

Detailing and CNC For Trade Shows

Detailing provides the blueprint for the trade show exhibit construction process. Detailing works with Design to develop the production plans, creating the instructional drawings that are necessary for the shop to understand how to actually construct the trade show exhibit. The detailer is responsible for interpreting the design in accordance with the limitations imposed by crating, and the necessity in the industry for fast assembly and dismantles of trade show exhibit components. At this phase of the process, Detailing adds value to the design through construction methods without compromising the design's aesthetics.

Critical design details are communicated from the Sales team and the Designers to insure the nuances of the trade show exhibit are captured on paper, as the blueprint will drive the fabrication process. Fabrication drawings become the internal tool that all departments will now refer to for project direction, including critical details such as component sizing, fitting and finish, not to mention the final estimating process. Detailing stays closely involved with the production process, as layers of additional drawings are developed to further support the use of the trade show exhibit. Electrical drawings will be created to insure the correct placement and wattage of electrical outlets on the show floor. Set-up drawings denoting component numbering and instructions will be created to support the installation and dismantle of the trade show exhibit.

Working in conjunction with Detailing is the CNC department, home to the CNC router, a high-tech machine that is computer programmed to cut materials that require complicated cutting techniques or large quantities of identical product runs. No every trade show exhibit house is lucky enough to have a CNC router because of the cost of ownership and operation, which requires a considerable investment. However, the CNC router is fast, accurate, and consistent, decreasing labor time in the shop and increasing production output and efficiency. The router cuts almost all materials used in trade show exhibit production, such as wood, laminate, sintra, foam, plastic, dimensional logos and any other material that requires special and precise cutting that might otherwise need to be outsourced.

Detailing is also critical for providing eco friendly trade show booths. Detailers must work with the designer to specify eco friendly or "green" materials as a matter of course.

Department Processes

These departments, which are the lifelines of the fabrication and graphics process, have multiple responsibilities including:

- Developing the blueprints for fabrication of trade show exhibit components.
- Creating the drawings that assist in the proper and accurate electrical layout and set-up of trade show exhibit components on the show floor.
- Directing the programming and operation of the CNC router, cutting materials that are used by the shop or substrates needed for graphic production.

What the Trade show exhibit House Needs from the Client

The customer can assist in the process by providing:

- Approval of drawings in a timely manner to allow a seamless flow of the project into fabrication, creating more time for construction.

Customer Benefits

The customer's benefit from an effective detailing process in multiple ways including:

- Detailed and strategic set-up drawings and electrical layouts **minimize labor costs at show site.**
- The CNC router **decreases production labor costs** and increases the time allotted for construction, **diminishing the likelihood of costly overtime charges.**
- The CNC router accurately cuts fabrication materials in a **timely, cost effective way.** This is production that might ordinarily need to be outsourced at a higher cost and longer production turnaround time.
- The Detailing and CNC Department is the check and balance function of the trade show exhibit process. Any details that have been overlooked in the Sales or Design process will be identified and addressed so the customer is **insured peace of mind in the production process.**

Key words used in this article are design detailing, trade show exhibits, booths, exhibit design.

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