

Transor

20' x 30' Custom Modular



Design Challenge:

Design a versatile booth that can be re-used at multiple shows. Display two large machines without overpowering booth space. Create recognition for their product in a new and imaginative way. Booth needs to have two semi-private meeting areas that maintain an intimate feel.

Design Solution:

Build exhibit of mostly truss; create graphics that can be interchanged for different events. Place graphics towards back wall of booth with machines placed in front to generate an open feel. Position two meeting areas on opposite ends of the booth. Half surround them by graphics with hanging fabric discs on top for a more personal atmosphere. Build in space for monitors showing a video about Transor in meeting areas so more than one customer can be taken care of at once. Place trilok displays in each corner that present graphics stating which other booths are utilizing their machines.



Designer: Sharon Shimizu Distributor: Nimlok Chicago



Client's Comments

"We were very pleased with our dealings with Nimlok. They did an outstanding job asking us questions about our company, this helped us decide what type of display we wanted. It was also very helpful to have Nimlok coordinate the move-in and set-up at IMTS. It is such a busy time and to be able to assign that task and have confidence that it would be done right was a real comfort."

- Irvin Kaage, President, Transor Filter