

St. Louis
TCI EXPO '25
Pre-con. Nov. 5 November 6 - 8



TCIA EXPO BOOTH 2025

- PREPARED BY ZACH FEINBERG

PROJECT OUTLINE

The Ecoscience team is requesting the creative team devise a booth display and accompanying promotional assets for the upcoming Tree Care Industry of America (TCIA) Expo in St. Louis, MO on November 6-8, 2025.

OBJECTIVE/INTENTION

The intention of this project is to create an engaging and informative booth display at the TCIA Expo, the world's largest treecare conference and trade show. Rainbow Ecoscience is a leader in the plant healthcare industry, leading with scientific expertise and integrity. As such, we need a booth display that visually conveys that confidence and proficiency. Something that will attract attendees and stimulate engaging conversations with our staff.

TARGET AUDIENCE

The target audience are industry leaders, business owners, and representatives from the plant healthcare industry, including tree service companies, treecare businesses, and plant healthcare equipment companies.

tone/KEY MESSAGE

The tone is one of scientific expertise and sophistication. We are the 'Mayo Clinic of plant healthcare' in our industry.

CREATIVE DELIVERABLES

- Double-sided backdrop wall
- Long table to hold equipment
- Kiosk/Interactive Content
 - Develop new screens and interactive content
- Stacked cubes (one in each corner)
- Flyers for handing out
- T-Shirts for giveaway with unique design

RES BOOTH MOCK-UP

Stackable
Cardboard Cubes

Backlit Wall w/ SEG
(Silicone Edge Graphics)

Interactive Kiosk Station
w/ Display Shelf



BACKDROP WALL ART - FRONT & BACK

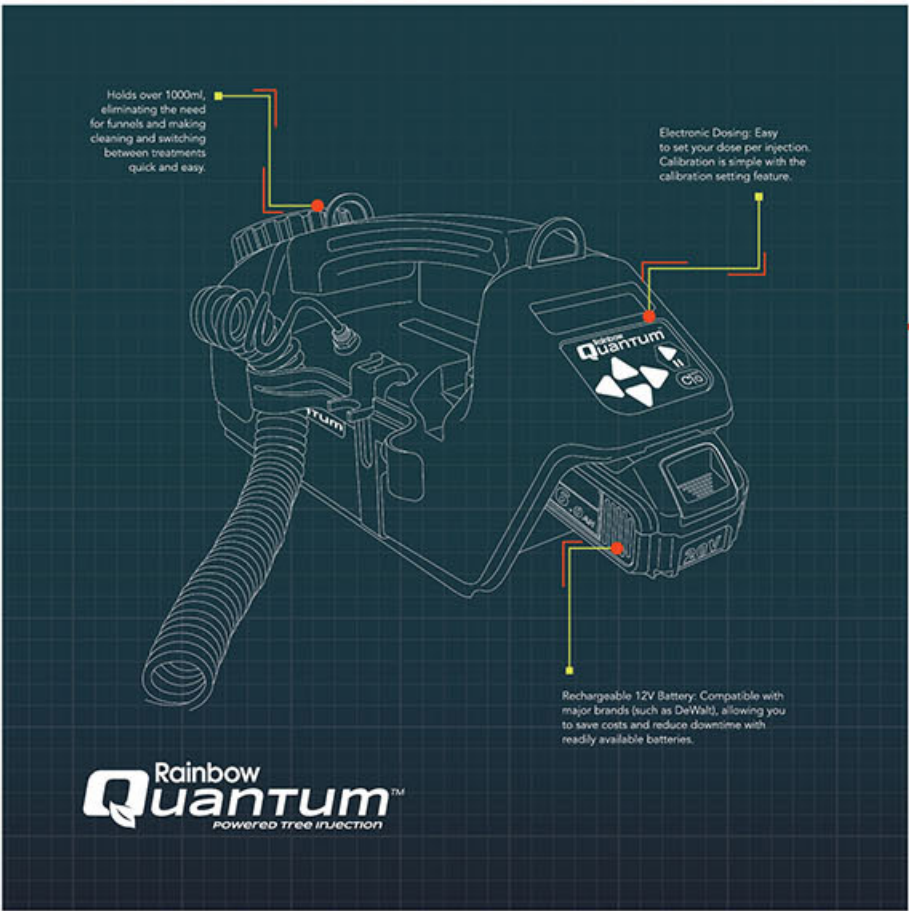


Backdrop Wall - Front



Backdrop Wall - Back

STACKED CUBES MOCK-UP



Line Art technical drawings of Rainbow Ecoscience Products such as Quantum and Q-Connect Injector.



Compelling images showing a combination of our informative education seminars, powerful nature shots of trees, and job sites with our technicians training customers.

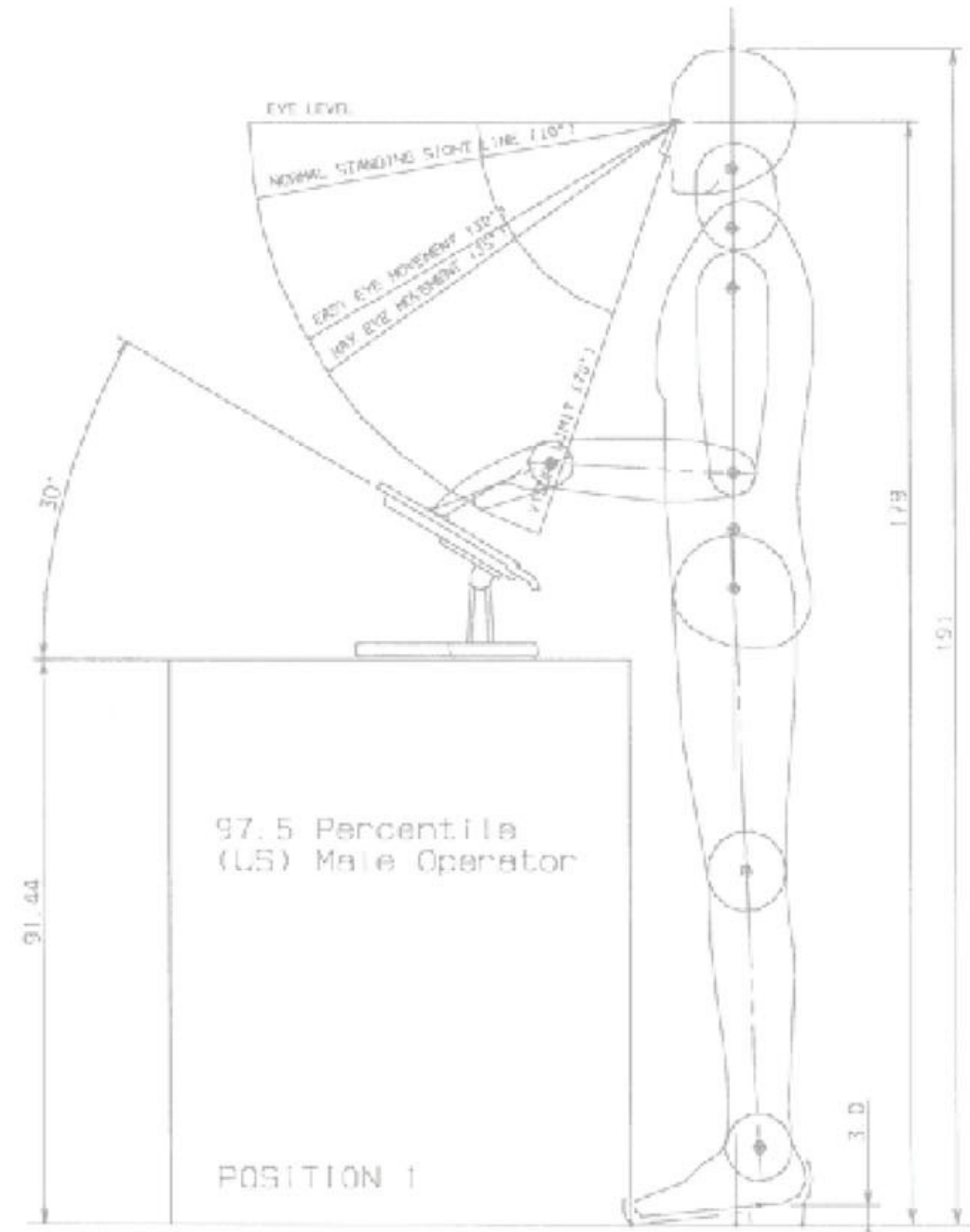
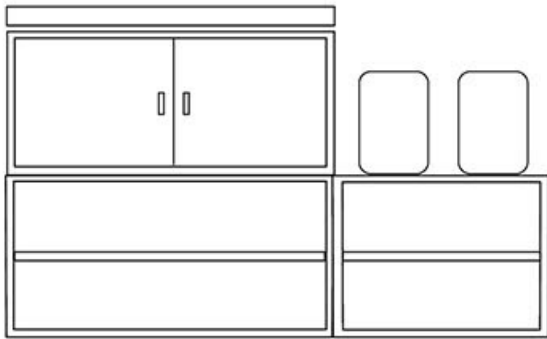
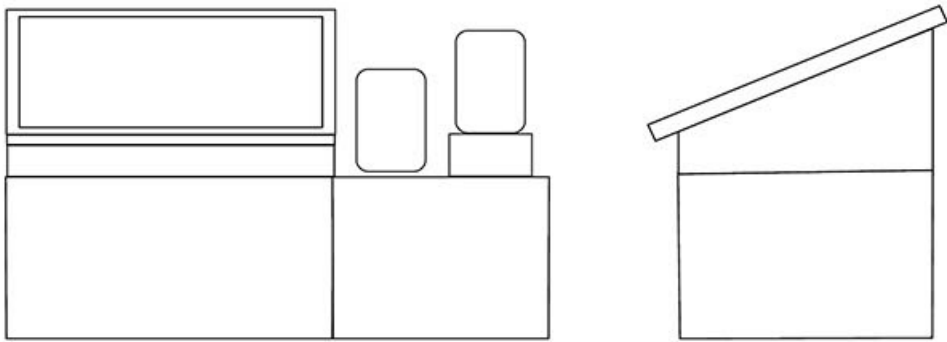


Impactful statements and CTAs about who Rainbow Ecoscience is and what we do.



6'

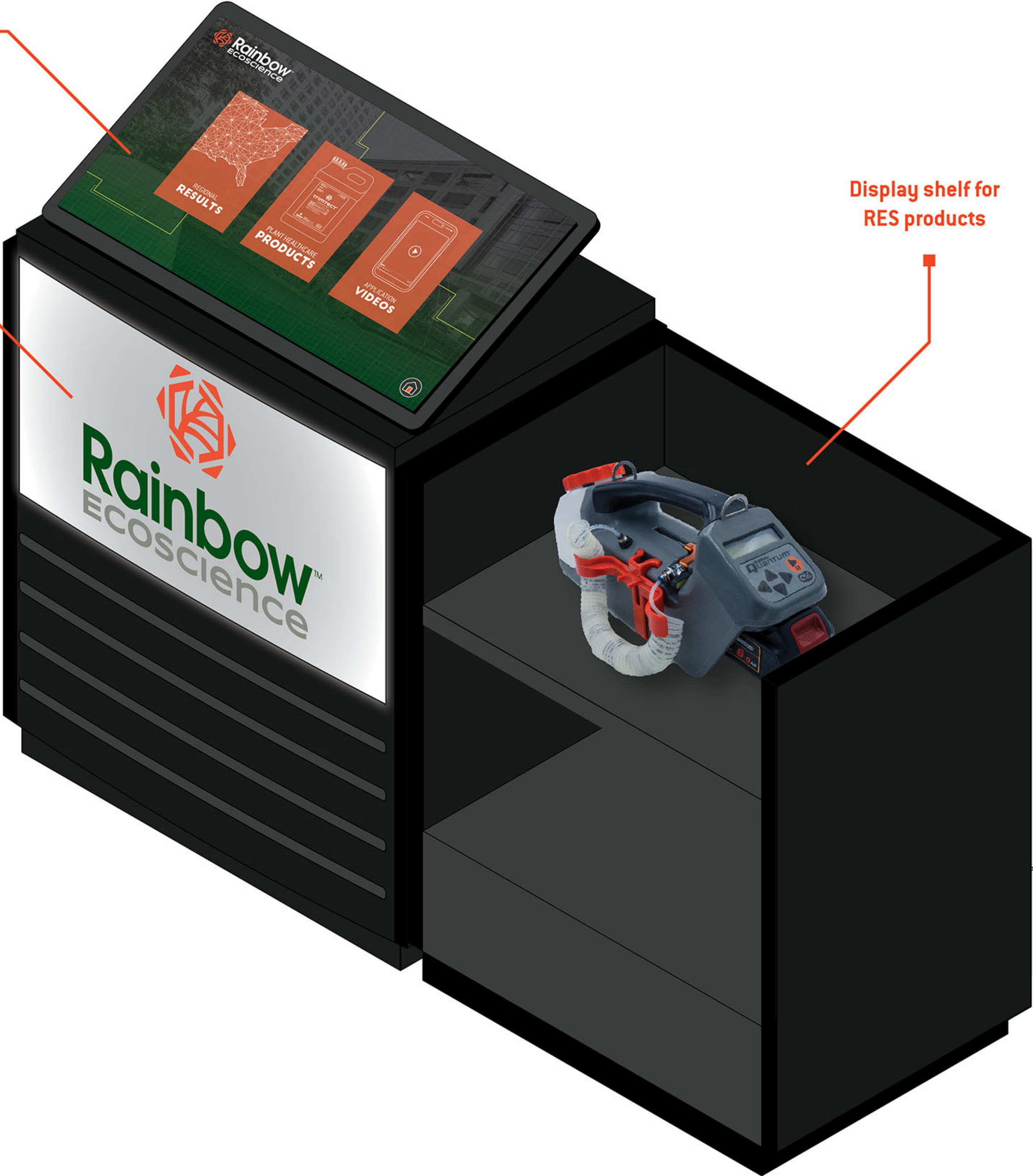
INTERACTIVE KIOSK + DISPLAY SHELF



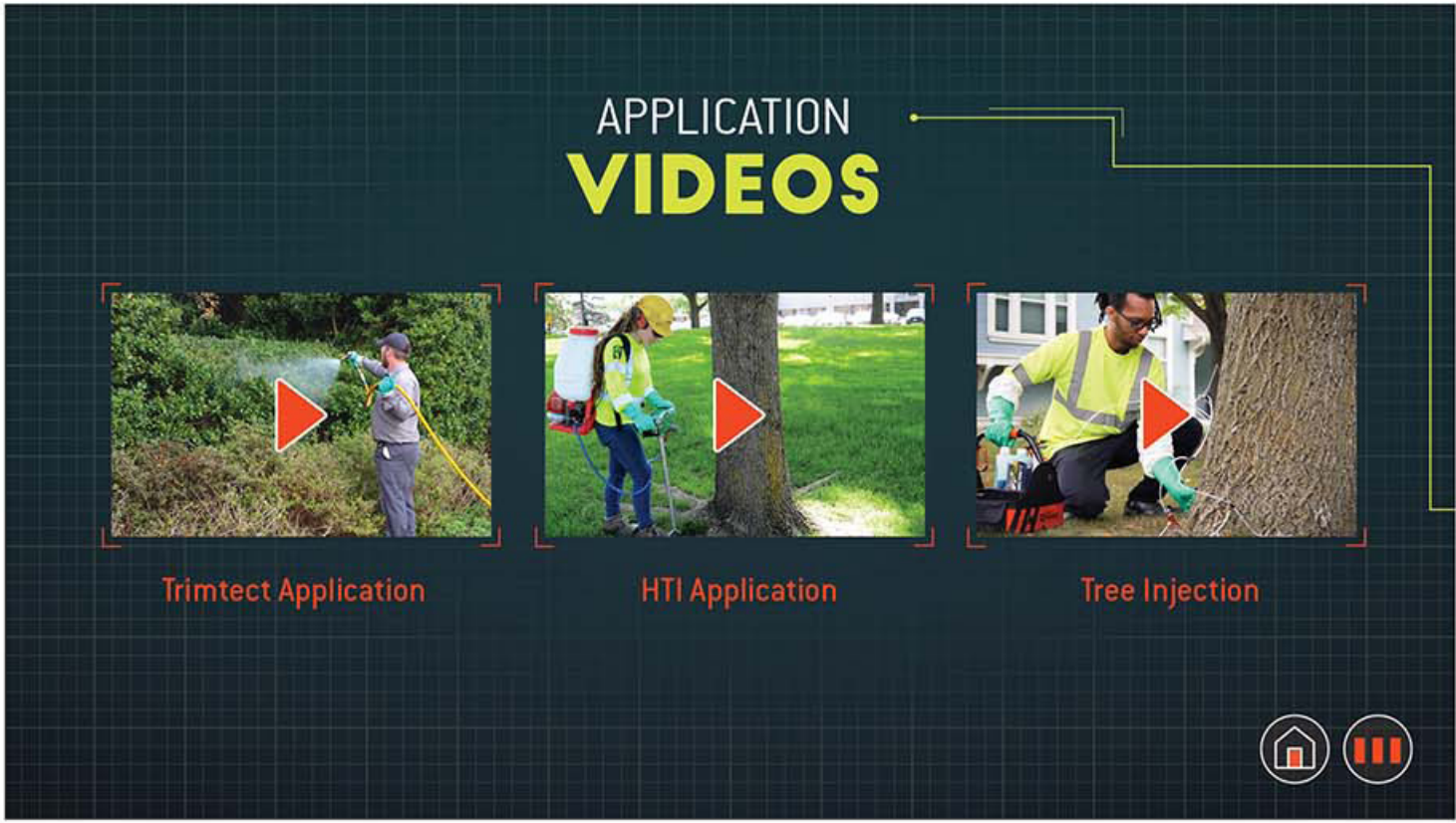
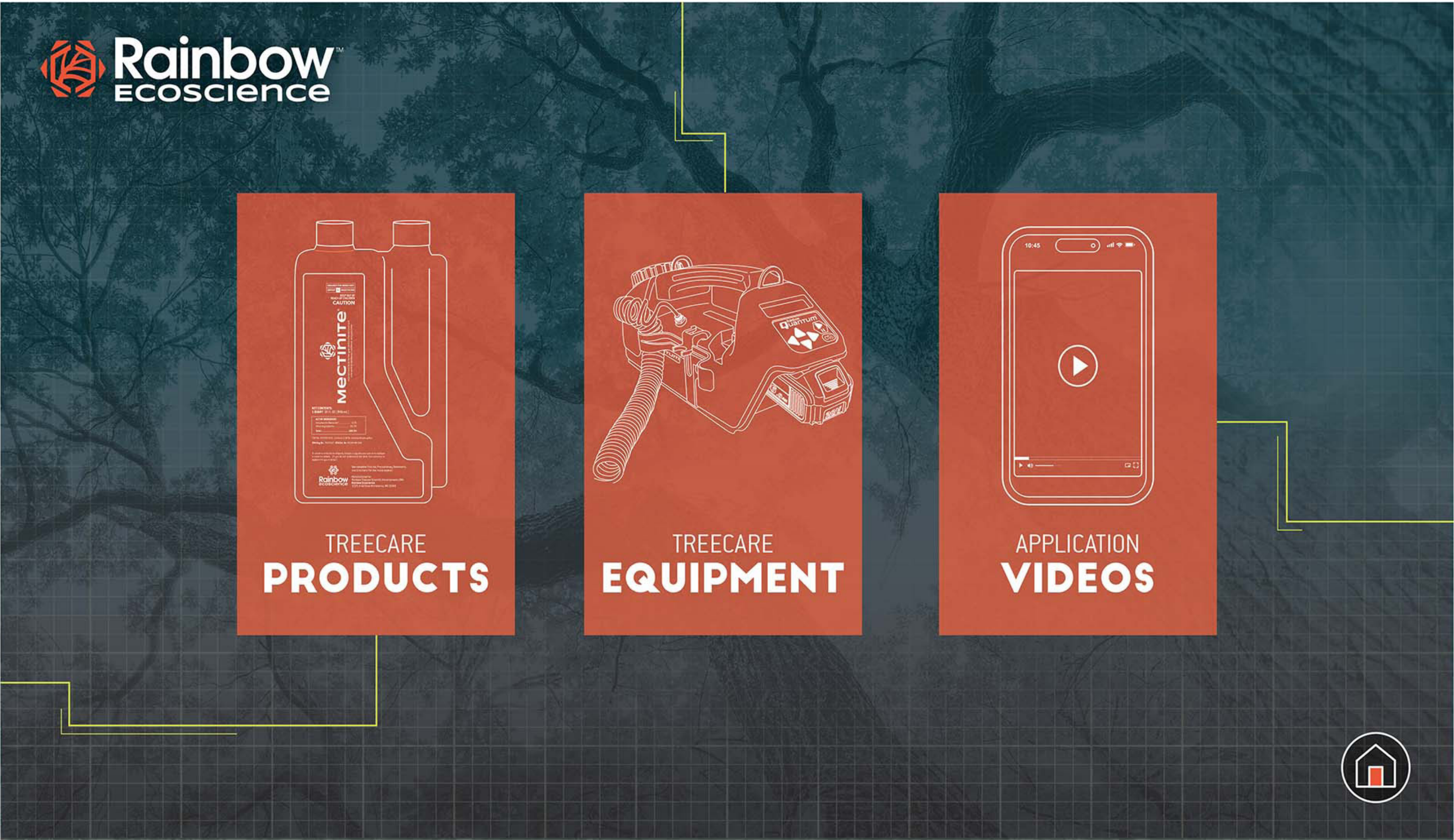
Interactive touchscreen

Backlit display
for RES logo

Display shelf for
RES products



KIOSK INTERACTIVE SCREENS



PROMOTIONAL FLYERS


**TYPHOON3**
ELECTRONIC BACKPACK

This Flow-Zone 4-gallon battery backpack sprayer has the industry-led five-setting variable pressure control dial and pressure capacity up to 115 psi with a battery life of 3 hours and is the ideal choice for pest control, tree, or lawn care. The adjustable pressure speed dial provides easier control of the flow rate with a range of 7 to 115 psi.

Features:


- 3 hours of runtime with a rechargeable lithium-ion battery.
- Power to spray up to 30' in height.
- Significantly quieter than 2-cycle engines.

Quiet yet powerful spray applications.



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HTI™ 2000
SOIL INJECTOR

The HTI 2000 is a lightweight, accurate soil injector that avoids the need for a flowmeter. Specifically designed to apply Cambistat, this soil injector can also be used to apply Xytect, Lepitect, Transtect, and other tree health products where accuracy is critical.


Features:


- Simple to use - train applicators in minutes.
- Delivers a 250ml dose per shot and keeps track for you.
- More accurate than a flowmeter.


The industry standard for speed and accuracy.



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**Q-connect™**
Tree Injection System

We took what worked well with other micro-infusion devices and combined it with the best features of macro-infusion to create the best tree injection system. The result is an easy-to-use system that gets the job done quickly, with the best results available.


Features:


- Durable steel tips and aluminum handles with easy-to-see on/off valves.
- Quickly expandable for any size tree and easy to clean.
- **NO PLUGS** - saves time and money while reducing tree damage.

Designed for Applicators, By Applicators



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PROMOTIONAL T-SHIRTS





Rainbow[™]
ECOSCIENCE