

hinton + grusich

20' x 20' Custom Modular

nimlok.

**Design Challenge:**

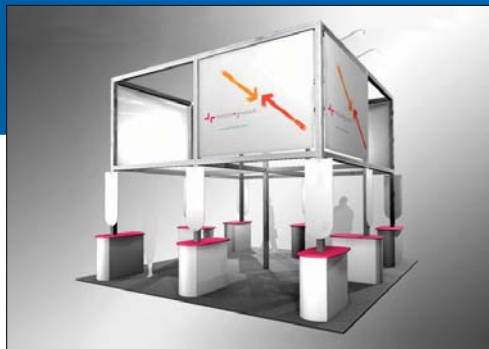
hinton + grusich wanted to unveil an innovative new booth at the Motivation Show but keep their budget essentially the same as the previous year. The goal was to market themselves along with eight of their hotel partners in the same space. There needed to be equality in how much space each partner received as well as their own signage and work stations.

**Design Solution:**

To keep the cost down, Nimlok designed a modern rental that incorporated all the required elements. Aluminum extrusion was utilized in a very simplistic yet contemporary arrangement. Fabric graphics were printed with the hinton + grusich logo and hung at the highest point of the booth. Within the 20 x 20 space each hotel partner was given its own signage with their name displayed and a counter work station. Each work station was placed on the outer edge of the booth in order to create equal exposure to the show floor. The exhibit was designed with an open-floor plan which allowed for easy mobility and constant traffic.



Designer: Tyler Posey   Salesperson: Debbie Kerrigan   Distributor: Nimlok Chicago



**Client's Comments**

"To clients, existing and potential, we felt that our booth helped get their attention and help to start a dialogue. The design Nimlok provided allowed us to work together "under one roof" with 8 of our hotel partners to cost-effectively co-market our services and their product offerings. To the industry at large, it was important for us to convey a message of we've got a fresh new look and we're better than ever. Nimlok's design helped carry that message."

- Kevin Hinton, Chief Operating Officer, hinton + grusich