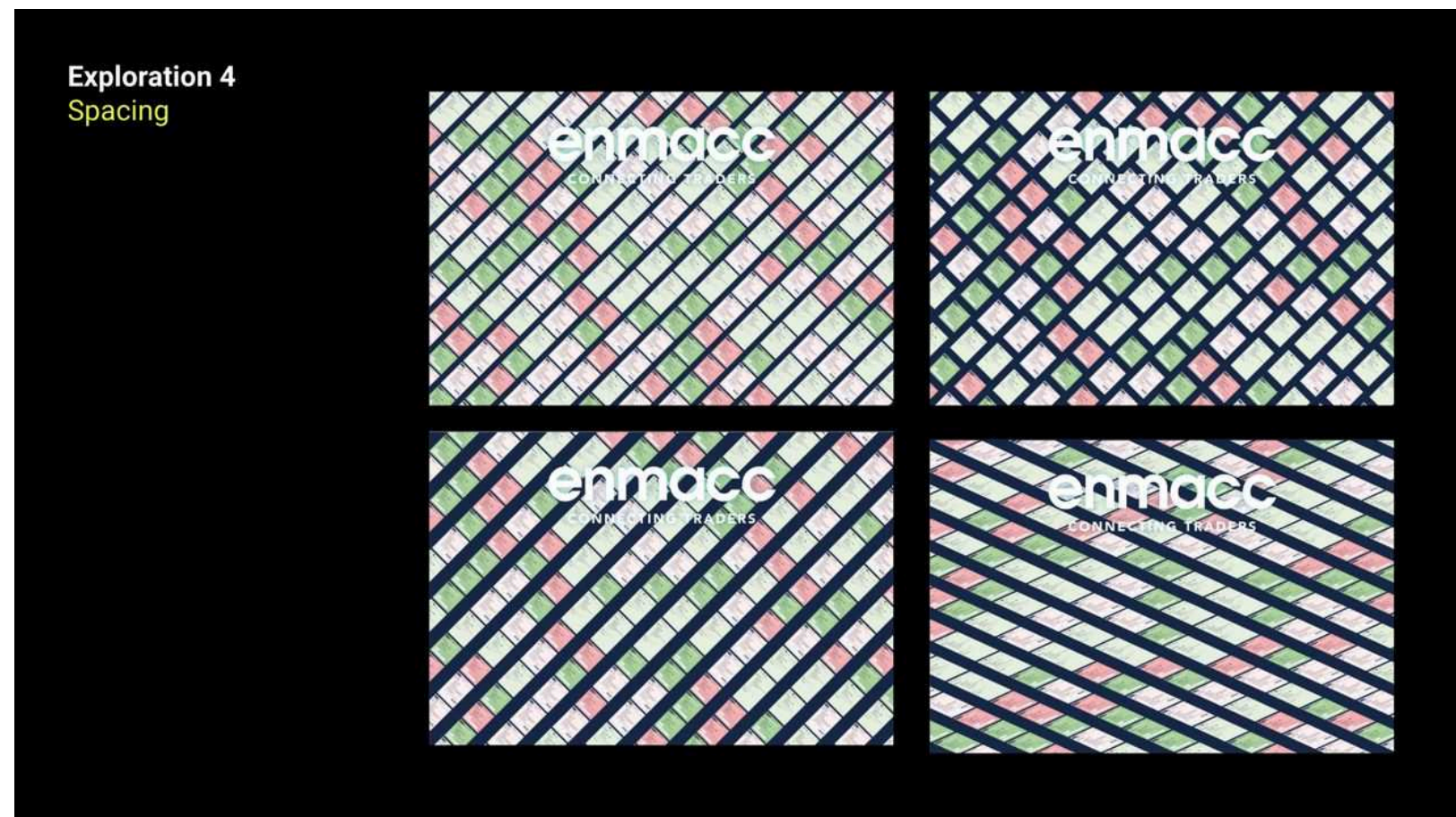
Encapsulation using smart objects helped. Separating tiles as PDF and importing into Illustrator as reference.

PROCESS

Trying out the scale, the colors and the pattern direction.



EXPLORATION



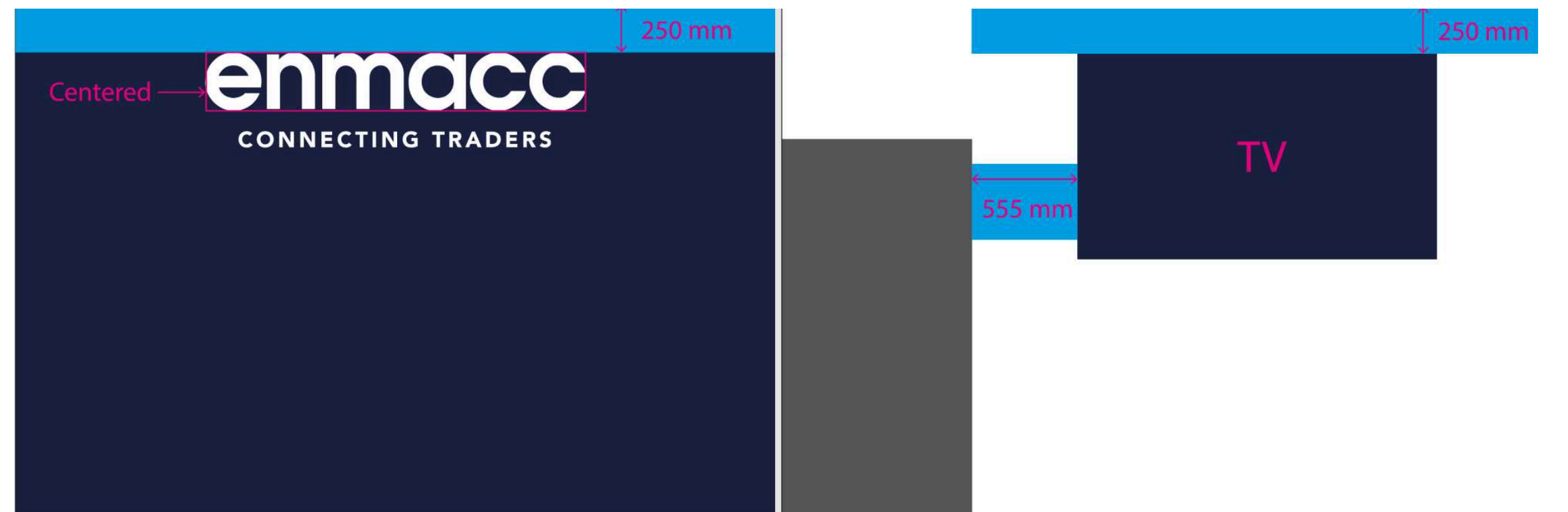
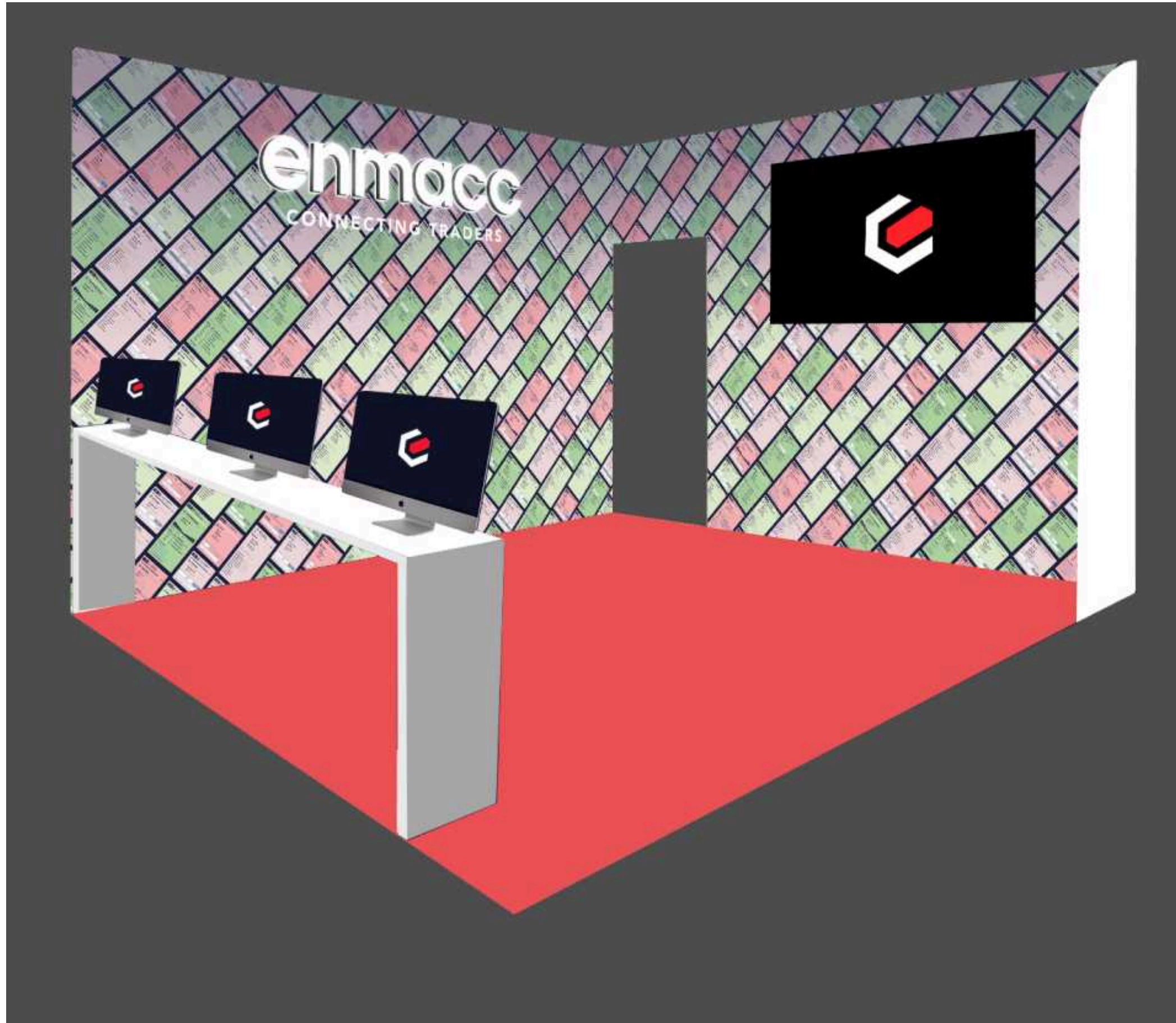
The hardest part is understanding the scale of physical space by looking at screens and measuring.

FINAL PATTERN

30 different cards
showcasing
relevant trading
situations on the
platform

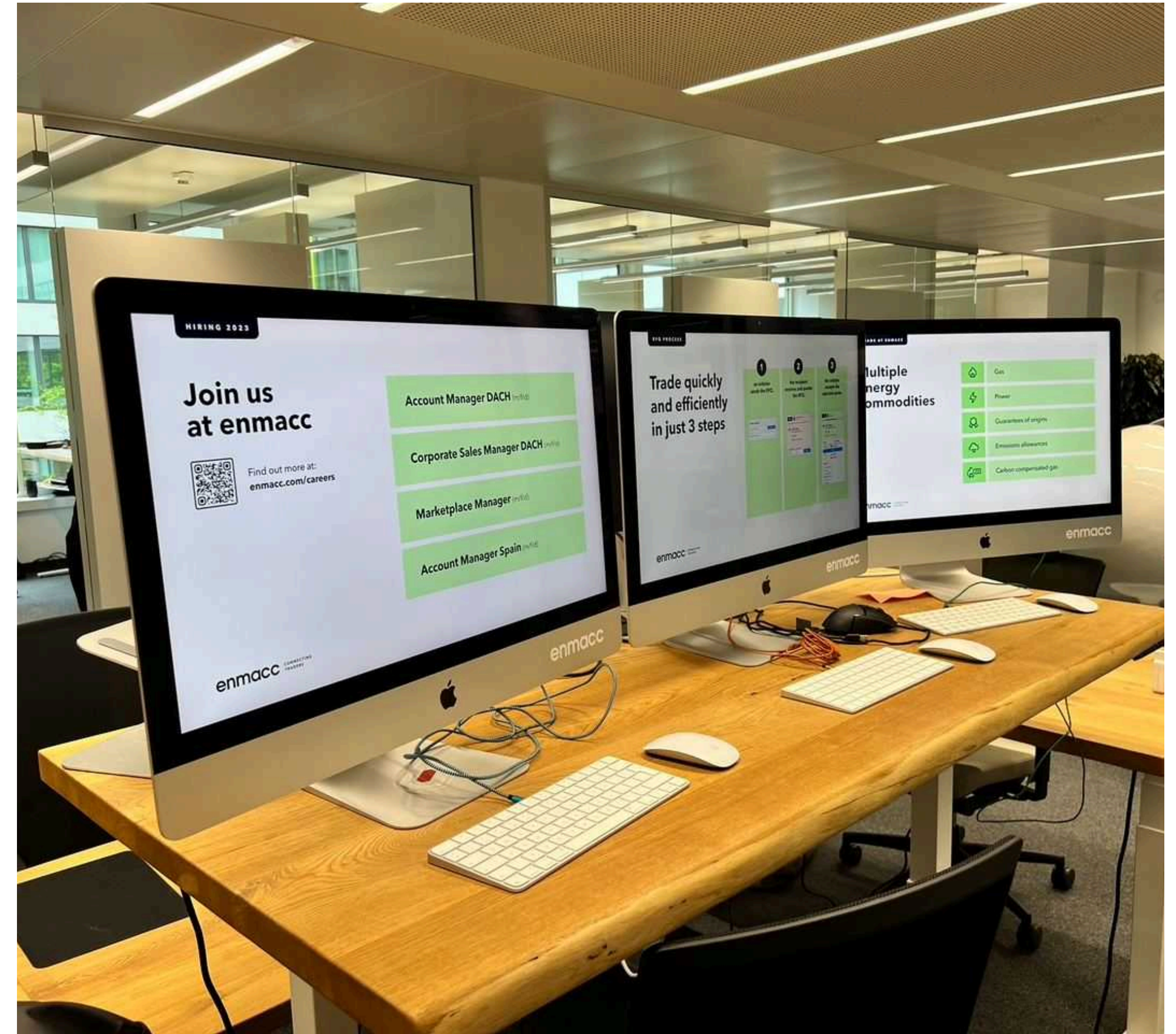
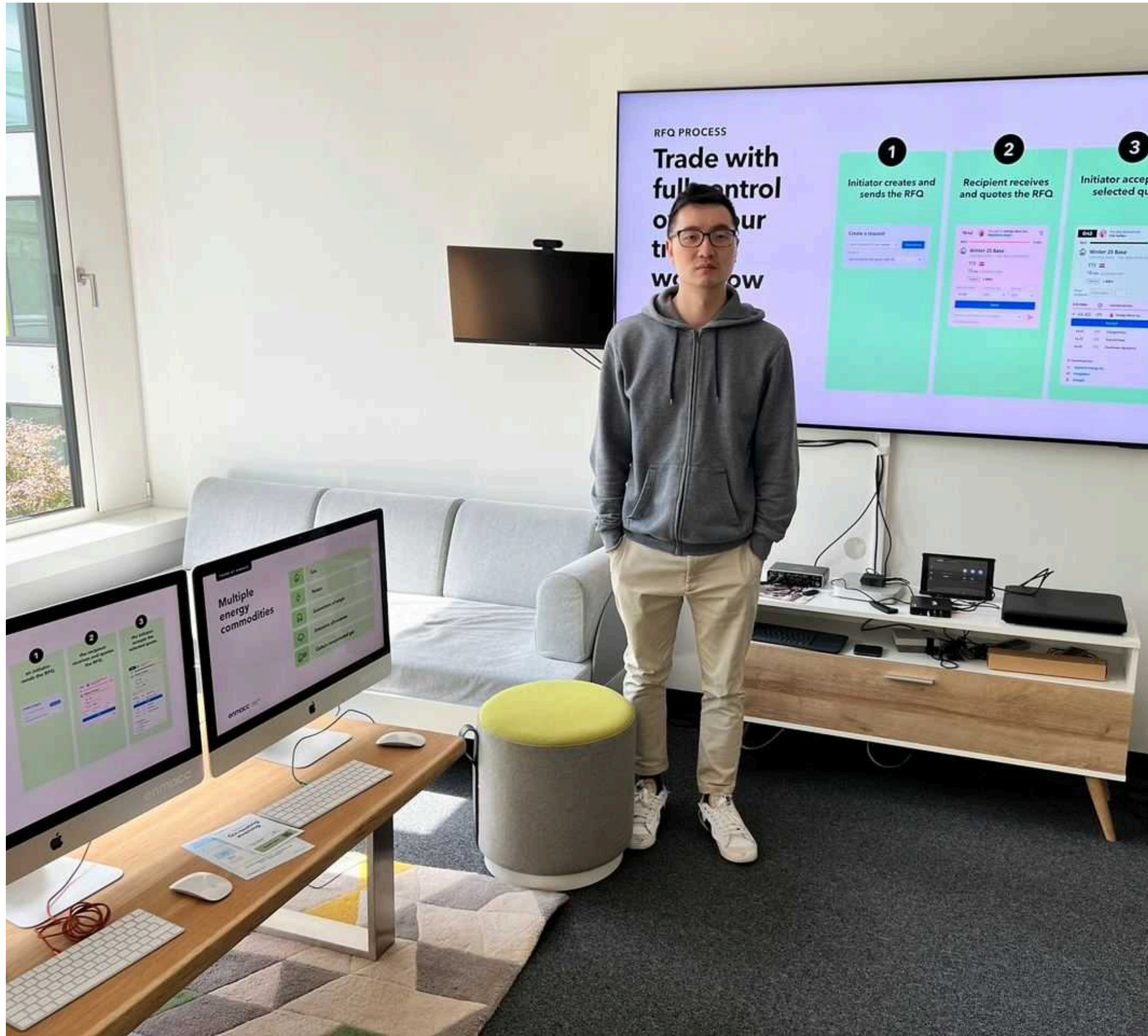


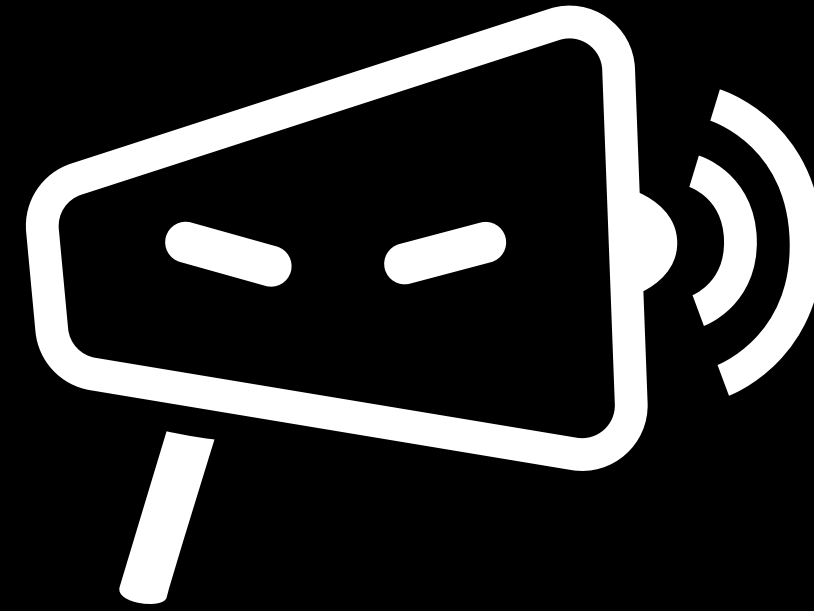
INSTRUCTIONS FOR THE BUILDER



Limited amount of flooring options. Our CEO was a big fan of “red carpet experience”

IMACS: SCREEN DESIGN



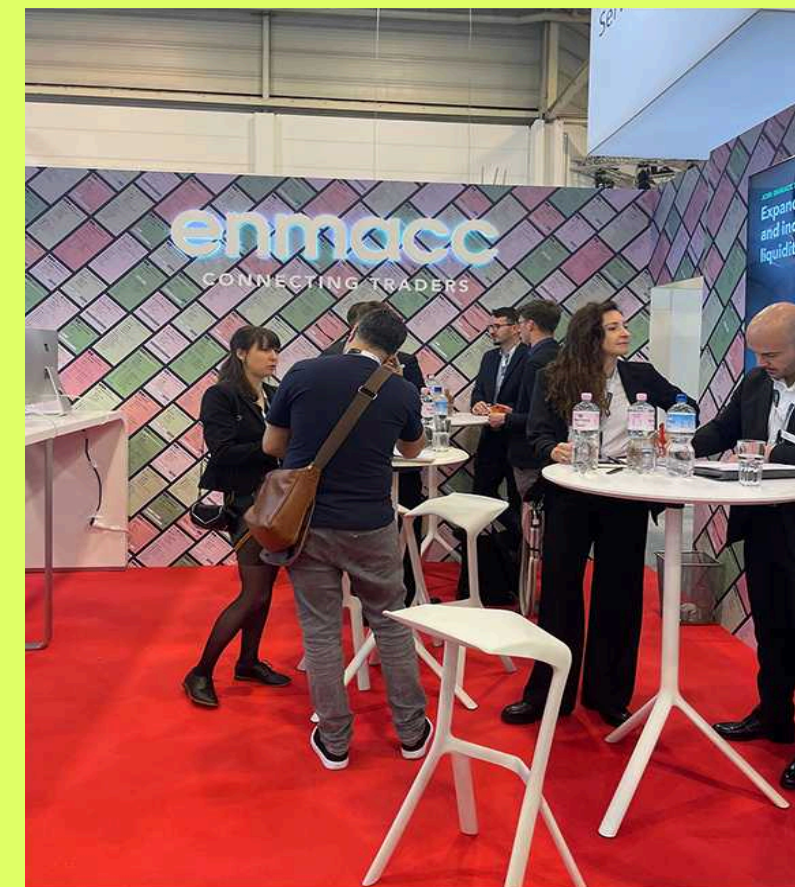


E-WORLD 2023

ENERGY TRADE FAIR

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BOOTH



Trading Floor
Service & Supply



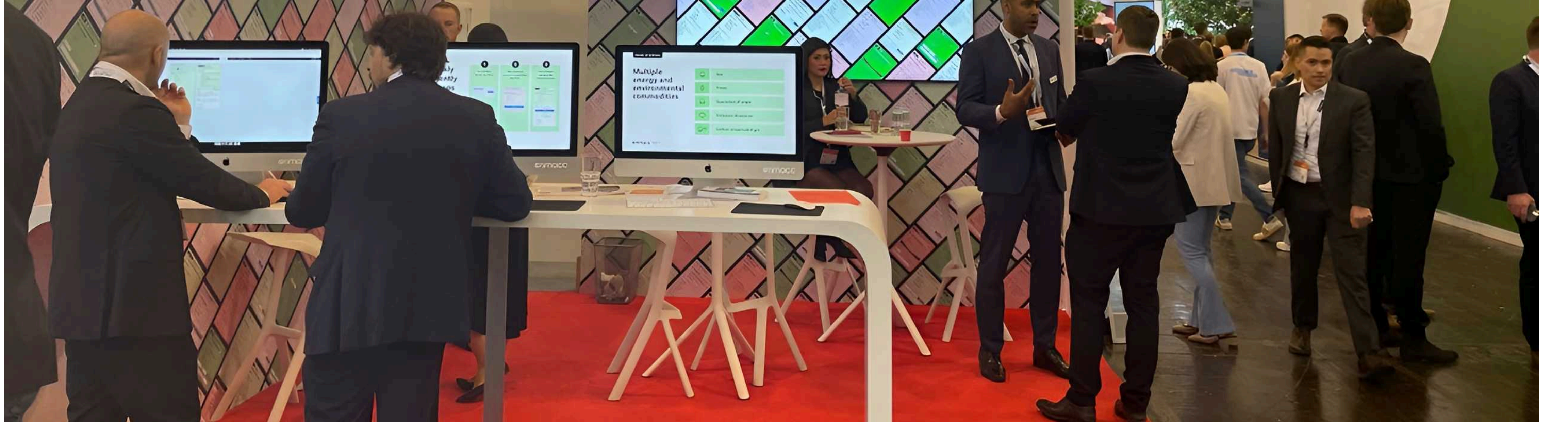
E-world
energy & water

enmoco
CONNECTING TRADERS



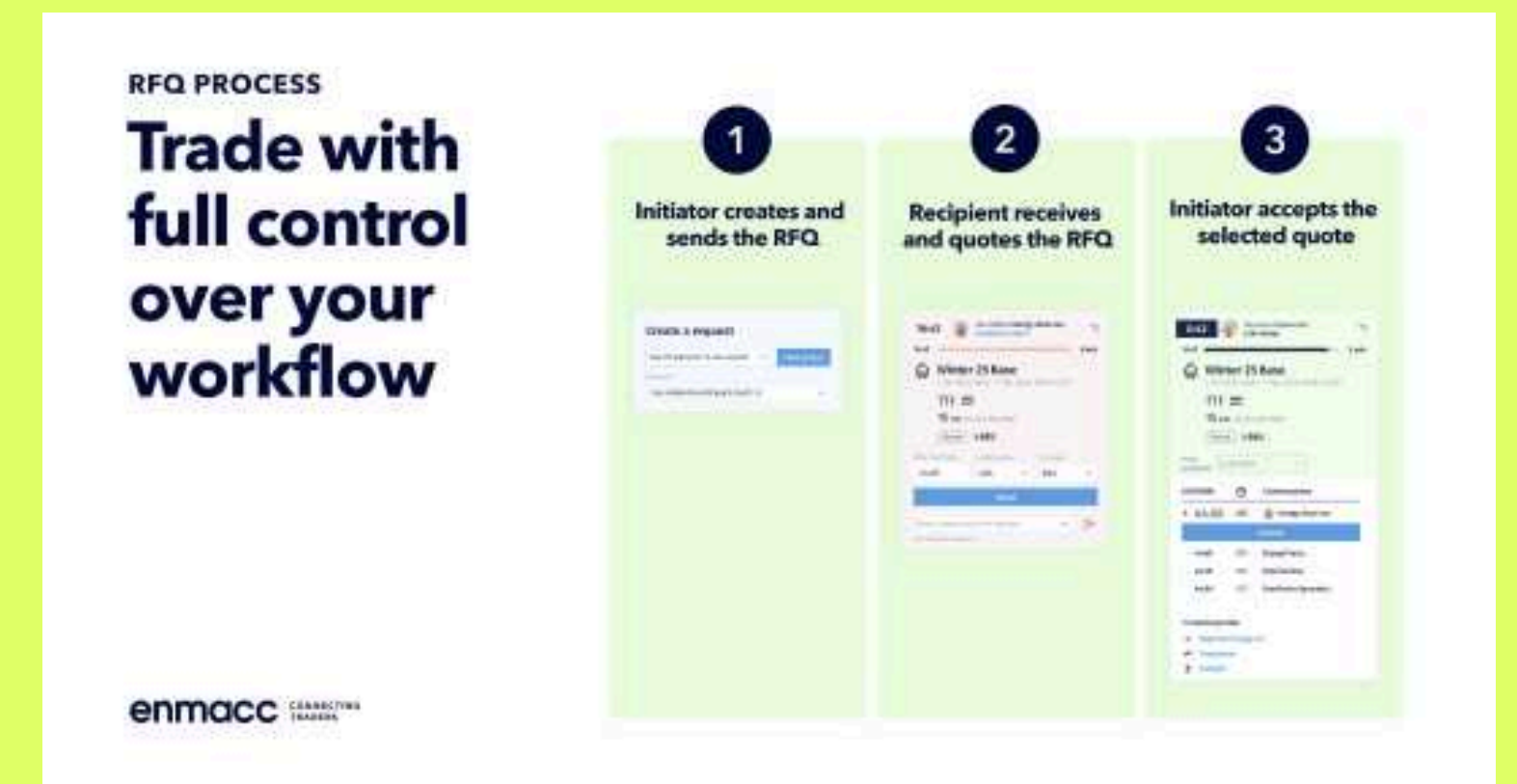
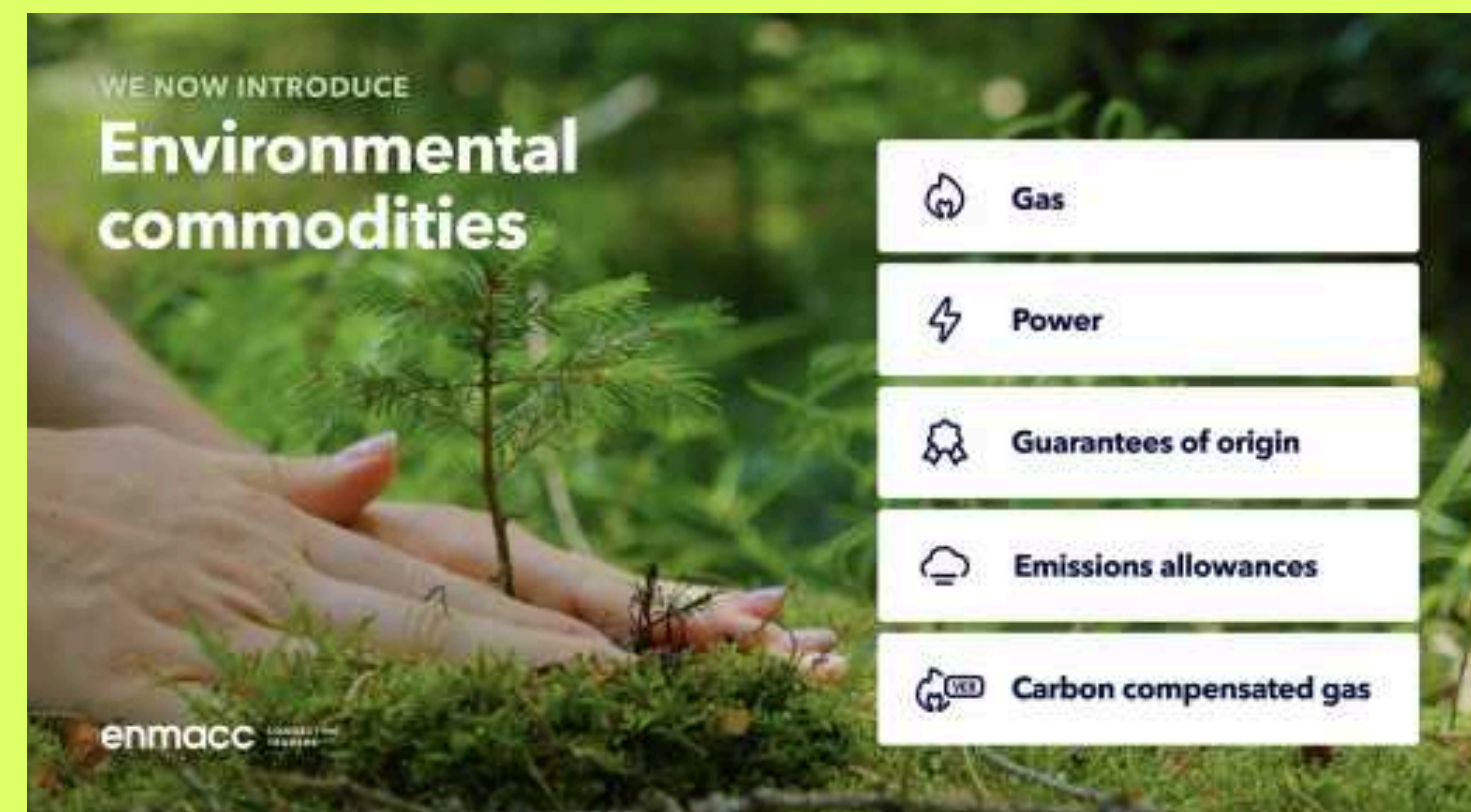
Multiple
energy and
environmental
commodities

SEFE



VIDEO

TV on the trade fair has 1 job - draw attention of visitors so they stop nearby. Moving away from still backgrounds to dynamic footage worked - **making it more emotional.**

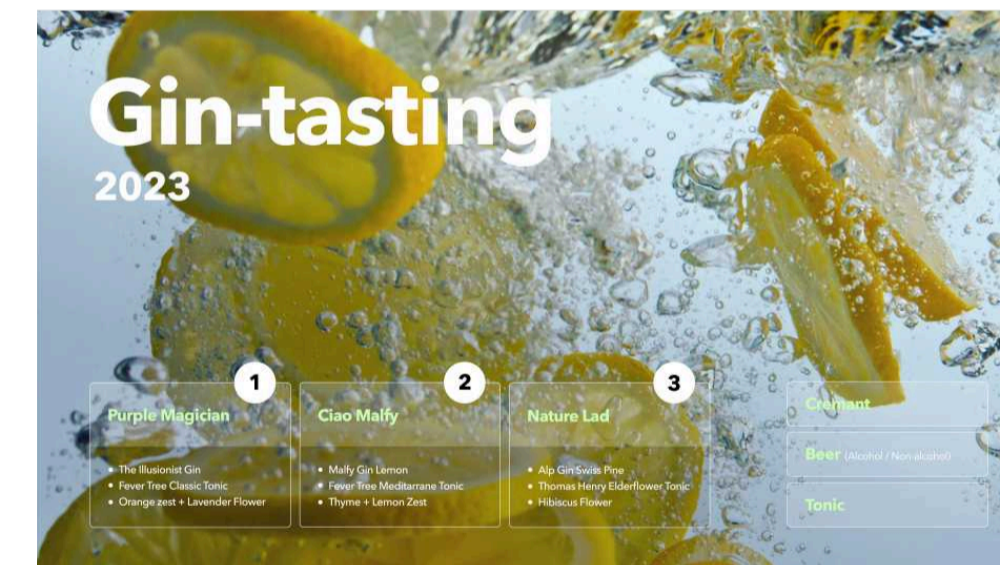
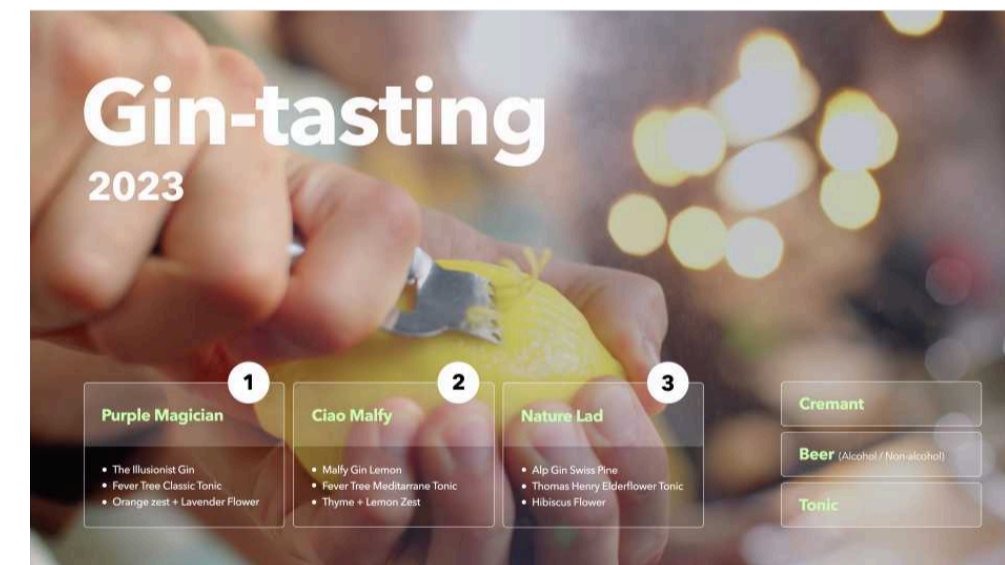
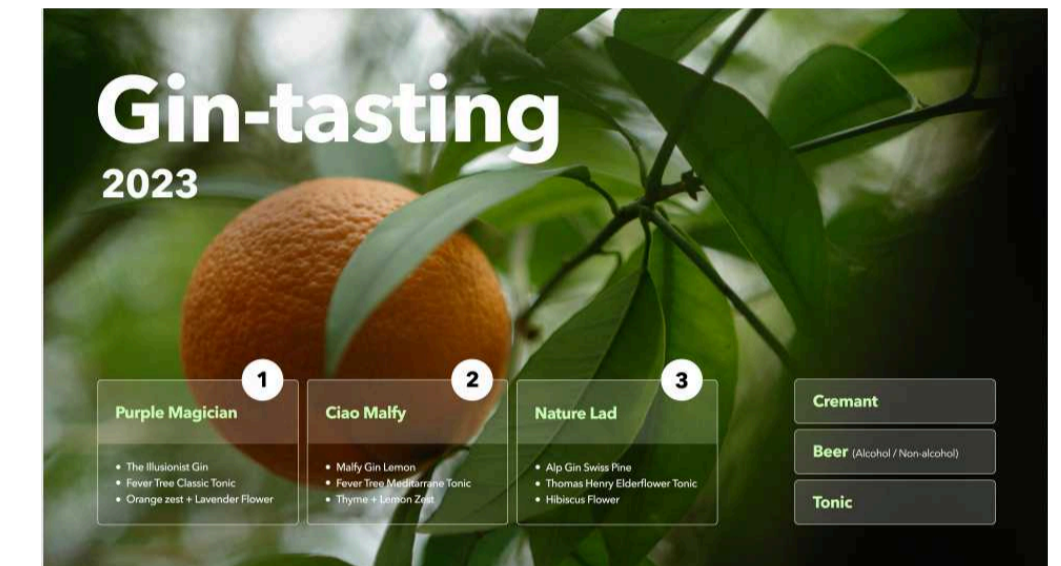
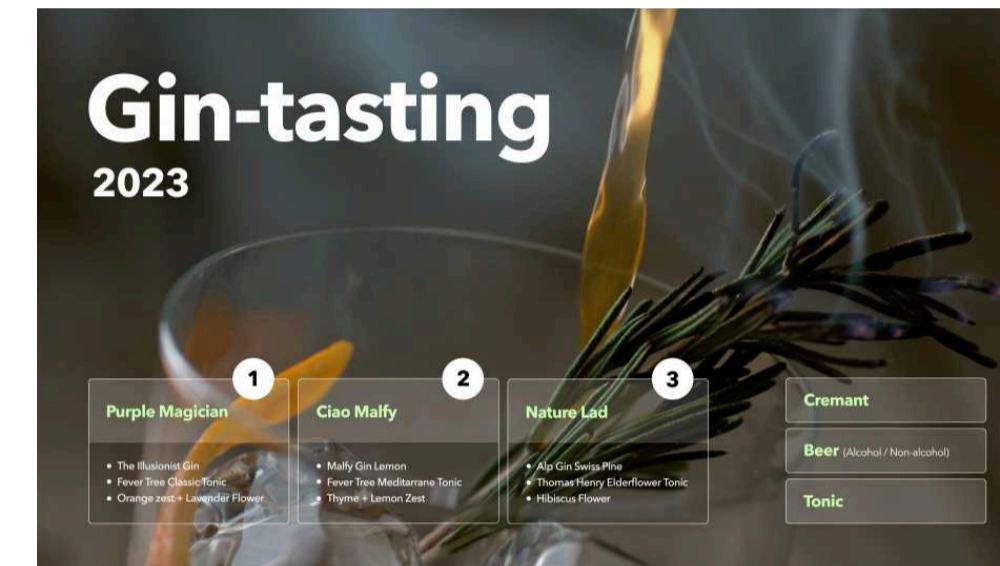
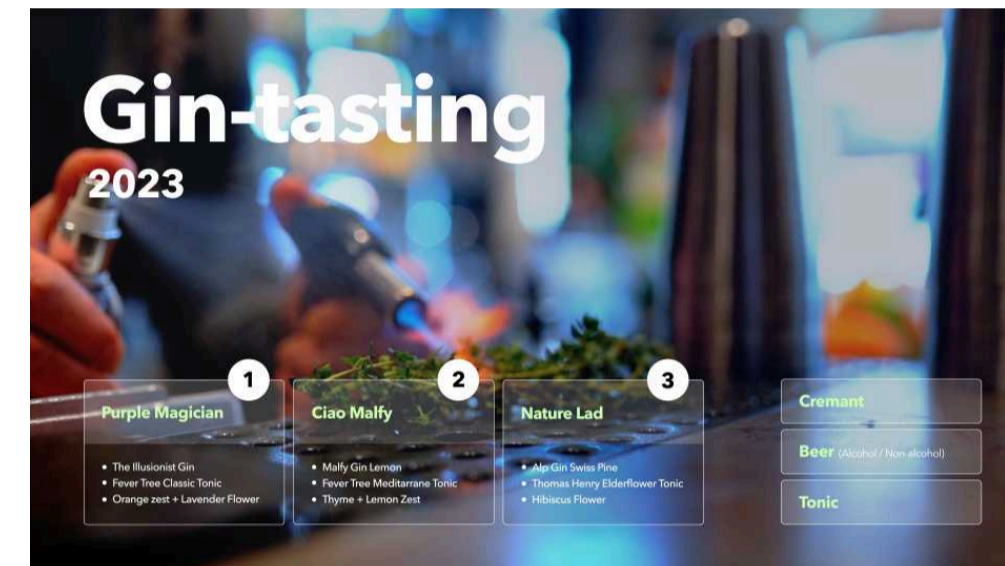
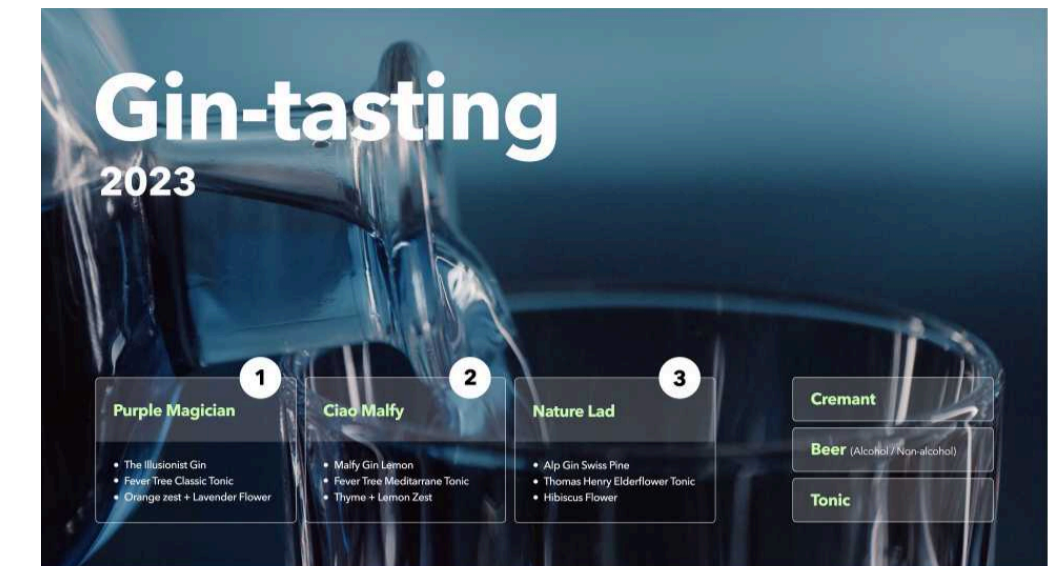
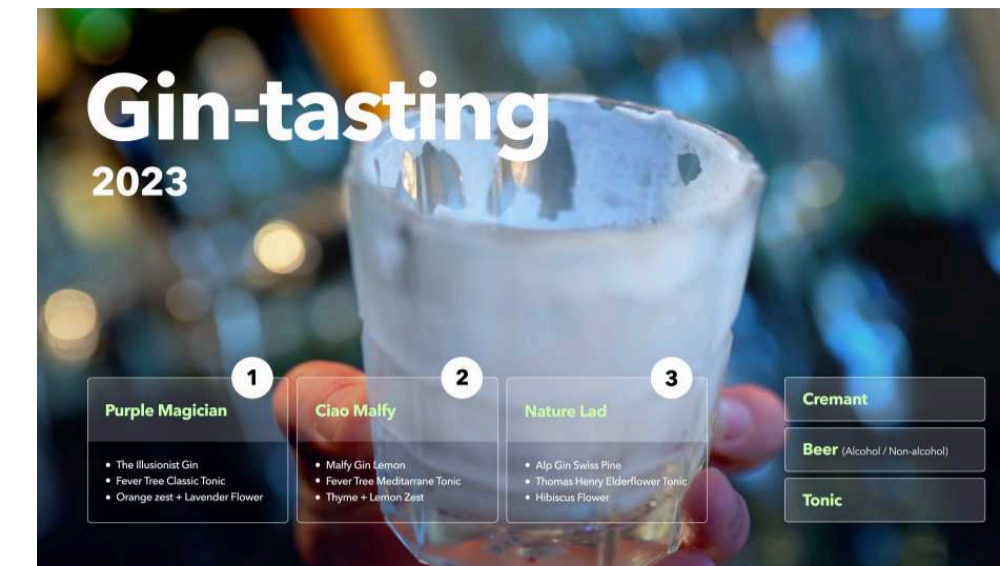
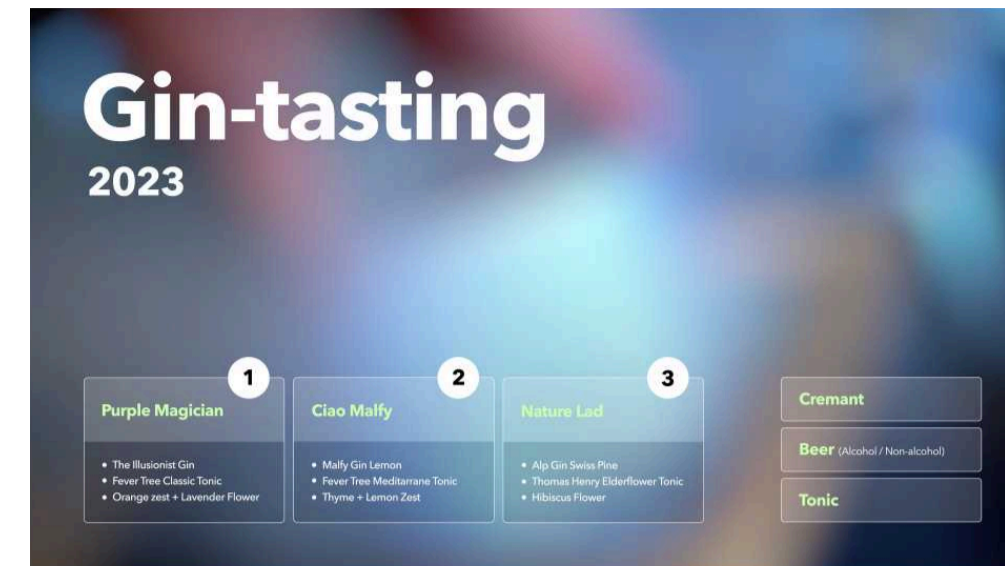


Link: https://drive.google.com/file/d/1tWjC9Pd93FZ1Uzk_wKtaWNfMfCXvHBU7/view?usp=drive_link

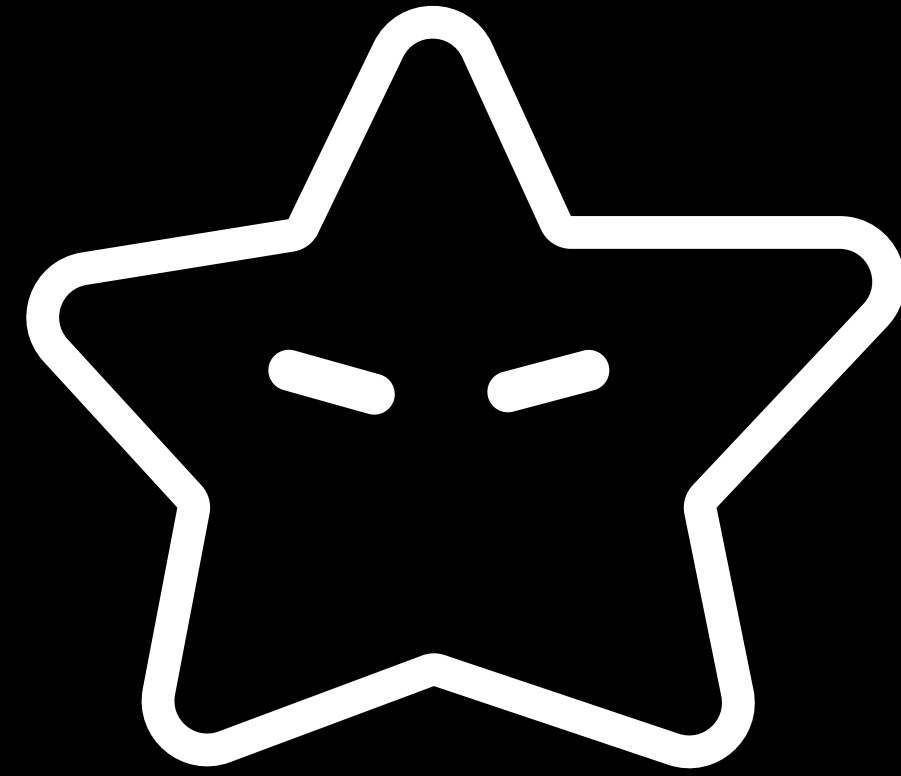
ANNUAL GIN-TASTING PARTY

We made a story of
mixing a cocktail by
combining ambient
video stock footage.

Link: https://drive.google.com/file/d/19TYvJTHVBph5dmjhsLzG9xPdXpML-dpR/view?usp=drive_link



	A	B	C	D
1	Gin	Mix getränk	Zutat 1	Zutat 2
2	Tanqueray Dry Gin	Ginger Beer - Aqua Monaco	Limette	
3	Sould of Bavaria	Fever Tree Tonic	Apfel scheiben	Zitonen thymian
4	Roku Japan Craft Gin	Thomas Henry Tonic	Sezchuan Pfeffer	Gurke



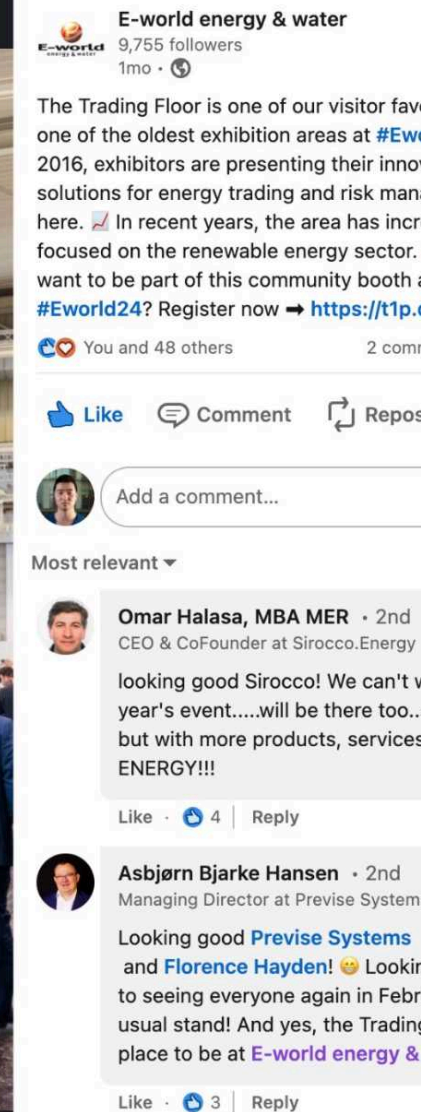
**OUTCOMES,
LEARNINGS & WINS**

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FANTASTIC RECEPTION

Sales team generated more leads for next quarter than expected. Feedback survey showed high value of design. E-world used picture of our booth for official press.

The moment between video loops where wall pattern aligned with TV pattern for 5 seconds went viral, people came for selfies with it. 500 Printed postcards for Gin-tasting party were gone in 2 hours - taken as a souvenir.

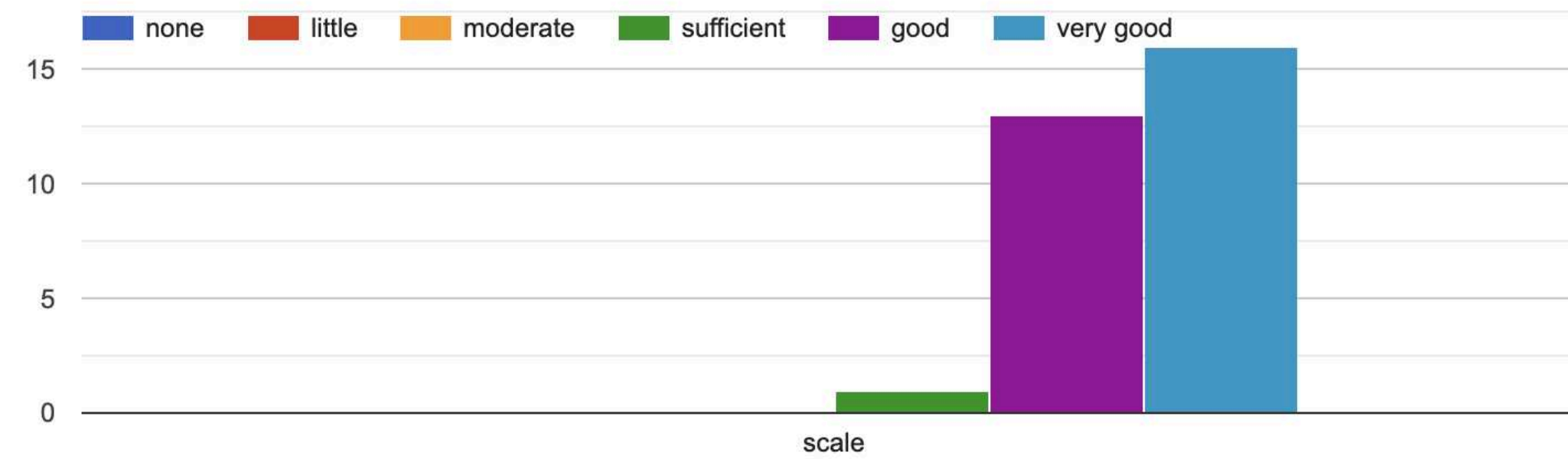


FEEDBACK SURVEY: SALES TEAM

Design

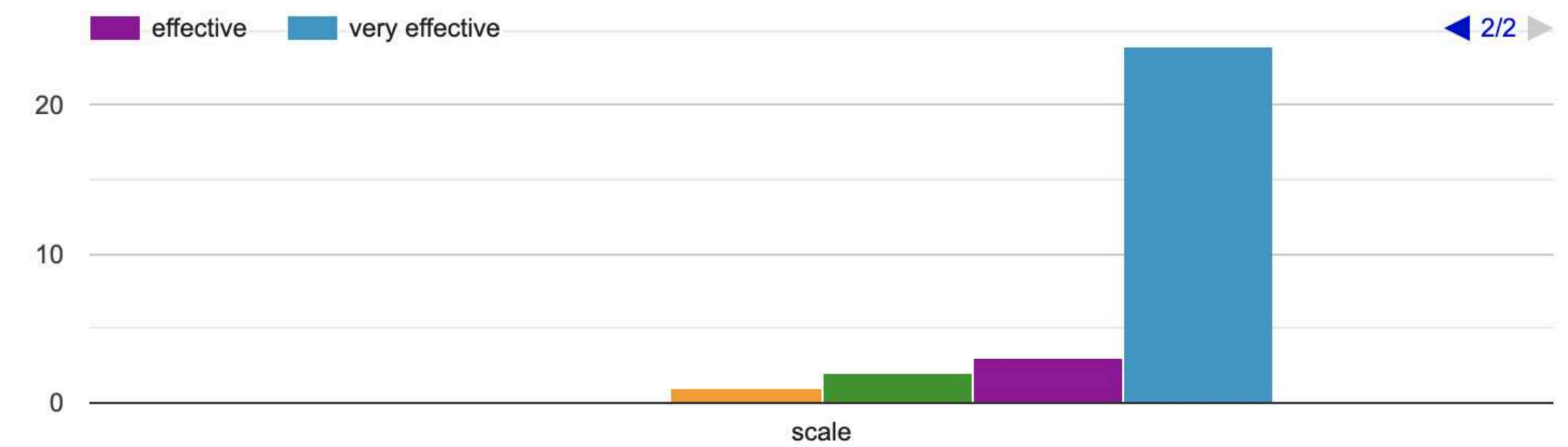
Overall satisfaction

Copy



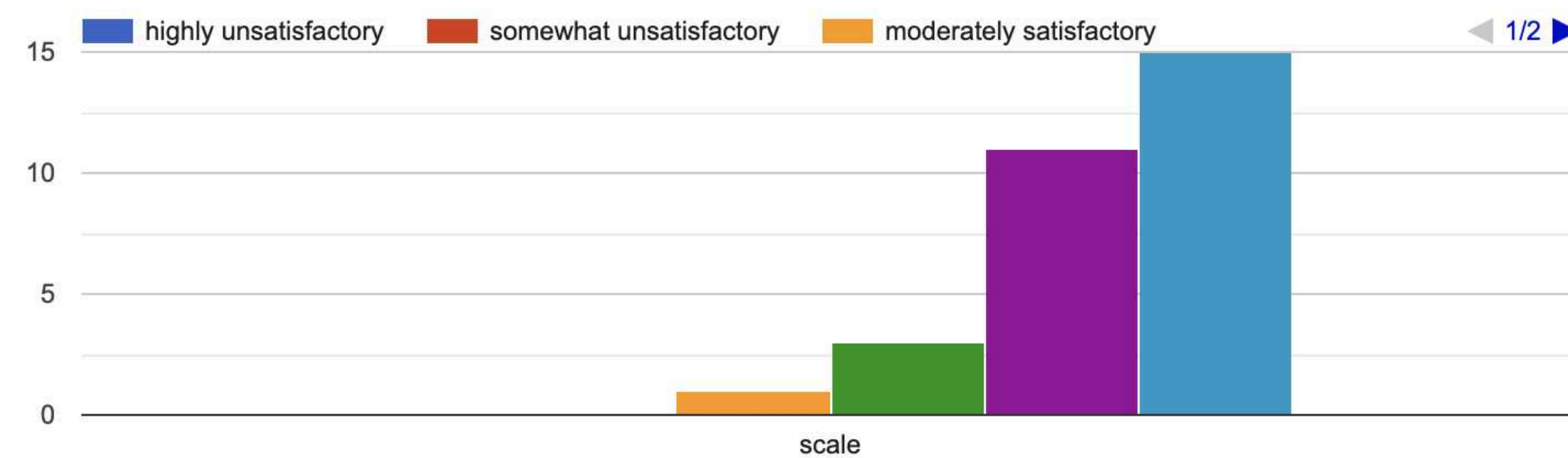
Video Design

Copy



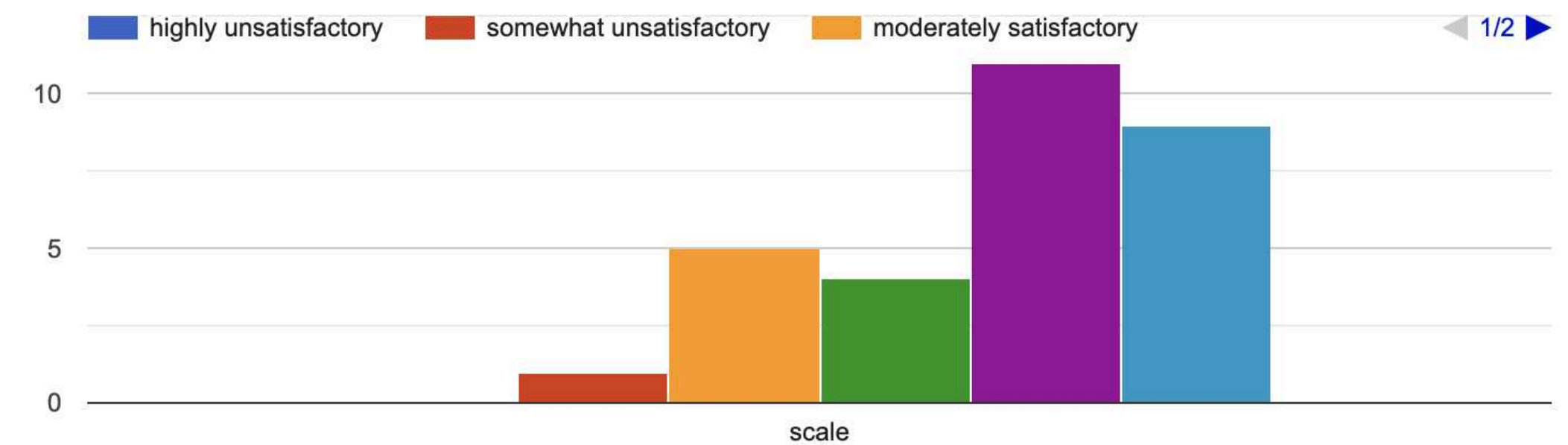
Booth Design

Copy



Giveaways (Notebook, pens, gin tasting invitations handouts)

Copy



LEARNINGS

Only way to outperform competitors with higher budgets is to be quick, bold and edgy but compliant. And it takes a passionate team and planning.

Stakeholder trust can be a competitive advantage. We had all the freedom and full trust of Marketing and C-levels.

Technical challenges might ruin even the best ideas in no time. From color matching to hardware and video playback issues, this could have failed on many levels.

SHOWING APPRECIATION

Executing a project like that takes a team. I could not complete this project alone and without functioning processes in time.

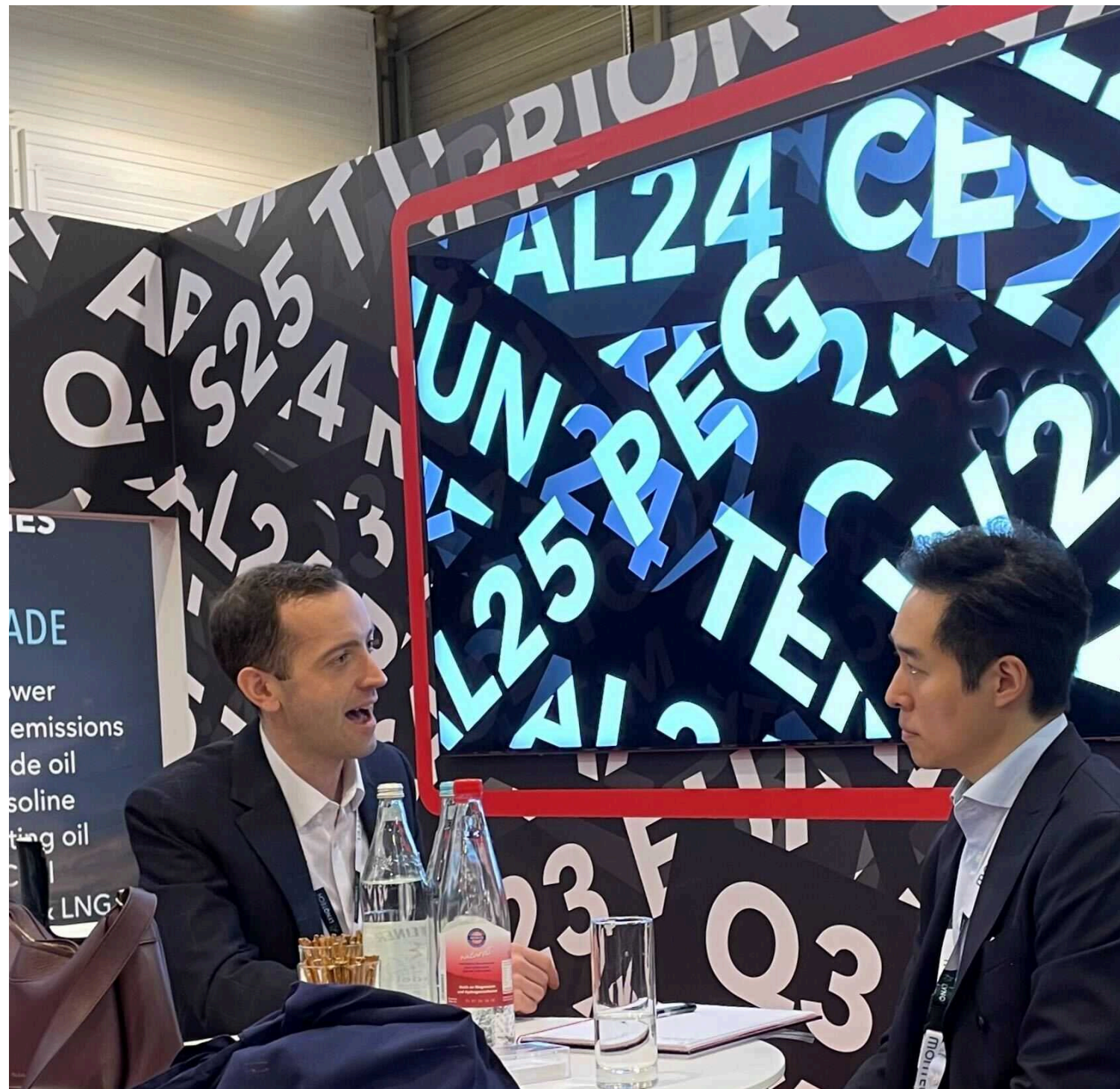


As a gesture of appreciation for going extra mile and fixing video issue last minute I made a present for Visual Designer - Hojong Lee. He found the magic number to fix all video problems 5 minutes before deadline.

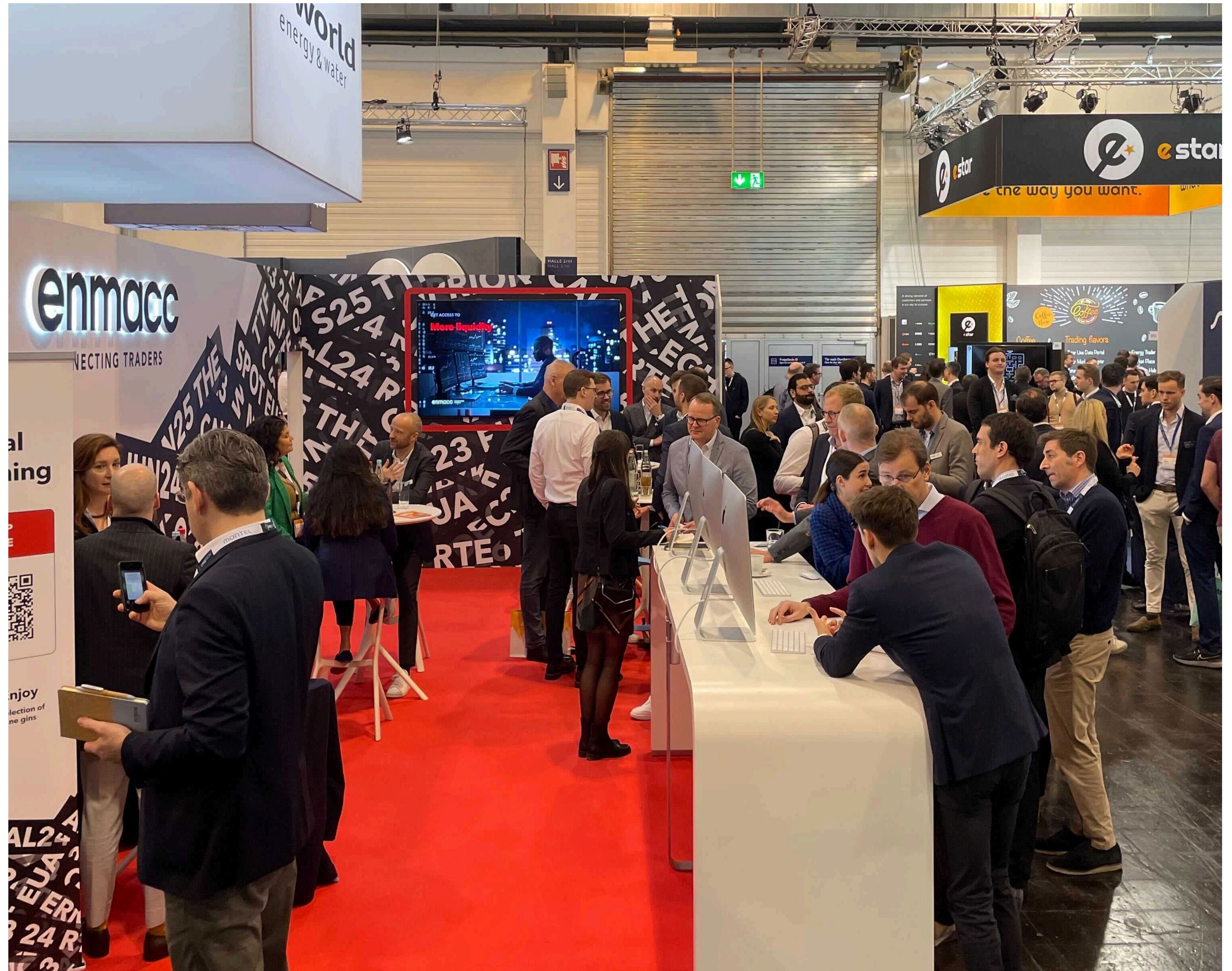
OPENED DOOR FOR BOLD CONCEPTS

Using the momentum: bold and noisy pattern with trading content in 2024.





We repeated the trick with matching patterns on the wall and TV. Again prototyped ideas quick and dirty.





THANK YOU!
LET'S GET IN TOUCH!

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