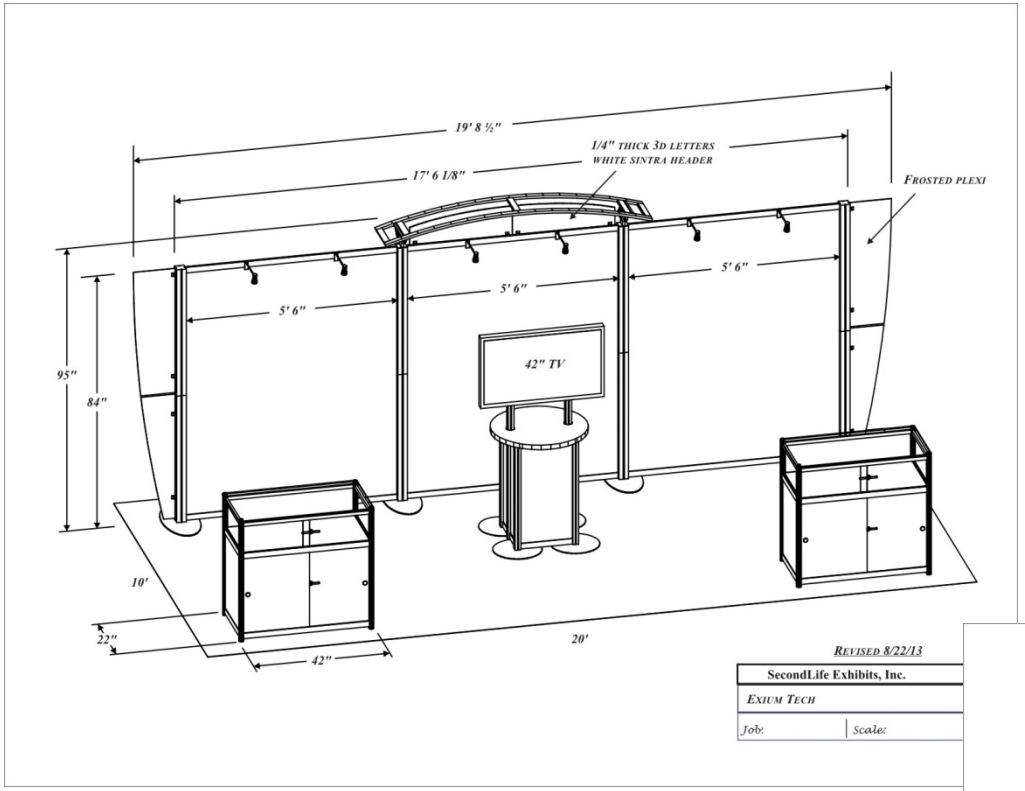
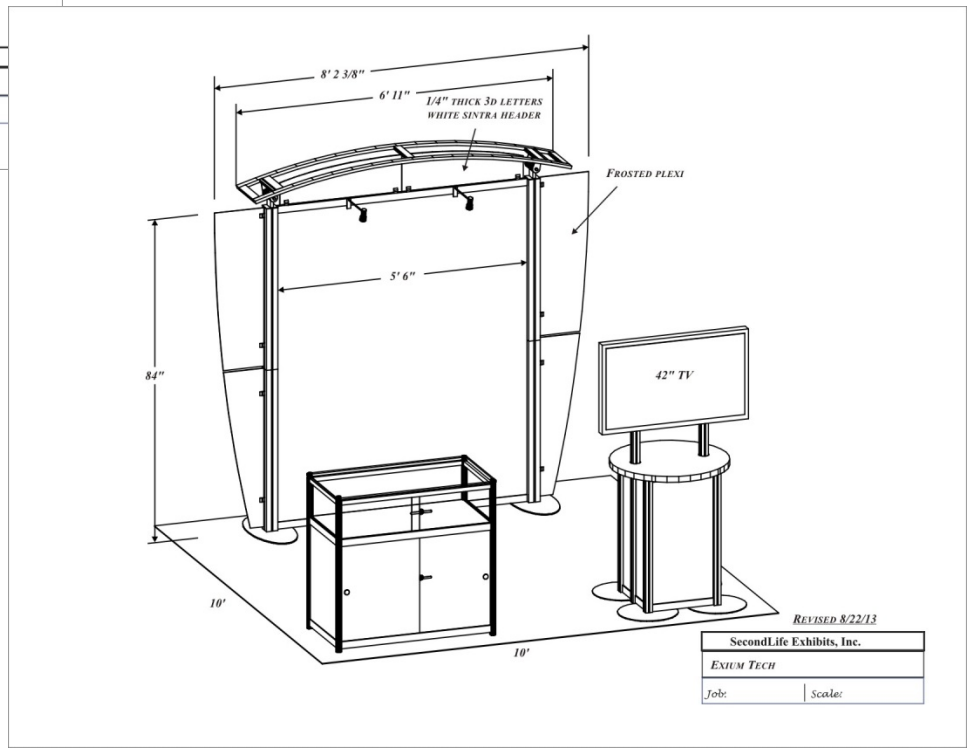
VITZROCELL/EXIUM
Trade Show Booth



These concept drawings show the trade show booth designs in both the 10x20 booth space (left) and the 10x 10 booth space (below). In reviewing the sizing of the pedestal for the television monitor, it was mutually agreed that a 32” monitor would be more than sufficient for the booth, and will detract less from the background graphics.



The sturdy metal framework is open, and will be used to display graphic backgrounds hung from the horizontal sections with velcro, and lightly stretched to reduce wrinkles and appear more “solid”. The graphics will be illuminated from above.

A 3d plastic version of the exact Vitzrocell logo will hang from the arch. The coloring and style of the logo should exactly match the Vitzrocell logo. The background and archway are constructed of the same aluminum framing, accented with durable plexiglass.

The frameworks are designed for easy assembly and teardo
wn. Electrical strips will be mounted via velcro to the
back side of the vertical posts, with markings for location. T
he “wings” and posts, and their associated hardware fit
into place and are held fast by adjustable tension
hardware that is durable and easy to set up. Overhead
lights clamp on to the horizontal posts above the
graphics. The 3d Vitzrocell logo will hang in front of
The plexiglass above the central graphic.

The wings are constructed of a durable composite
material that resists staining and scratching. The material
Can be printed on, and some signage for the front of
The display cases will also be made of this material.

The television monitor stand will easily accommodate a 32” television. We will need to acquire a bracket for Any television unit that we rent, and attach to the back To easily hang the monitor on the overhead bar. Wires Will snake up through a tube on one side of the monitor With electrical access in the lower back (uncovered) part Of the pedestal. Mr. Riley had me stand next to the Units to give a sense of physical size.

These two display cases are comprised of high-impact Plexiglass that resists scratching. The enclosed upper Section locks with a sliding lock to ensure our samples Stay in the place, but can easily allow us access from the Rear. Lower section has available storage space for give-Aways and extra literature. Sliding panels are lock-able. Sides and front of the pedestal and display cases are Fabric lined for velcro hanging literature baskets and Signage (see end section of this file).

Layout I have designed for Exium. Mr. Sean Riley has suggested some minor Modifications which I will be working on presently.

Concept I designed which Mr. Joey Kim Thought was visually effective.

Provided to me by Mr. Joey Kim.

These graphic layouts will be resized for the ratio of 80” tall x 66” wide per section.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