

amada - larger custom exhibit



Client's Comments

"Nimlok Chicago provided incredible customer service and a tremendous amount of creativity amidst constant changes. The results were an award-winning booth and a working relationship that I look forward to for many future shows."

Chris DeHut, Amada General Manager

Design Challenge

Amada is a global leader in machine tool manufacturing. The company contracted a large 90' x 100' booth space at the International Manufacturing Technology Show 2012, however their location at the back of the hall presented them with a design challenge. Amada needed an exhibit structure that would create conversation around their brand and draw in attendees and attract attention from a distance.

Design Solution

In order to ensure Amada's booth location didn't hinder performance, Nimlok Chicago designed a custom exhibit that took full advantage of the location at the back of the show hall. A custom 100' x 22' curved fabric backwall was suspended from the ceiling at the back of the space, rising high above their competitors. High-powered AV equipment projected three videos and the Amada logo simultaneously. As a result the brand was highly visible from afar, creating a buzz around the display and attracting a large number of attendees eager to see the exhibit. In addition to a commanding and impressive fabric structure, Nimlok customized the space with a reception desk, a theater area with a built in LCD monitor and private meeting rooms. A refreshment and lounge area was also built into the center of the exhibit, encouraging visitors to converse with Amada's sales team and remain in the booth longer.