

# Smart Signal

## 10' x 20' Custom Rental



### Design Challenge:

Smart Signal attends 6 shows a year—requirements for shows vary widely. Want high-end look with flexibility and convenience of a portable display. Need to be able to easily reconfigure display and rotate in new, targeted graphics to fit each show. The 10'x20' booth needs to include a conference table, flat screen TV, computer monitor and freestanding counter with storage for brochures.

### Design Solution:

Get creative with the Nimlok Easy ST panel system by adding custom elements. Use laminate in blue, green and gray instead of standard fabric on panels. Tie in further with logo by incorporating wave-like curves in design of custom countertops, canopies, graphics, headers and table legs. To maximize space, attach conference table to back wall of exhibit. Provide storage under counter and behind doors on each end of exhibit. To reconfigure, exhibit easily divides into two 10'x10' displays down the center between the two header signs. To make 8' tabletop, two upper panels from right connect with upper panel from left and customized on top with curved lightbox panels to provide dramatic downlighting.



Designer: Tom Macek    Distributor: Exsel Exhibits



### Client's Comments

"Peter Crouch and his team at Exsel were very responsive. We had a strong opinion of what we wanted our booth to do. They responded beautifully and demonstrated they'd paid attention to

what we had asked upfront and along the way. They are a very professional group that does a good job of listening."

**John Kerastas**, Director of Marketing Communications, Smart Signal Corporation, Lisle, IL.