

Sanchez Computer Associates 30' x 30' Custom Rental



Design Challenge:

Sanchez wants to create a lot of “buzz” at big yearly industry show with an innovative booth design. Company wants to stand out from its competition which includes such big names as Microsoft, Visa, etc. while staying within a set budget. Booth needs to include a conference area, a coffee bar and demo stands—4 with monitors/2 with larger plasma screens.

Design Solution:

Suspend hanging signs and sweeping fabric architecture printed with the company's logo 24' high above the floor to graphically establish a strong presence at the show. Use dramatic moving lighting with colored gels to add dynamism to the signs together with stationary lights to focus attention on the booth. Customize standard Nimlink rental panels with brushed aluminum laminate to build demo stands, coffee bar and conference area. Support walls of conference area with a “halo” of aluminum truss at center of booth. Use truss to anchor the fabric banners. Lighting reflects off brushed aluminum panels to further enhance booth's visual impact.



Designer: Andy Carr Distributor: Embarq Inc.



Client's Comments

“Embarq's innovative booth design set a new standard in terms of impact and introduced creative use of lighting to add movement and dynamism. Sanchez was clearly differentiated from its competition and our presence created the hoped for buzz in

the hallways, which in turn generated higher than average booth traffic.”

Richard Phillimore, Sanchez Computer Associates.