

# Big Dutchman

140' x 50' to 60' x 40' Custom Modular

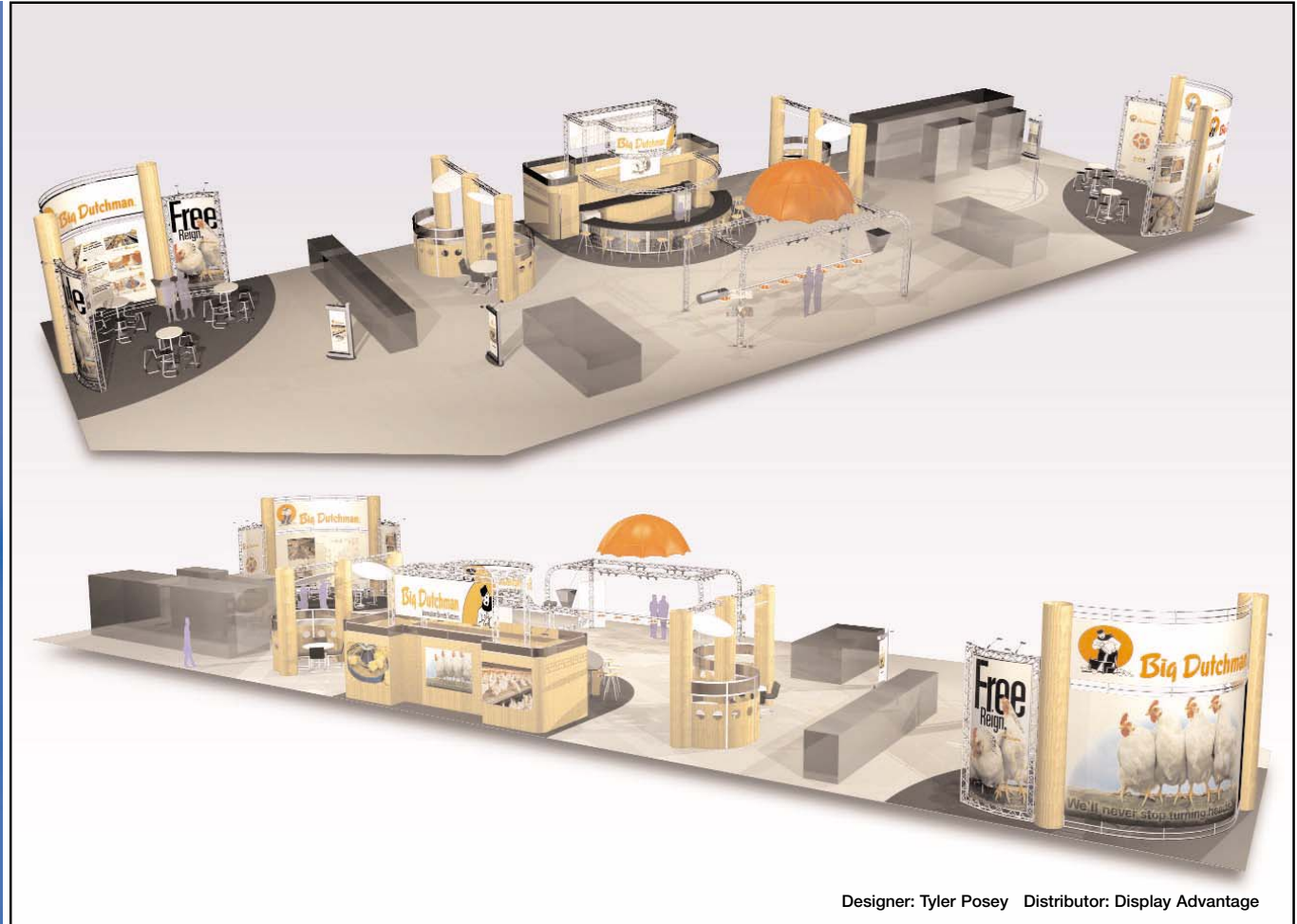
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## Design Challenge:

Build a large, innovative exhibit which includes demo areas for 2 big product systems, a refreshment bar, meeting areas and storage. Booth theme centers on multi-media "Are You Ready for the Flood" integrated marketing campaign. Want easy set-up and ability to reconfigure for different show needs.

## Design Solution:

At opposite corners build rounded structures of aluminum truss extending from light wood laminate towers to create separate demo areas for the large caging and feeding systems. Tension fabric graphics form the walls with a large corporate ID on the outside and product specific signage on the inside. A large bar at the center back showcases the company's colors with black laminate countertops and orange gel lighting below. The bar also provides ample storage. At the center a large truss "spider" wired for surround-sound with strobe lights simulates a thunderstorm every half hour to highlight the new product introduction. Use of truss throughout ties the large exhibit together and creates a rugged, industrial look softened by the warmth of wood laminate.



Designer: Tyler Posey Distributor: Display Advantage



## Client's Comments

"Our booth was the talk of the show. The design set us apart and expressed the innovative look of a company that is moving forward... We won Best Booth/Best of Show."

Kurt Hutt, Big Dutchman USA--Marketing