

Case Study: Comprehensive Cable 10'x20' Custom Portable Medical Technology Industry Exhibit



Client:

Specializing in medical technology that has been developed and refined over the last 50 years, Elliquence provides Radiowave solutions for neurosurgery, endoscopic spine, orthopedic and pain management.

Design Challenge:

Elliquence owned an existing 10'x10' exhibit and originally came to us for a new and improved look. Elliquence was so pleased with the tradeshow results that they came to us to expand their existing booth, with a continued need for ease of set up and portability. They wanted to retrofit their system by creating (2) new tension fabric graphic panels that would be able to mount to existing monitor towers for added support. These panels needed to breakdown to be set up by salespeople, to fit into existing cases that they owned. They had a desire to create additional aluminum extrusion frames, creating one large central fabric mural. They wanted a new curved header spanning the tower units with changeable graphic capability. They also wanted a custom counter with a logo.

Design Solution:

Our solution included using (2) new Moss frame with the ability to have one large fabric graphic crossing the (2) frames. In this way, the client could easily breakdown the exhibit into (2) 10'x10' booths.



We designed and created a curved backlit header using lightweight aluminum extrusion, which grabs attention from across the tradeshow floor, and the ability to breakdown for easy portability. The backlit digital graphic header is attached to aluminum frame with Velcro, which makes it very easy to swap out graphics. To gain even more attention, we incorporated white LED lighting around each tower unit, creating an intense glowing light around the towers, also spreading out across the backwall fabric graphics. A cool lighting effect throughout booth really attracts attention.

Return panels were designed to be multi-functional, attracting attention when in corner of the booth while blocking the view behind the booth which they used for storage. These panels were hinged to allow easy access to back of booth with little hardware to keep set up a breeze. The custom counter with a three-dimensional metallic logo also commanded attention, with recessed lighting to illuminate its front. We are sure this tradeshow exhibit booth will continue to be flexible and attract attention for years to come!