

## **Client Exhibit Design Process: From Concept to Installation**

From the initial concept through installation, creating a trade show exhibit is an evolving process of communication and cooperation between Client and trade show exhibit company. Exhibit development is a complex process, and each individual project has its own specific needs. The following is a general process for developing design concepts for Trade show exhibits, a process that has evolved over many years and through many projects. For a general discussion of our exhibit design process, we divide it into four distinct phases:

Phase 1: Trade show Planning and Concept Design

Phase 2: Design Development

Phase 3: Detail Design

Phase 4: Fabrication and Installation

### **Phase 1: Trade show Planning and Concept Design**

The trade show planning and concept design phase is one of the most exciting phases in the development of an exhibit. It begins with a series of start-up meetings with all key players to review the project. Key issues addressed include show goals, branding requirements, competitor booths and eco friendly or green materials to be utilized. For the best possible results, the client and exhibit company must work together from the very beginning to maintain a focus on the end result. At the conclusion of this phase, a project brief is written that reflects the scope of work.

#### **Project Brief**

The Project Brief essentially becomes the blueprint for the development of the trade show exhibit. It defines the mission and goals of the exhibit. Schematic drawings show the rough allocation of content within the exhibit space. Again, it's key to utilize eco friendly, or green materials in a way that works with the design.

Concept design begins to articulate the vision and goals outlined in the project brief. Based on an approved trade show project brief, conceptual designs will be presented. To ensure content drives design, our designers become fully immersed in the company brand. Using a blend of trade show materials such as laminates, plastics, wood, metal, finishes, textures and graphics, BOOTHSTER.COM will create a concept design that effectively enhances the company brand and products.

#### **Concept Drawings**

Developed in conjunction with the project brief (goals, etc.) concept drawings define the physical nature and placement of the trade show exhibit elements. Based on architectural plans, concept drawings may include site layouts, floor plans, elevations, perspectives, and sketches.

#### **Concept Estimate**

At the conclusion of the Trade show Planning and Concept Design Phase, concept estimates will be provided. This estimate will address the options considered in concept design.

## **Phase 2: Design Development**

With approval of concept design documents, the project moves to a higher level of development. Ideas discussed in the trade show planning and concept design phase begin to take shape as trade show exhibits. Working closely with client, final decisions are made concerning the scope and focus of the text content and structural components.

At the end of the design development phase, a complete Design Development Package will be submitted. It includes initial drafts of exhibit text, design drawings, and material boards.

### **Design Drawings**

In the design development phase, exhibit drawings are further developed to indicate specific trade show elements. These drawings include site plans, floor plans and elevation drawings of all trade show exhibits. Elevation drawings show the placement of graphics, photographs, text, displays and audiovisual hardware.

## **Phase 3: Detail Design Phase**

Upon approval of design development documents, BOOTHSTER.COM will take the design to final detail. The final phase prior to fabrication, detail design solidifies all details

Layouts of graphics and artwork are finalized.

### **Construction Drawings**

Detailed site plans and floor plans will be provided for final approval.

## **Phase 4: Fabrication and Installation**

With approval of the final detail documents, the project moves into the fabrication phase. At this point Client provides necessary materials, photographs and text, and BOOTHSTER.COM fabricates all agreed-upon elements.

### **Fabrication**

The project manager will observe and supervise the fabrication. THE TRADE SHOW COMPANY (BOOTHSTER.COM)'s project manager is responsible for in-house coordination of departments and specialty sub-contractors involved in the project. The project manager will oversee the fabrication of all exhibit elements including woodworking, metal fabrication, finishes, graphics and illustration production, electromechanical devices and production of all audiovisual elements. Each exhibit element is carefully crafted to ensure a superb look as well as superb functionality and longevity.

### **Installation**

BOOTHSTER.COM employs professional installation crews who travel to the trade show convention center to unload and install fabricated exhibit elements and to fabricate

required additional elements on site. Each crew contains staff highly experienced at installing and dismantling trade show exhibits.

Key words used in this document include: tradeshow booth, trade show exhibits, trade show graphics, exhibit design and trade show information.

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<http://tradeshowboothster.com>

<http://sustainabooth.com>

<http://ecoboost.com>

<http://sustain-a-booth.com>

<http://boothster-banner-stands.com>

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