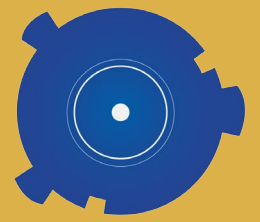


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Skyline Project
Danika Stelton



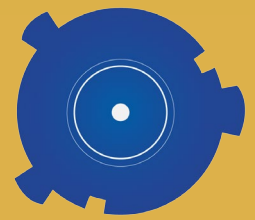
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Description:

A large global company that supplies drill bits and other drilling and mining equipment for offshore oil rigs and tunneling machines that create tunnels for railroad and highway construction. They are looking to update their look in their marketing and want to launch that with a new trade show booth. They are very advanced technologically and want their booth to reflect that without being too hi tech or futuristic.



GOALS/OBJECTIVES



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Goals:

Create a booth for a tradeshow event that portrays Accelerated Bit Company as a successful market leader. They also want to reach new customers, as well as welcome back past attendees. Launching new products to potential clients is essential in creating a rebrand for a company.

Objectives:

Create a 40x30 booth for an Exhibit Show

Brand awareness of both off-shore and tunnel drilling

Marketing a rebrand

Attract a large amount of new clientele

Create cutting edge design

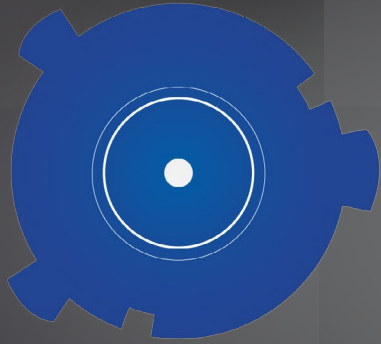
Target Audience:

Mining companies and individuals in the oil rigging industry

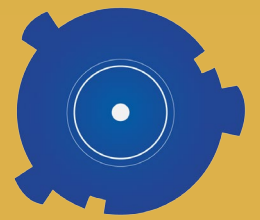
High profile clients are a large target audience member since they would be using the drilling supplies in the company they own.

LOGO DESIGN

Primary

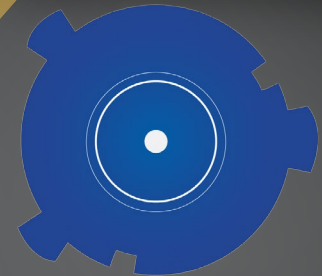


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Ideation



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Secondary



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Ideation

Cutting edge design

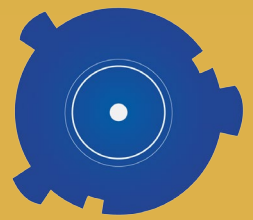
Structures angled

resembling drilling from top

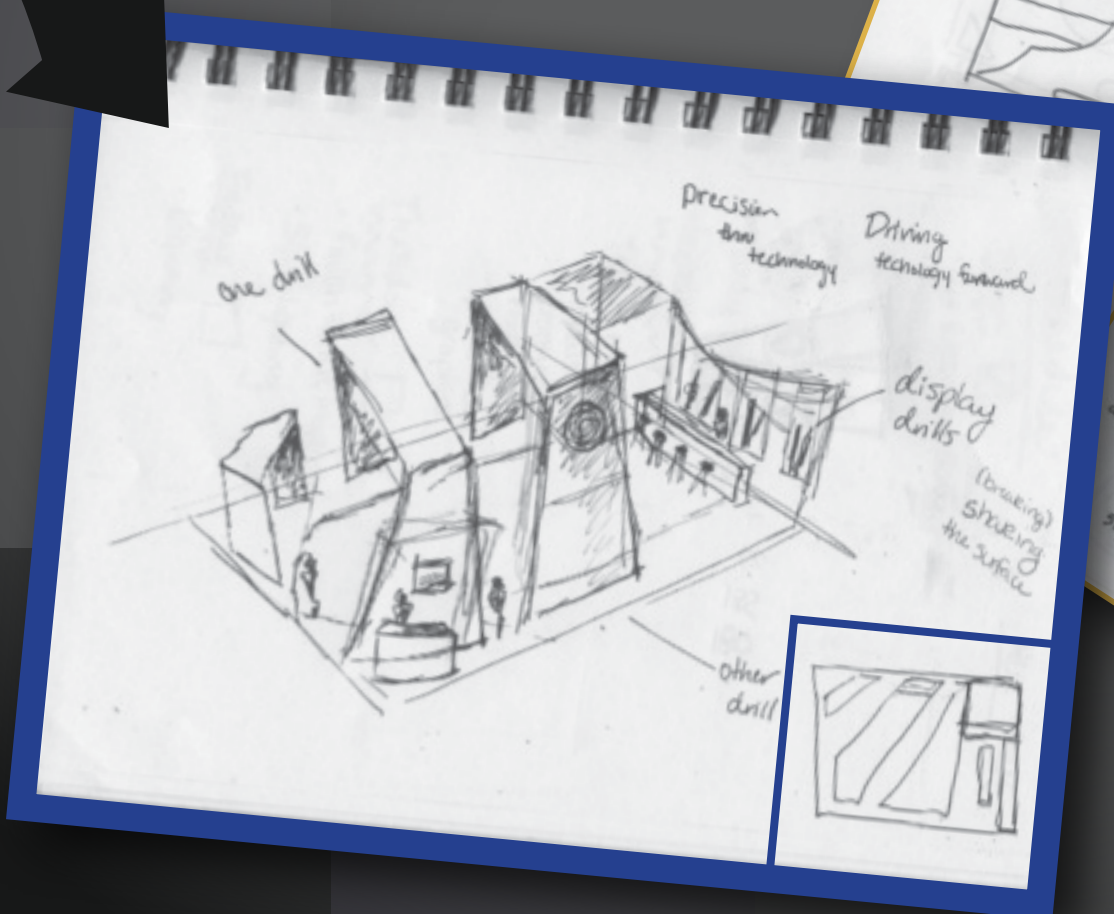
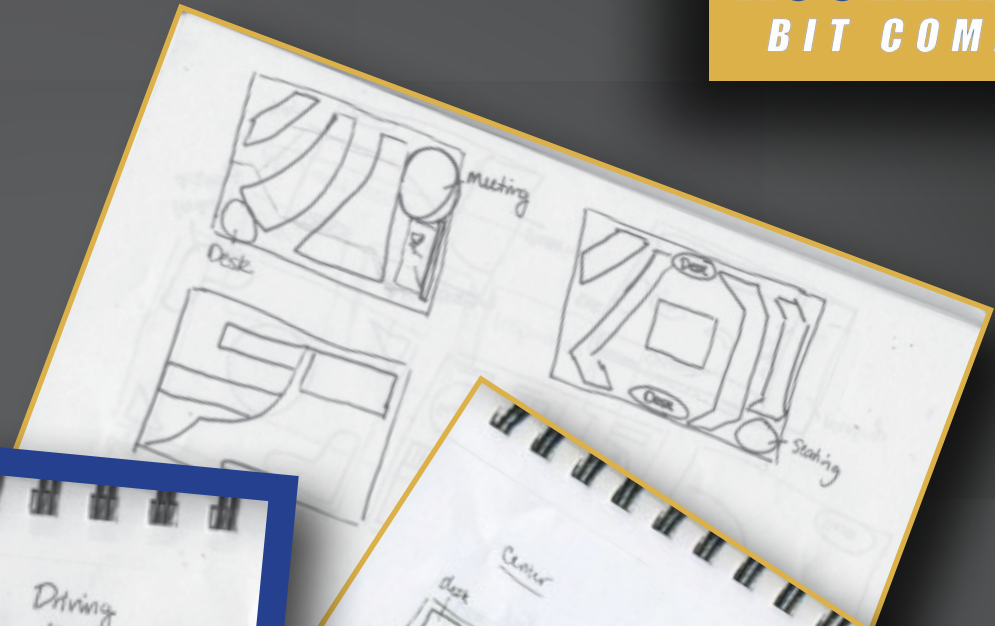
Very eye catching

Spacious

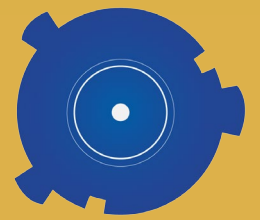
Unique product display



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MATERIALS



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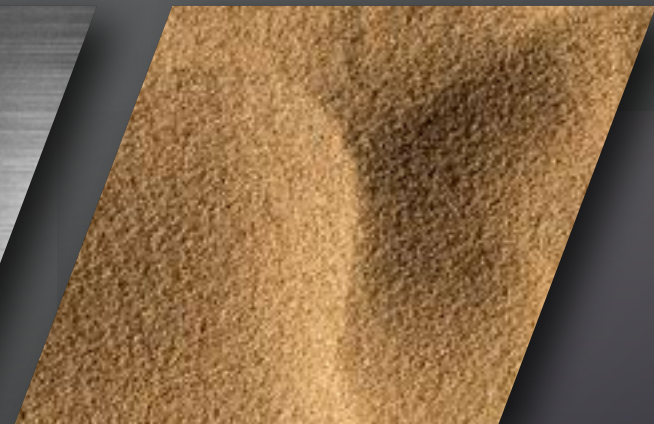
Color Combination

Tunnel Drill

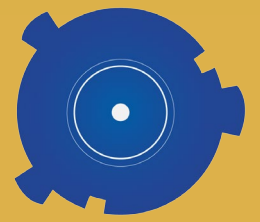


Off-Shore Drill

Structure Materials



INSPIRATION



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materials/structure



textures

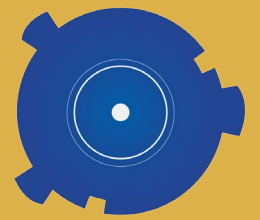


shape



drills

TOP VIEW



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40'

30'

Overview

Open space
Enter from 3 sides

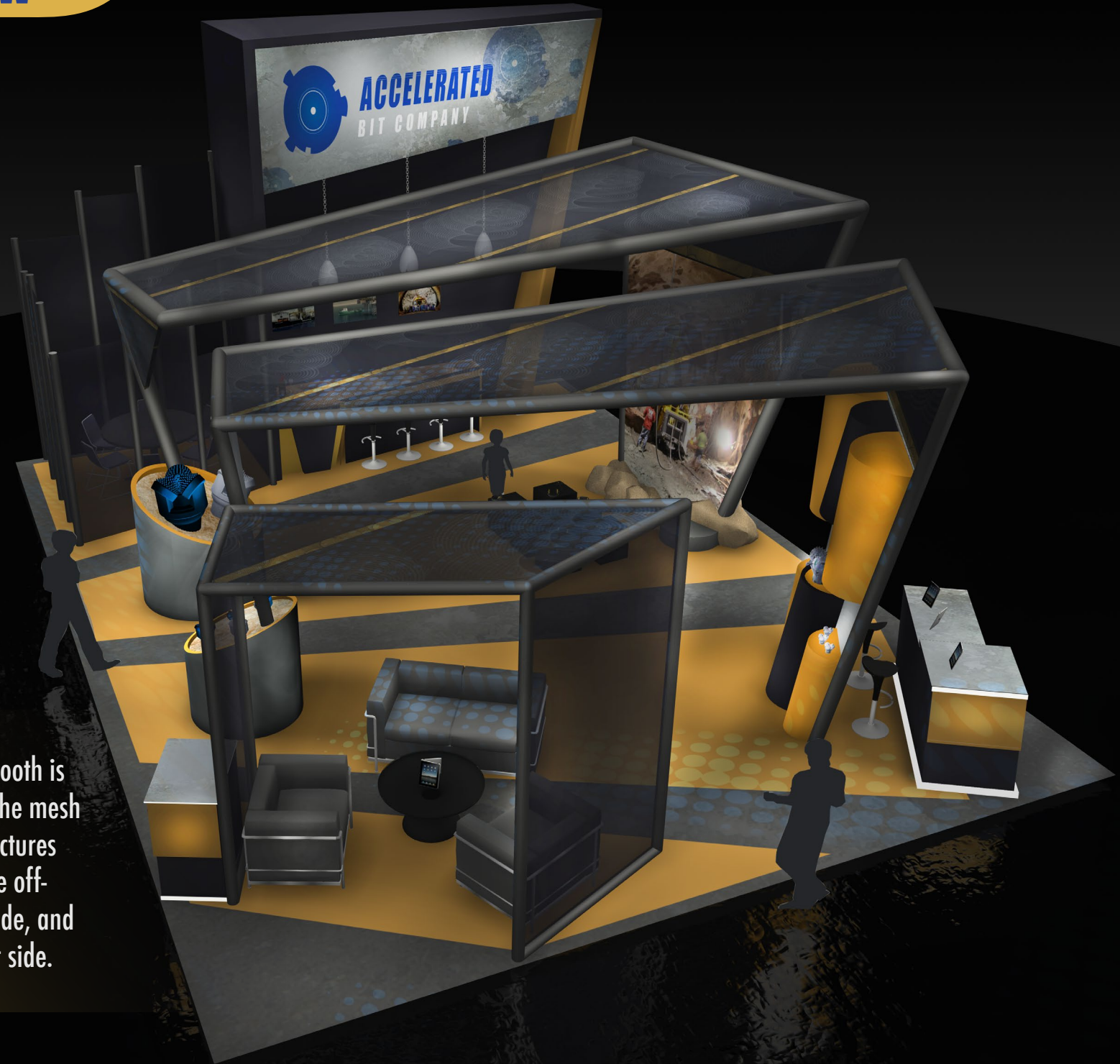
Traffic Flow

Easy access to appropriate drill
Spacious center for easy flow

ELEVATION VIEW



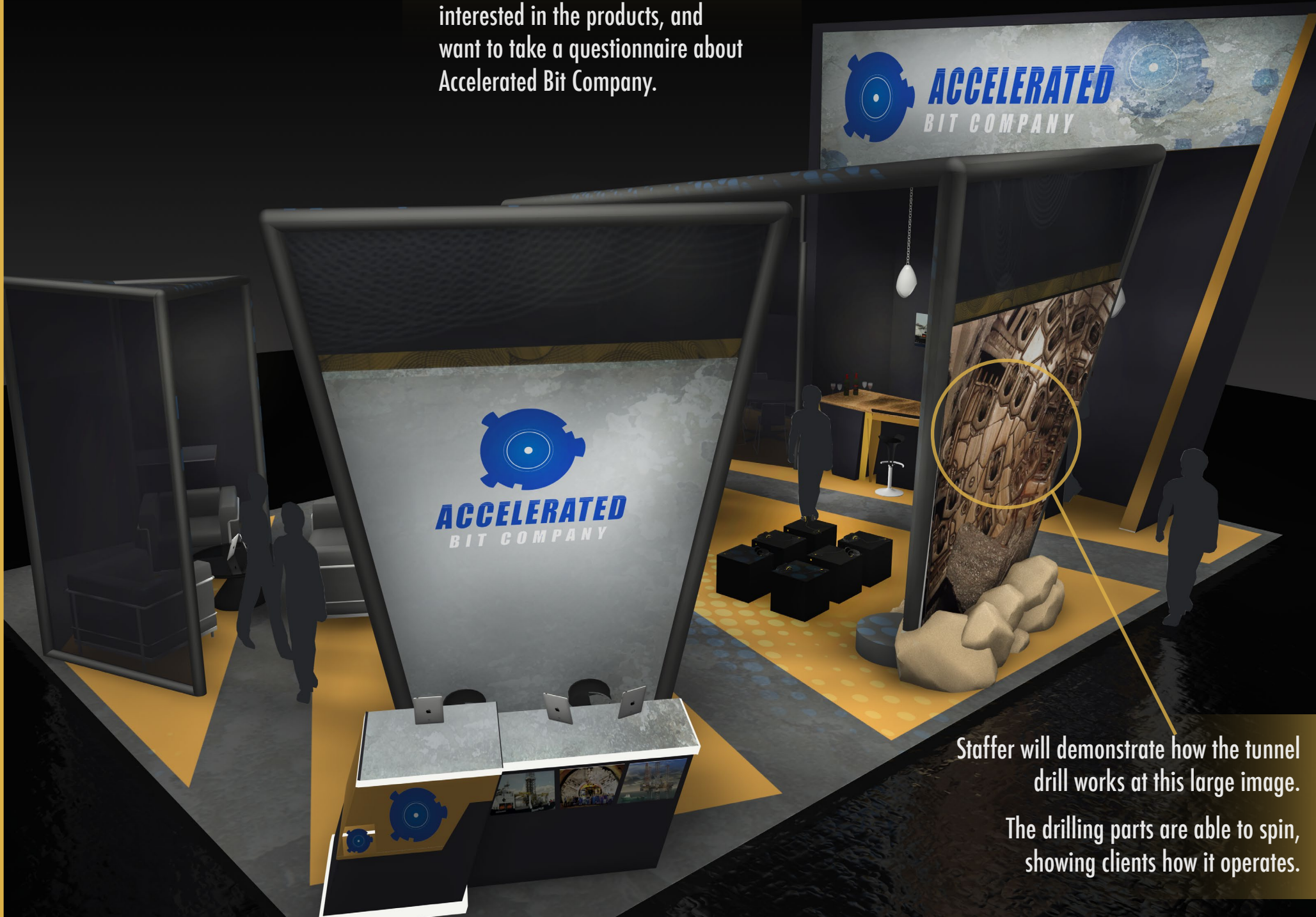
BIRDS EYE VIEW



Accelerated Bit Company's booth is cutting edge in its design. The mesh fabric and height of the structures helps open up the space. The off-shore drills are on the left side, and tunnel drills are on the right side.

FRONT VIEW

The reception employee has ipads available to clients who are interested in the products, and want to take a questionnaire about Accelerated Bit Company.



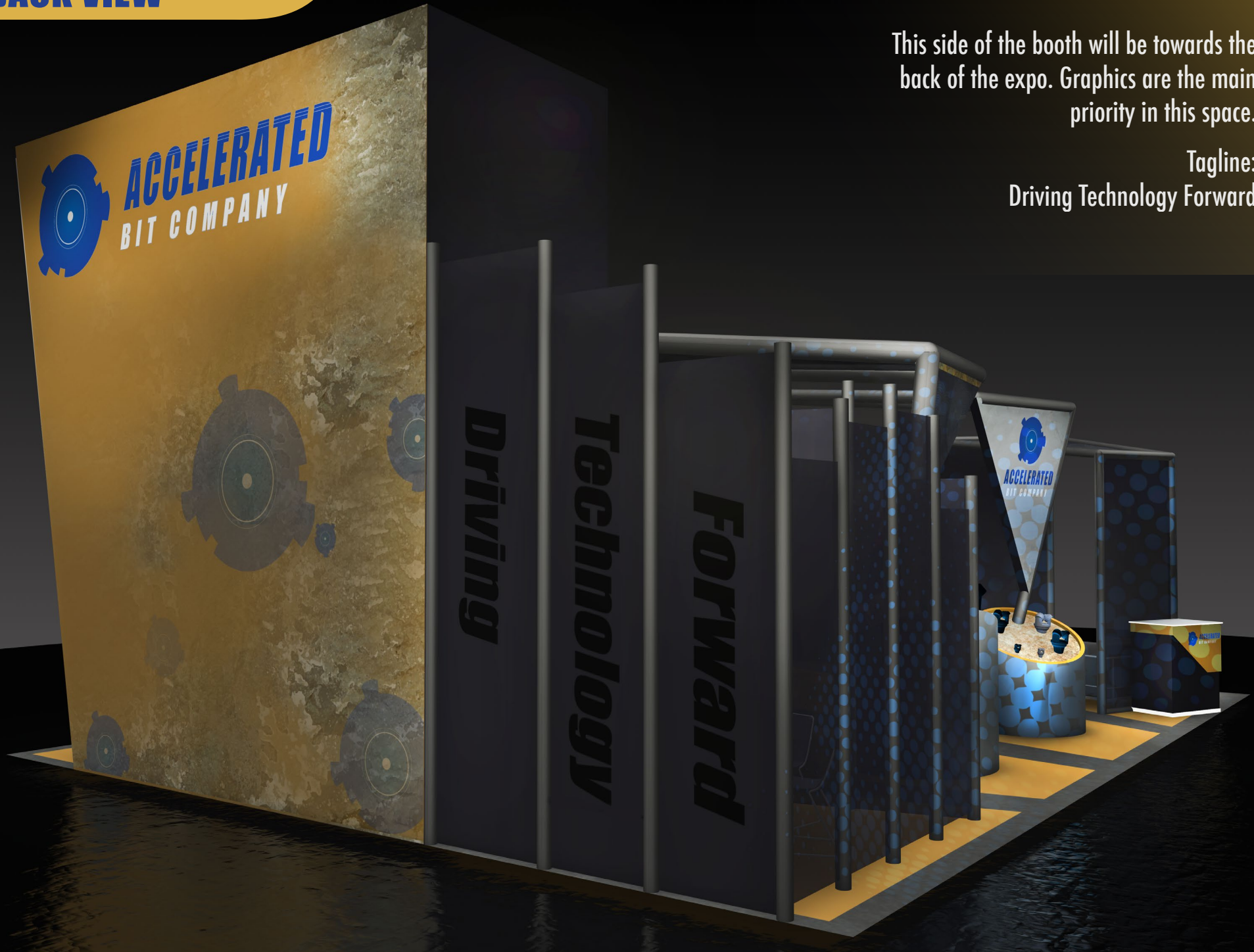
Staffer will demonstrate how the tunnel drill works at this large image.

The drilling parts are able to spin, showing clients how it operates.

BACK VIEW

This side of the booth will be towards the back of the expo. Graphics are the main priority in this space.

Tagline:
Driving Technology Forward

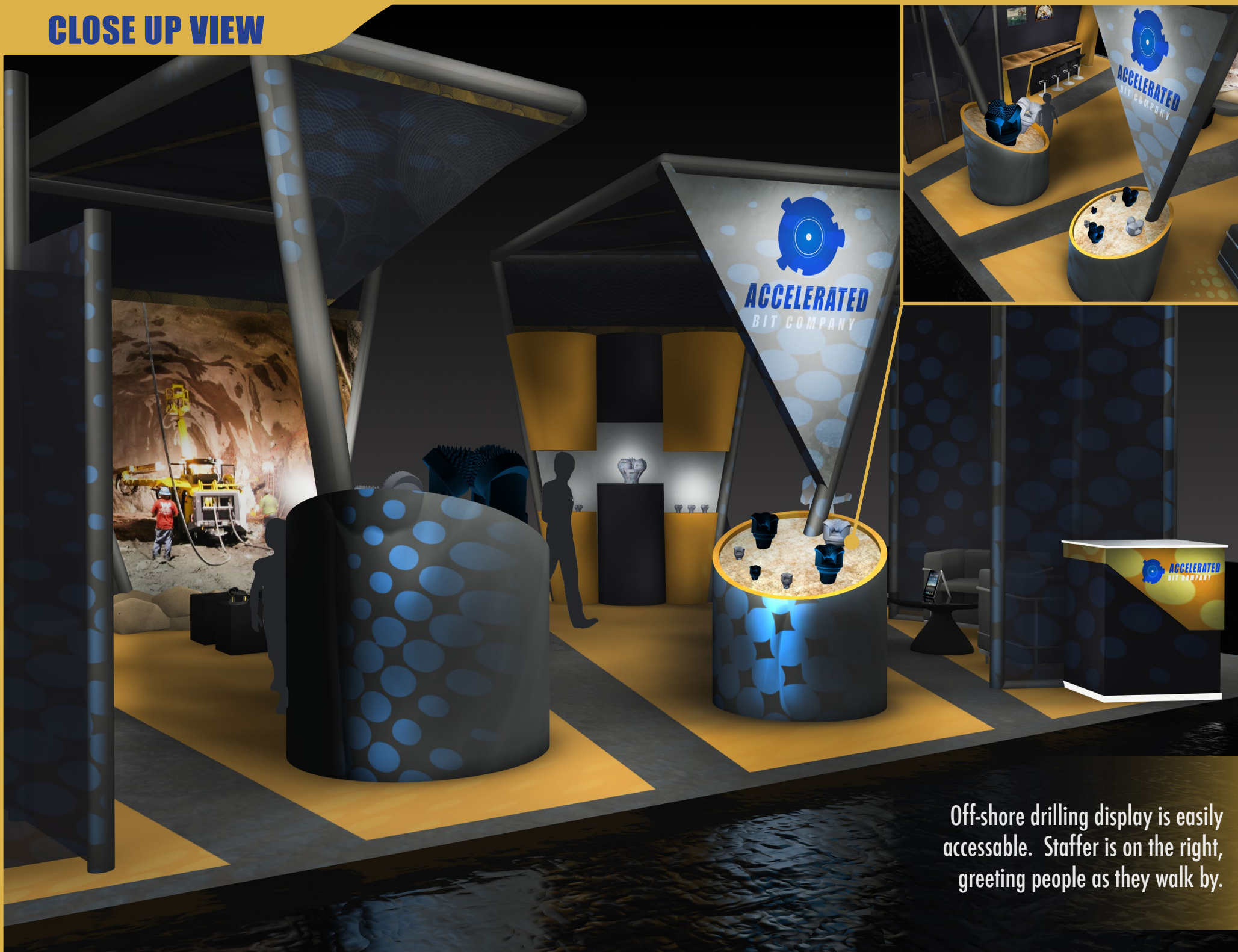


CLOSE UP VIEW



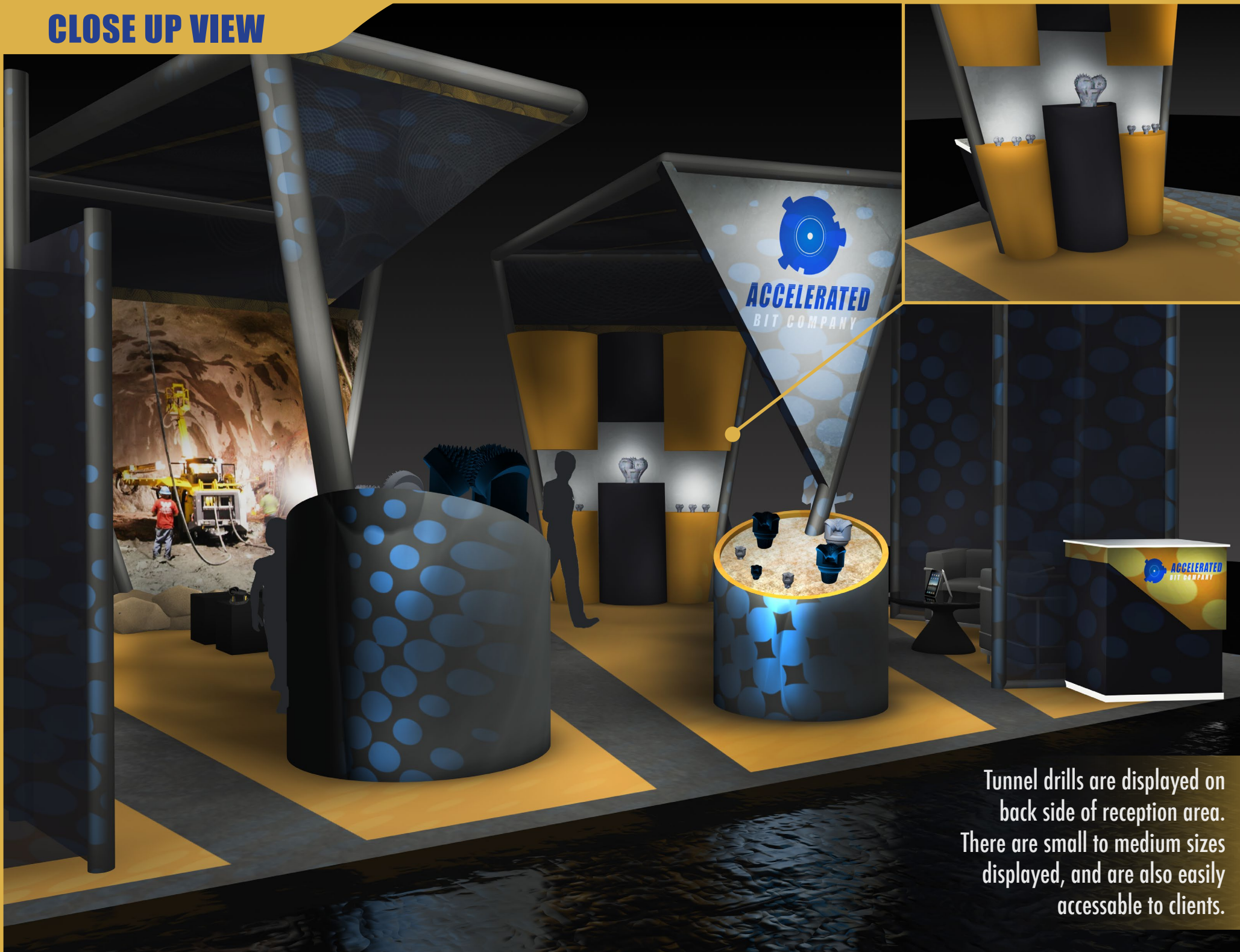
The blue graphics are projected lights moving around the space portraying holes drilled. This is a casual seating area for prospective clients. I pads are provided to research products from the company.

CLOSE UP VIEW



Off-shore drilling display is easily accessible. Staffer is on the right, greeting people as they walk by.

CLOSE UP VIEW



Tunnel drills are displayed on back side of reception area. There are small to medium sizes displayed, and are also easily accessible to clients.

CLOSE UP VIEW



Presentation area about the tunnel drill
and why their drills should be used.

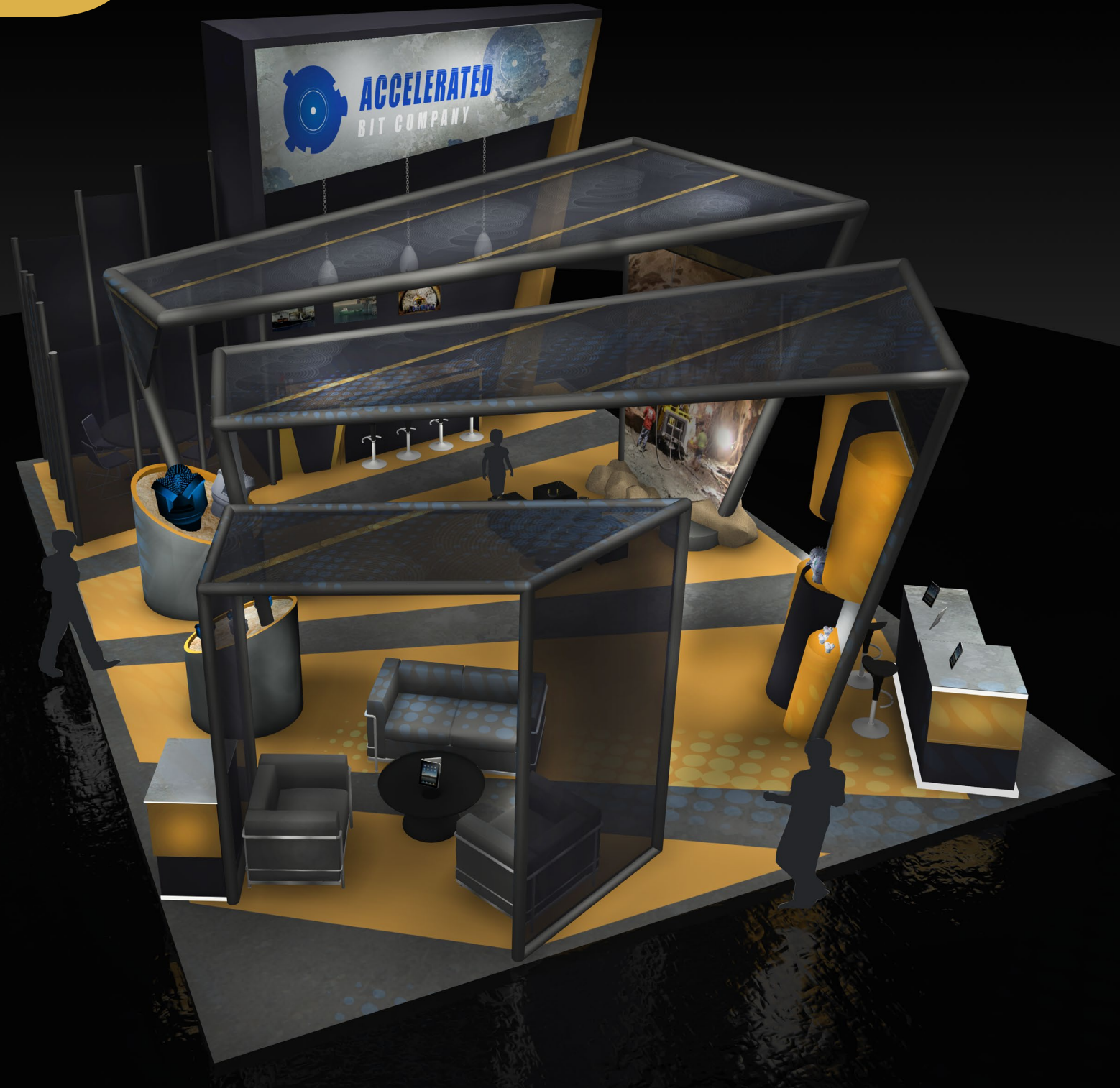
Short projected movie to follow
presentation (attendees use the
headphones to avoid getting distracted).

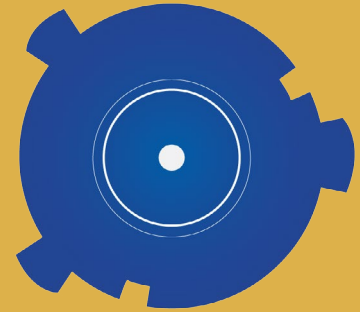
CLOSE UP VIEW

Bar area for attendees
interested in the company.
Beverages are provided
(soda/alcohol)
Private meeting room to the left,
seating six individuals.



OVERALL VIEW

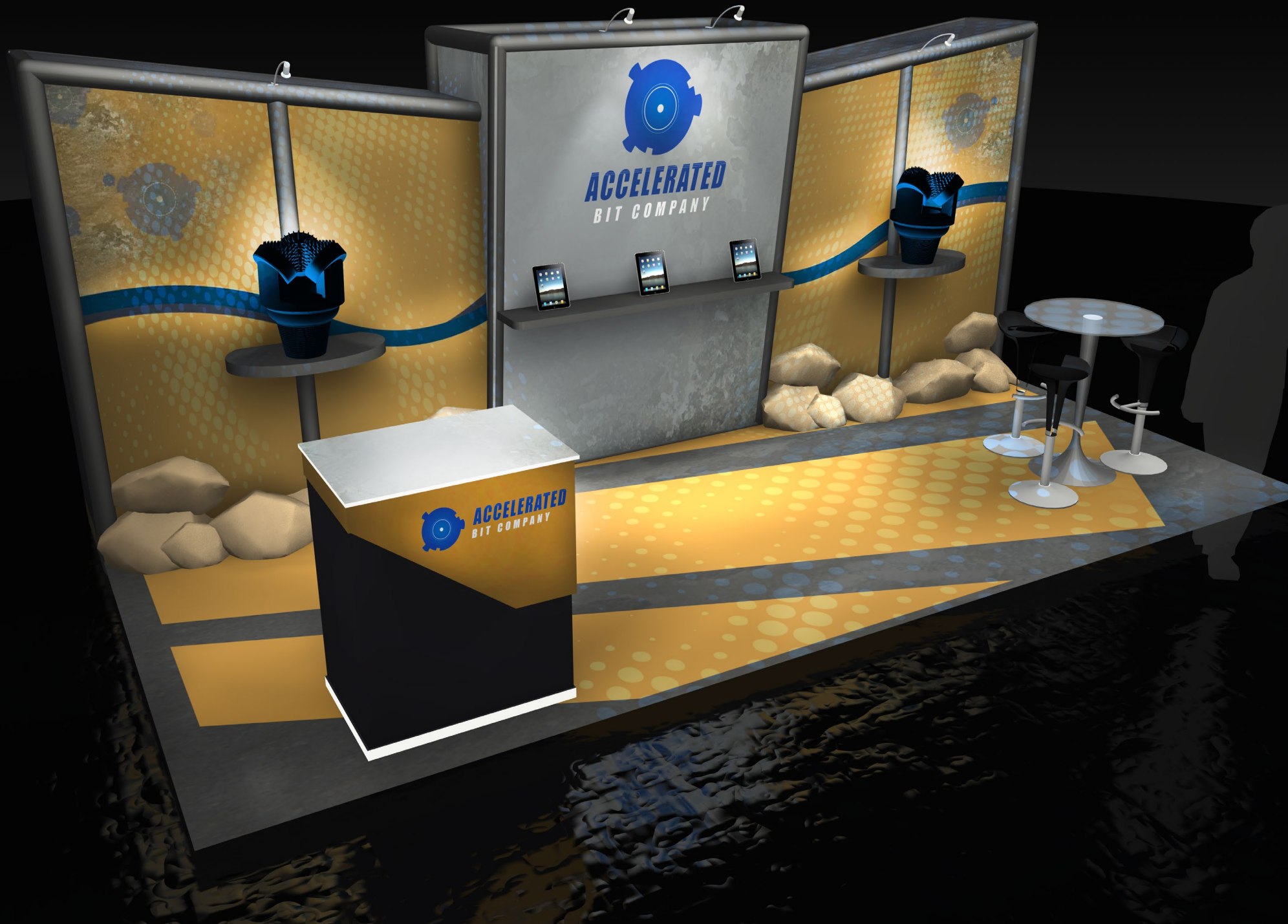




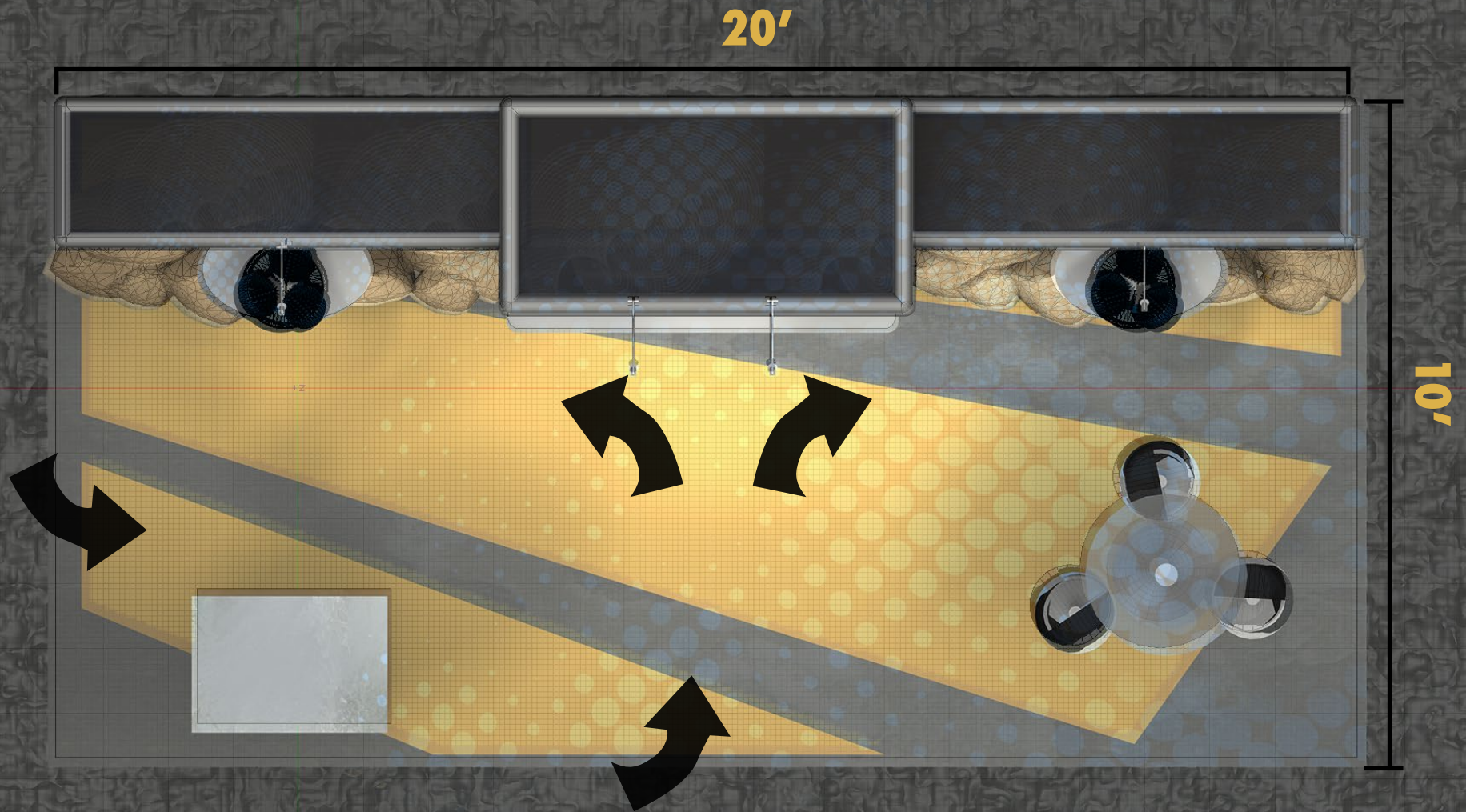
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10X20 BOOTH
INLINE

10x20 BOOTH



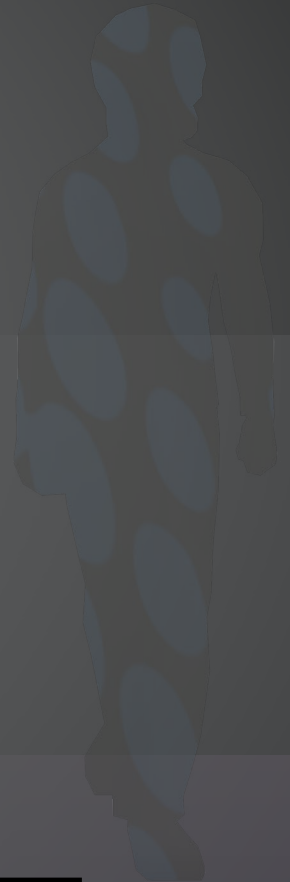
TOP VIEW



ELEVATION

8'

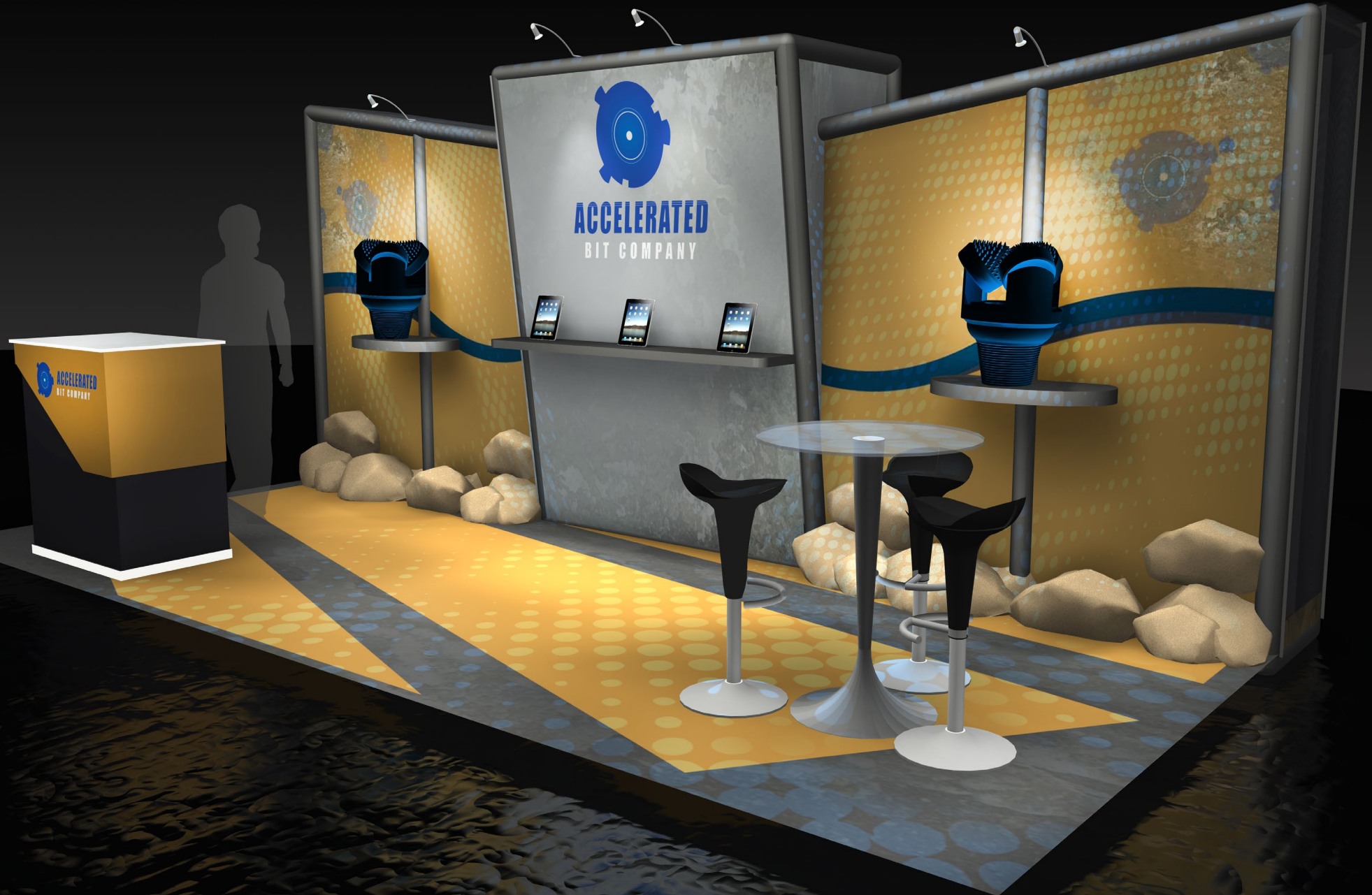
10'

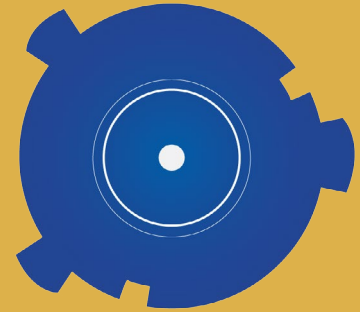


FRONT VIEW



OVERALL VIEW





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Thank You!
Danika Stelton