

# Chicago Metallic

40' x 90' Custom Modular



## Design Challenge:

Bring three different divisions together in one clean, cohesive exhibit for major show held only every 3-4 years. Want to double booth size with only modest budget increase. Booth must include two large conference rooms, two storage rooms, product displays for extensive bakeware/packaging lines, seating and serving areas for refreshments. Needs to be open and inviting.

## Design Solution:

Keep costs down by using standard Nimlok rental components (85%) with purchased custom elements (15%) that include signs, shelves, countertops and lightboxes which can be used again. Create an open "battleship" design to invite customers in from all sides of exhibit. Customize white rental panels with inkjet graphics on an adhesive backing to match company logo. Connect two conference rooms with a pass-through to facilitate traffic flow. Specially-designed "drive-thru" windows on either side of pass-through allow staff to serve snacks with minimal interruption.



Designer: Tom Macek Exsel Exhibits



## Client's Comments

Exsel provided a full walk-through of the booth at its facility a month before the show for the client. "We still had a commit-

tee and needed their input. It was really kind of cool to visualize the space and see how it was going to work."

**Mike Cornelis**, National Sales Manager, Custom Bakeware Division, Chicago Metallic.