

# Baker Publishing

# 20' x 70' Custom Modular



### Design Challenge:

Baker Publishing needed a “show-stopping” exhibit within their budget and functionality parameters. This design required tremendous visibility and height at the CBA show in Denver. The client wanted to portray a “Conservative-Progressive” look. Baker Publishing has been a leader in the Christian Book Publishing market for years and this design was to further uphold that industry position.

### Design Solution:

Nimlok created a design that not only met the standards, but showcased the innovative thinking within the Baker Publishing philosophy. To capture the “Conservative-Progressive” style, powder coated extrusions and overhead fabric canopies were utilized throughout the exhibit. The fabric canopy also provided visibility and showcased the parent company brand identity as well as its many partners. The next major challenge was to allow ample space for different semi-private areas, such as a large conference room, book signing section, order-writing areas and generous storage space while keeping an open and airy feeling. The private areas were achieved by enclosing the meeting areas with walls, but keeping enough open exposure that you were able to see through the entire booth. Bookcases were utilized to display the vast collection of publications. The display was one of the most visible at the show and the layout of the exhibit allowed for easy traffic flow.



Designer: Tyler Posey    Salesperson: Derrick Johnson    Distributor: Nimlok Grand Rapids

### Client's Comments

“We were very impressed with the hard work and dedication our team at Nimlok put into our booth. It was exciting to see the booth once it was up at the show. It was both eye-catching and functional, and our entire staff agreed, it looked fabulous! Not to mention, the week after we returned from Denver, another exhibitor who had been at the show called and asked where we had gotten our new booth from!

Derrick Johnson was a pleasure to work with, as well as everyone else we met from Nimlok along the way. Thank you all very much.”

- Lindsey Voelker, Convention Coordinator, Baker Publishing Group

