

WASHINGTON COUNTY FAIR  
COMPLEX AND EVENT CENTER

# Naming Strategy

June 25, 2019

think  
joule



# Project Goals

- Continue the tradition of the Fair
- A hub that serves the entire Westside
- A destination with far reaching appeal
- A source of pride for the entire community
- Set the tone for future development in the area
- Consider multiple audience perspectives

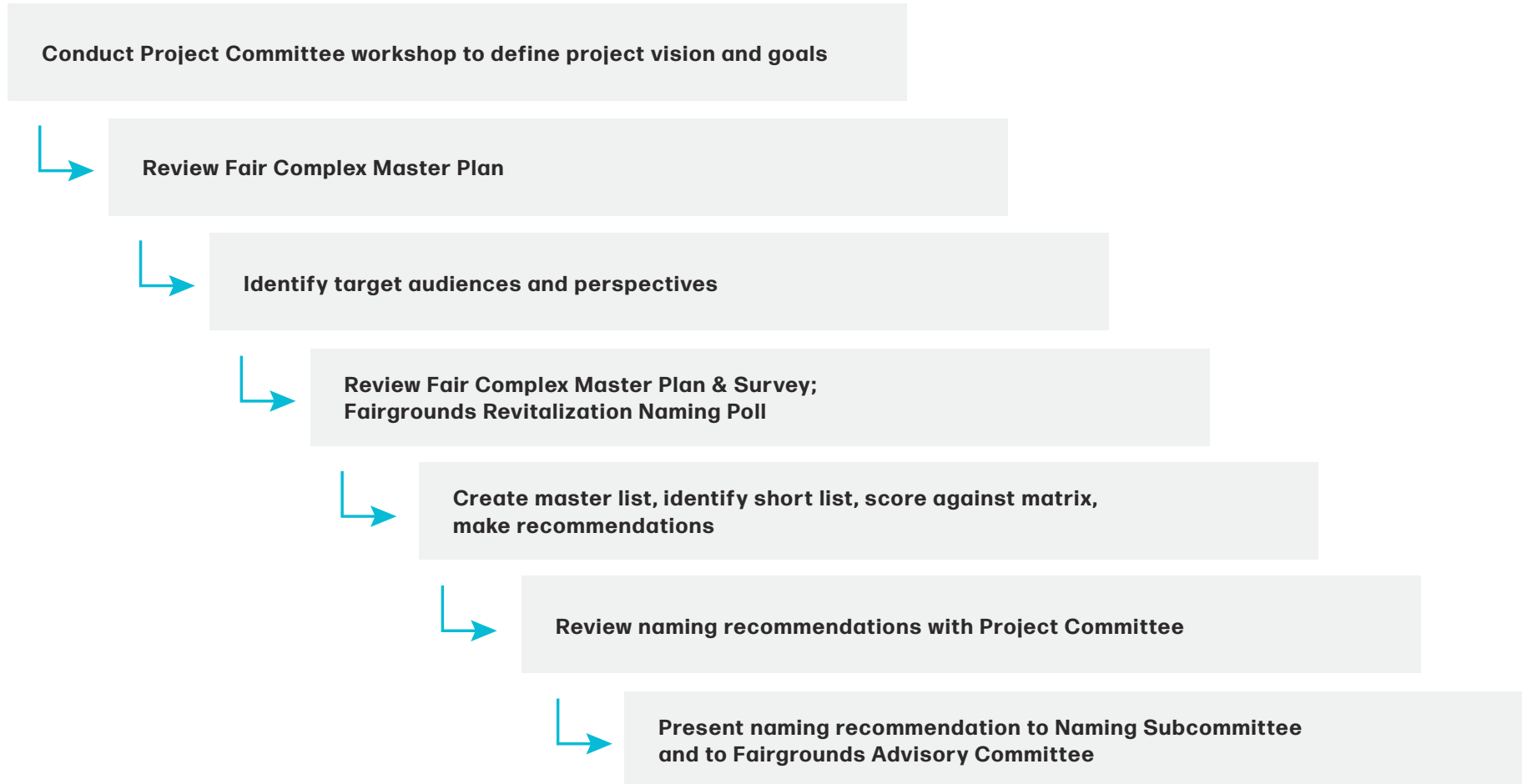


Research

# Target Audiences

- County Residents
- Event Planners
- Visitors/Attendees
- Businesses
- Partners

# Research & Discovery Process



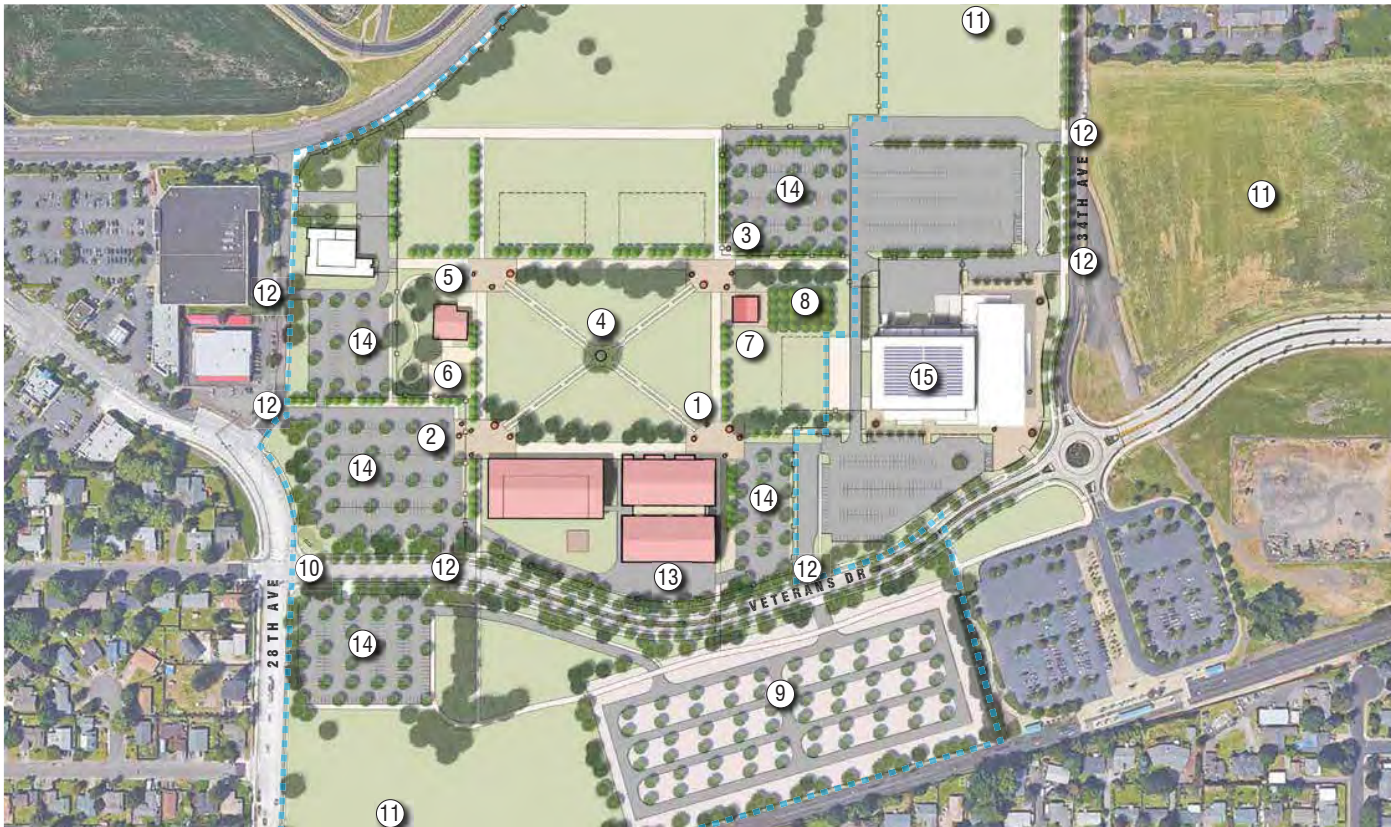


# **Fairgrounds Advisory Committee Recommendations**

- Westside Commons
- Wingspan Event and  
Conference Center

# Westside Commons

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Fair Complex Naming Candidate

# Wingspan Event and Conference Center

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# Westside Commons

*Home of the Annual  
Washington County Fair*

**EVENTS CENTER:**

## Wingspan Event and Conference Center

**CONVENTIONS:**

Wingspan  
@ Westside Commons  
Washington County Fair  
@ Westside Commons







# **Conceptual Brand Layouts**

**WESTSIDE COMMONS** Home of the Annual Washington County Fair



## Tech Innovation Conference

**WHEN**  
September 7  
9:00AM — 6:00PM

**WHERE**  
**Wingspan**  
EVENT & CONFERENCE CENTER

**EVENT DETAILS**  
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For additional event info  
WESTSIDE COMMONS.COM 873 NE 34TH AVE., HILLSBORO, OR 97124

**WESTSIDE COMMONS** Home of the Annual Washington County Fair



## 4H Showcase

**WHEN**  
September 21  
9:00AM — 6:00PM

**WHERE**  
**Cloverleaf**  
BUILDING

**EVENT DETAILS**  
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## Boat Expo


**WHEN**  
September 7  
9:00AM — 6:00PM

**WHERE**  
**Wingspan**  
EVENT & CONFERENCE CENTER

**EVENT DETAILS**  
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## Washington County Fair

**WHEN**  
September 21  
9:00AM — 6:00PM

**WHERE**  
**Westside Commons**

**EVENT DETAILS**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed sagittis sit amet mauris a tristique. Fusce vulputate laoreet interdum. In mollis ut felis nec varius. Maecenas suscipit, est ac sollicitudin rutrum, odio orci scelerisque leo, eu cursus metus lorem nec odio.

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**Thank You**