

OPTIMA

PRINT | FABRICATION | CREATIVITY | TECHNOLOGY

Kourtney Kruger - 20'x20' Booth - 12.01.2014



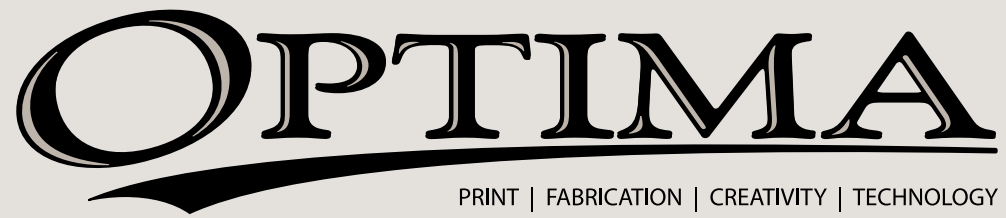


Table of Contents

- 1 Mood Board
- 2 Pre-show Mailer and VIP Reception
- 3 Pre-show Mailer and VIP Reception
- 4 Front Entrance
- 5 Front Entrance Call-outs
- 6 Front Entrance
- 7 Front Entrance Call-outs
- 8 Left Side View
- 9 Right Side View
- 10 Inside the Booth
- 11 Inside the Booth Call-outs
- 12 Backside of Booth
- 13 Backside of Booth Call-outs
- 14 Thank you



OPTIMA

PRINT | FABRICATION | CREATIVITY | TECHNOLOGY

Mood Board



OPTIMA

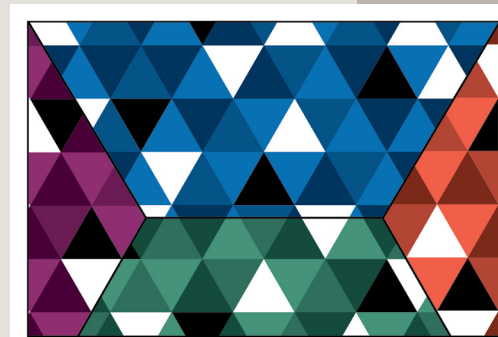
PRINT | FABRICATION | CREATIVITY | TECHNOLOGY

The Pre-show mailer is designed to create excitement and interest for attendees before EXHIBITORLIVE 2015, so that attendees will want to attend Optima's booth during the show's dates.

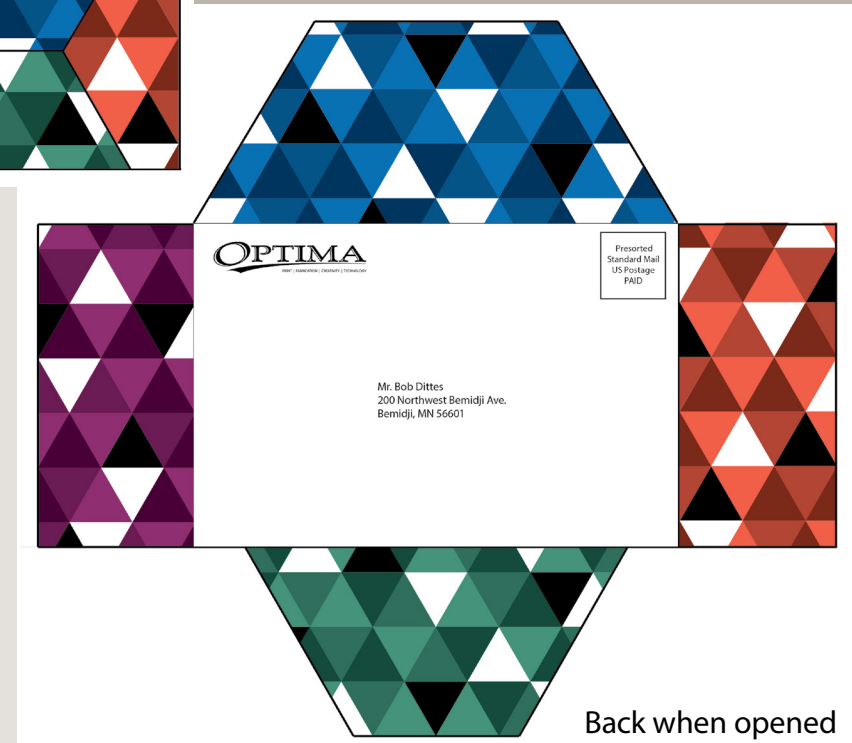
The outside graphics are bright and fun, so the recipient will be curious and open up the mailer. Once the mailer is open, there are leather textured graphics placed on the tabs, so the recipients' eyes can rest. Within the card, there is a piece of paper that folds open revealing the recipient's triangle Tac Tac and information about the show.

The recipient has to bring their Tac Tac to the booth in order to be entered into a raffle that will occur during Optima's VIP Reception. At the reception, there will be tablecloths with the colorful triangle graphics going up the sides and Optima's logo placed on top of the table. To bring the reception to life the Infinity Wall Systems will be used on hallways leading to the reception room and within the room.

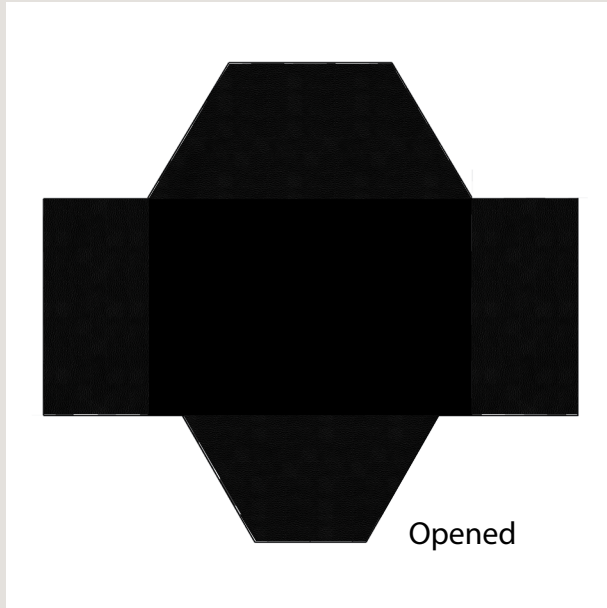
Pre-show Mailer and VIP Reception



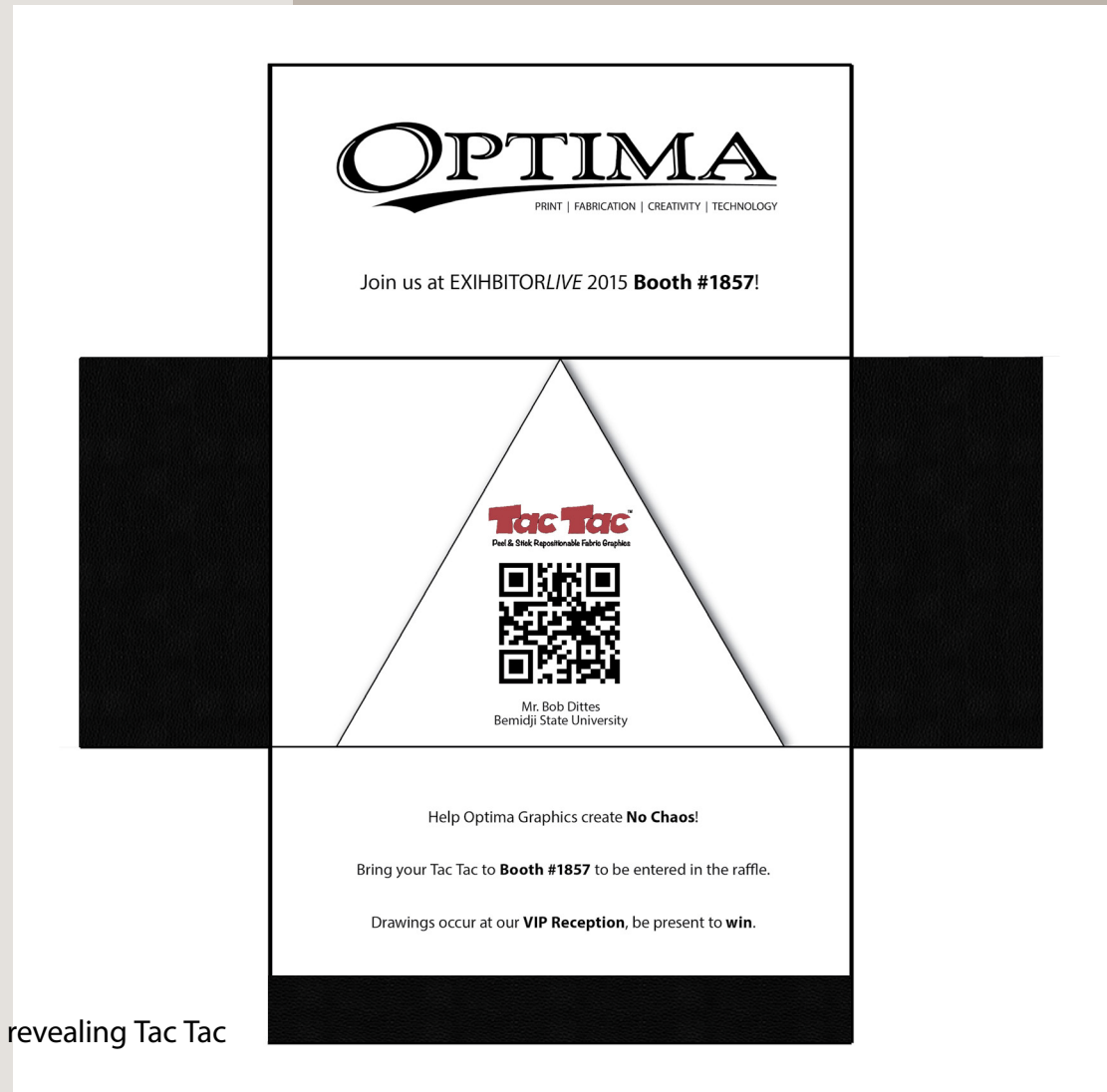
Closed



Back when opened



Paper opened revealing Tac Tac



OPTIMA

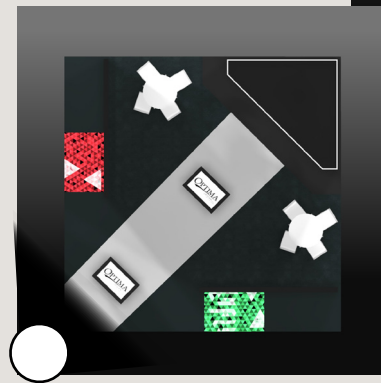
PRINT | FABRICATION | CREATIVITY | TECHNOLOGY

Front Entrance

Shown in the front entrance view, the design of the booth is open, colorful, and cohesive throughout the space.

The two InTouch tables are placed on the gray runner, so attendees walking by will have a chance to look at a table on the outside and inside of the booth. This placement of the tables will also lead attendees to the back of the booth where the interactive tower is placed.

Also seen in the front entrance view is the floor. The floor graphics were kept to a minimum, so they wouldn't cause extra chaos and distraction for attendees. Within the walls of the booth design there will be a leather texture and a reflection (printed) of the print and fabrication graphics on the outside floor.



OPTIMA

PRINT | FABRICATION | CREATIVITY | TECHNOLOGY

Front Entrance



InTouch Tables

OPTIMA

PRINT | FABRICATION | CREATIVITY | TECHNOLOGY

Front Entrance

From every angle of the booth attendees are able to see Optima's rigged sign from far away. With its bright colors, large logo, and 20' height the sign will not be missed and will attract attendees to the booth. Attached and hanging from the center of the sign are triangles which help create depth and movement.

Seen from the front and sides of the booth are graphic panel walls showcasing the skills that Optima is most proud of: Technology, Print, Fabrication, and Creativity. Also within the wall panels are sheer, white fabrics that open up the booth.

The outside of the booth is meant to be chaotic, yet pleasing and exciting. Four colors, along with black and white, are chosen to show off Optima's print capabilities.



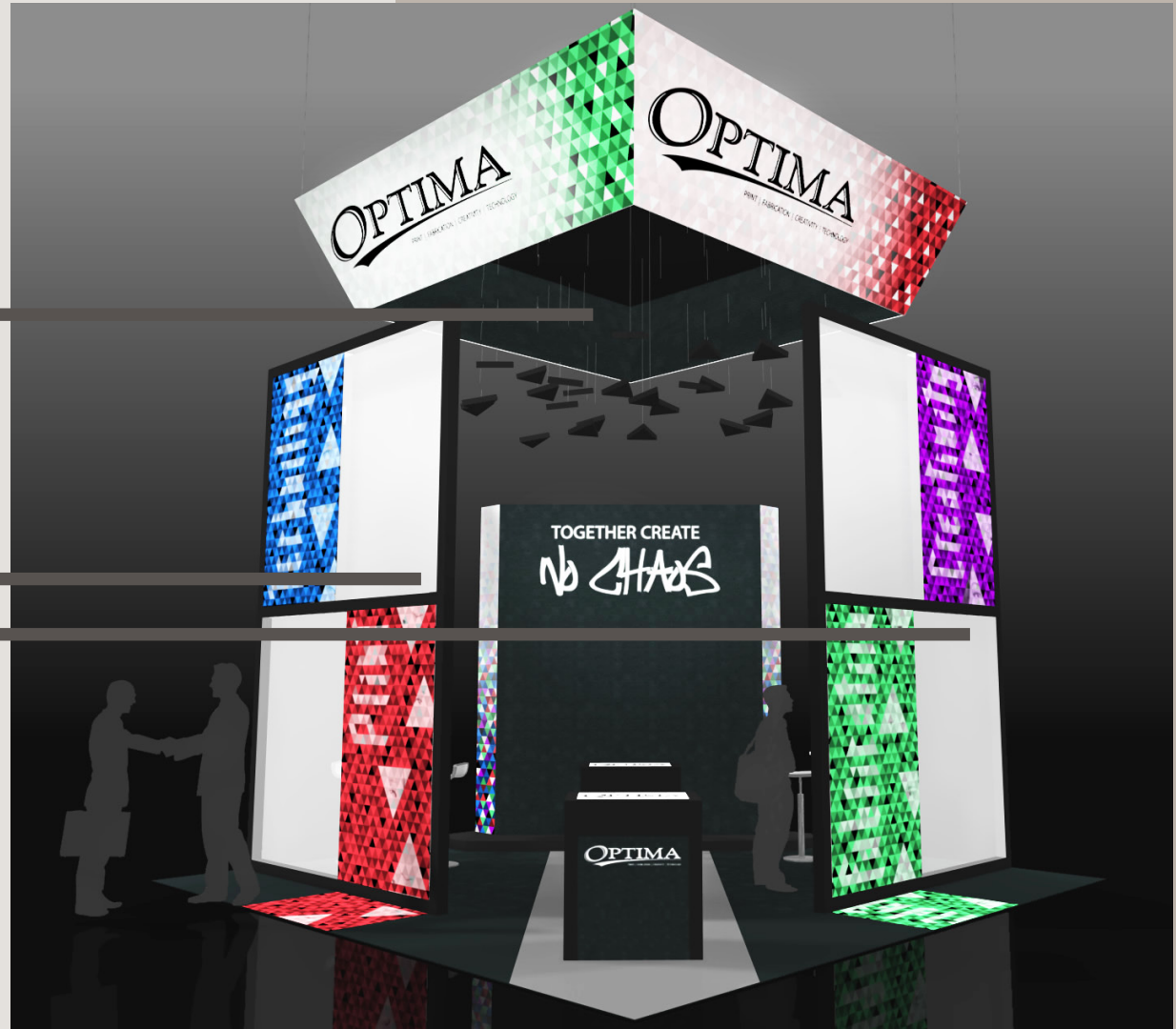
OPTIMA

PRINT | FABRICATION | CREATIVITY | TECHNOLOGY

Front Entrance

Rigged Sign

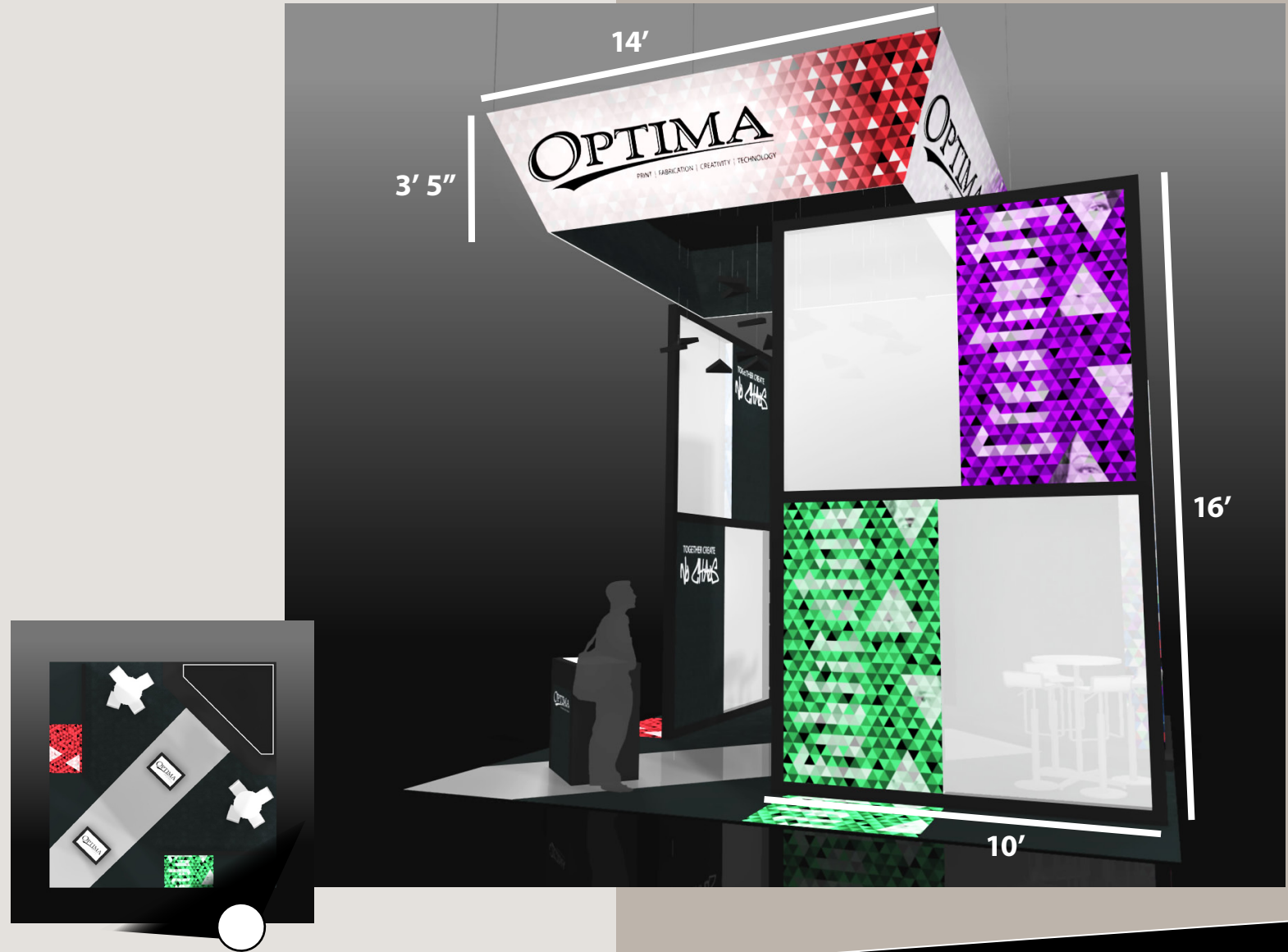
Graphic Panel Walls



OPTIMA

PRINT | FABRICATION | CREATIVITY | TECHNOLOGY

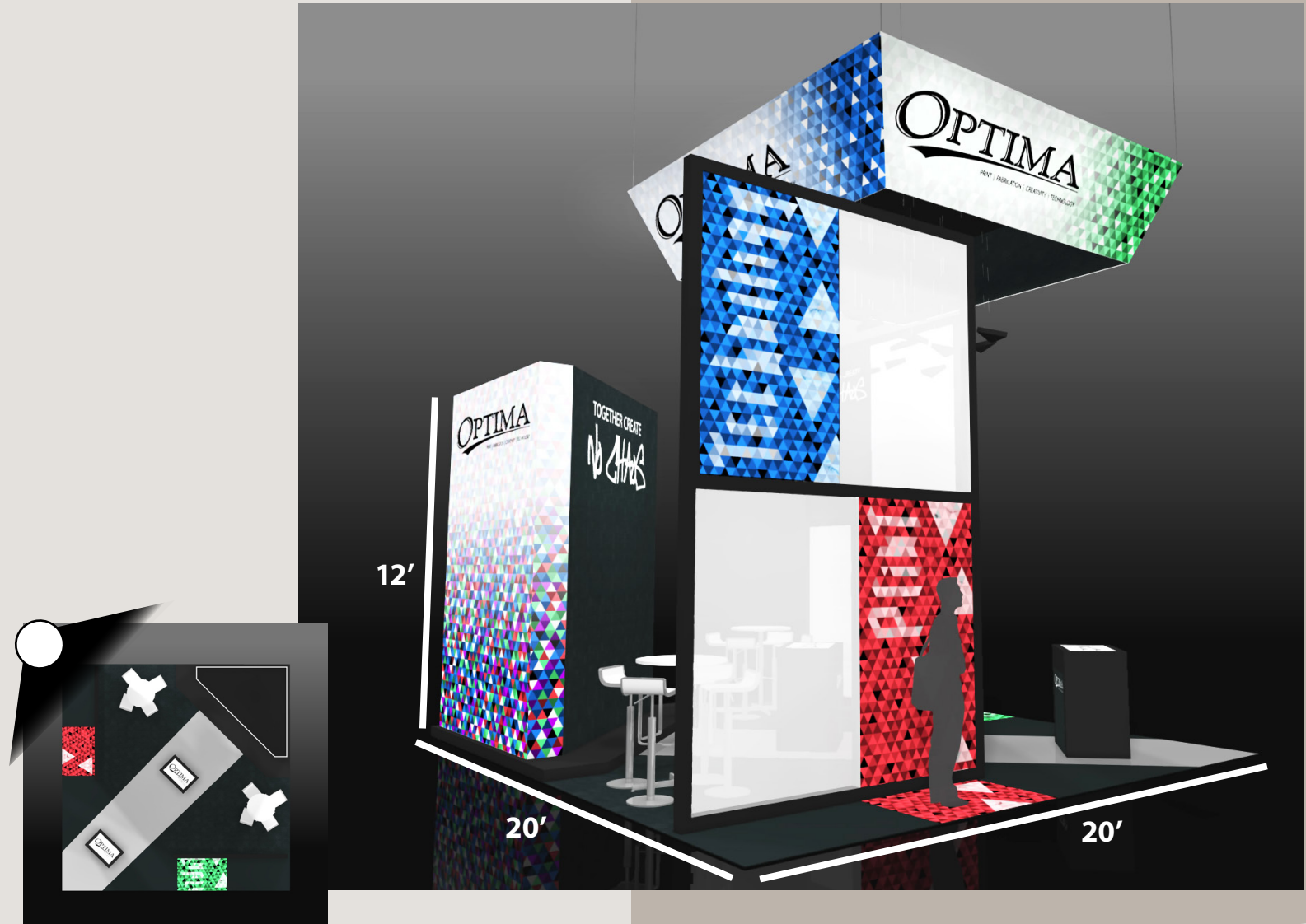
Right Side View



OPTIMA

PRINT | FABRICATION | CREATIVITY | TECHNOLOGY

Left Side View



OPTIMA

PRINT | FABRICATION | CREATIVITY | TECHNOLOGY

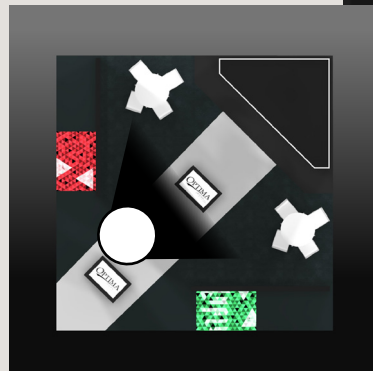
Inside the Booth

Under the InTouch screens, workers will be able to store equipment or personal items within the graphic panels or that space can be used for lighting.

The back tower will be an interactive area where attendees will stick their Tac Tac, received in their pre-show mailer, on the leather graphic tower wall. This design element should create a lot of movement within the booth showcasing how much activity will occur within the space.

In order to win the drawing, once the attendee's code is scanned they must attend the VIP reception to win. The prize can be a certain amount of money that can go towards Optima products.

There are two areas for attendees to sit down and meet with the workers in the booth which allows Optima to increase their networking and client base.



OPTIMA

PRINT | FABRICATION | CREATIVITY | TECHNOLOGY

Inside the Booth

Back Tower - room for storage

Meeting Spaces

InTouch Tables - room for storage or lighting

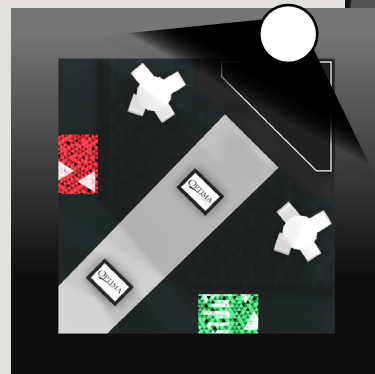
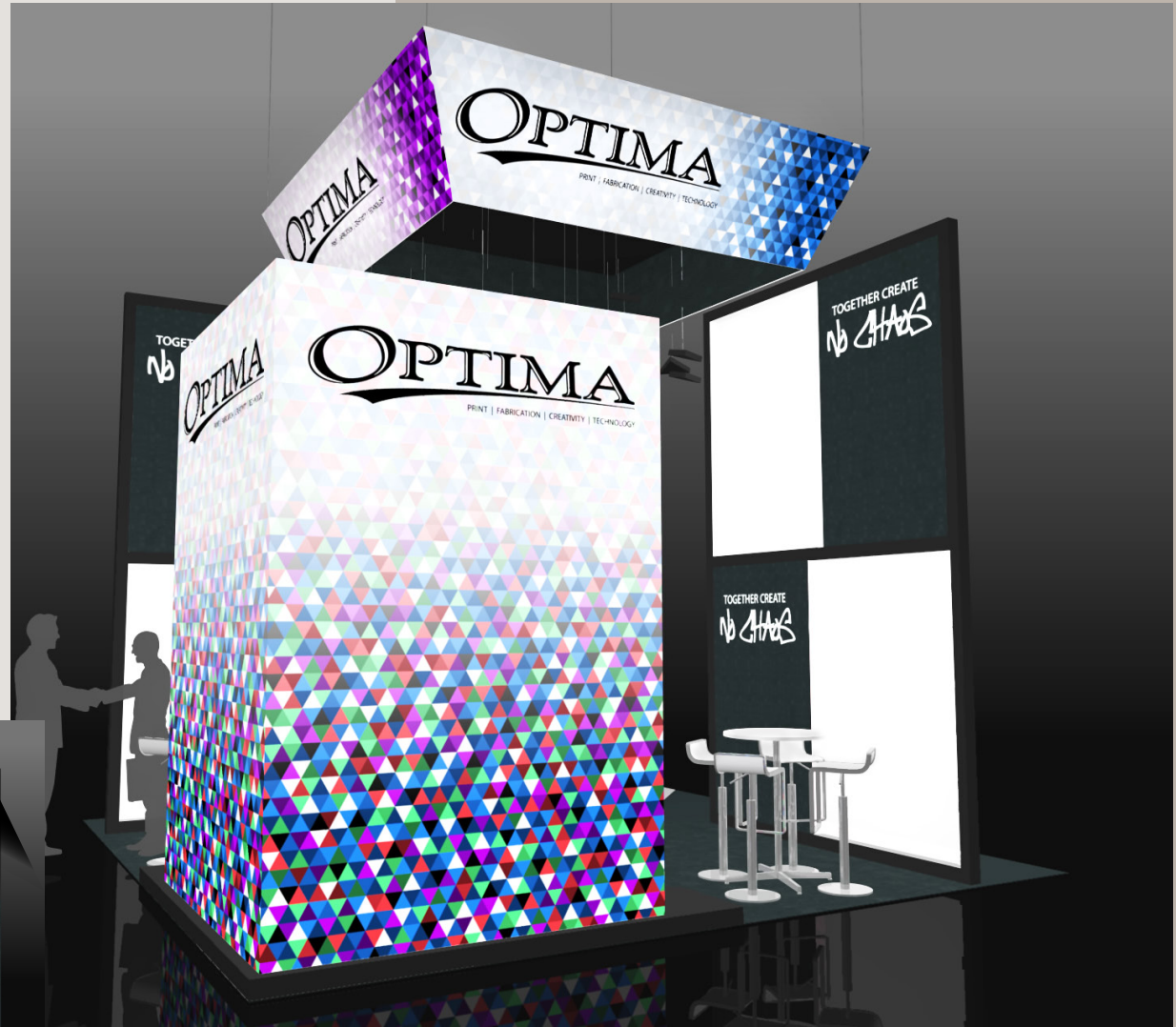


OPTIMA

PRINT | FABRICATION | CREATIVITY | TECHNOLOGY

Backside of Booth

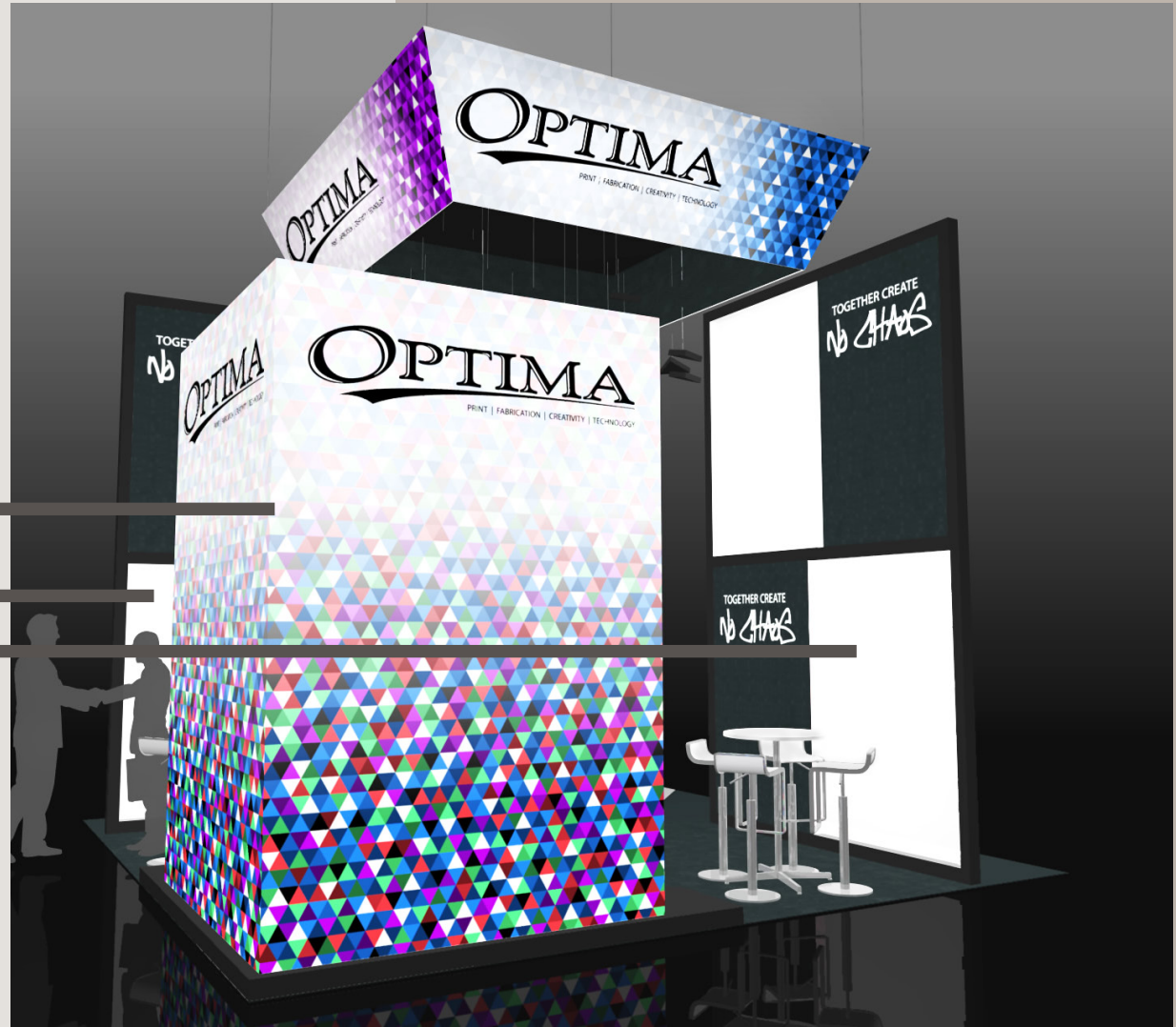
From this view, the inside of the wall panels can be seen. Thinking back to the outside wall panel graphics, they are very colorful and chaotic while the inside graphics have a black, leather texture on them. The idea behind the design is to create no chaos through the leather texture which is tough and durable like Optima. Instead of only having the logo "No Chaos" this design has "Together create No Chaos," because attendees and workers will be creating the Tac Tac wall together, solving problems creating "No Chaos".



OPTIMA

PRINT | FABRICATION | CREATIVITY | TECHNOLOGY

Backside of Booth



Colorful Outside Graphics

Graphic Wall Panels Inside

OPTIMA

PRINT | FABRICATION | CREATIVITY | TECHNOLOGY

Thank you for this great opportunity!