

Mid-Size Booth

Heart O'Texas

YETI's sleek, country-style digs celebrate the brand's heritage and deep roots.



Durable. Weathered. Rustic. Whether talking about YETI coolers or their booth at this year's OR, it's the same. A reclaimed wood fence lines the space, and a silo made from corrugated steel serves as a strong sign of their heritage.

The inspiration for the booth came from the ranches and farms of Austin, Texas, says Tony Kaplan, director of consumer experience for YETI.

"And of course, you can't drive around Texas without seeing a pickup truck with a YETI cooler in it," he says. So, they salvaged a rusted, turquoise pickup and stuck a cooler in it, along with a TV screen showing short feature films from YETI's ambassadors.

Garage doors open to reveal themed rooms with photos of Conrad Anker and the Malloy brothers. Go up the stairs and you are inside a silo by a faux fire pit, surrounded by historic photos to chronicle the chapters of YETI's past.

If the booth didn't scream old-town already, YETI included a neon marquee sign that mimics the feeling of South Congress Avenue, a popular street in Austin. Kaplan says the booth represents the brand's true identity, and that of their customers, who span across a broad range of outdoor enthusiasts.

—Carolyn Webber



1. Meetings take place in a corrugated silo.
2. Photos of brand heritage circle the upstairs space, which also features a campfire motif.
3. The line to buy YETI Hoppers at a discount was out of control.
4. The brand cements its lived-in image with details like a truck bed repurposed as a display.

