

## cnc cabinetry - 30x50 custom modular exhibit



### Client's Comments

*"From the design stage, to setting up on the show floor, to tear down, the team at Nimlok New York City was very professional and constantly exceeded our expectations. "*

**Michael Glaser, Director of Sales, CNC Cabinetry**

### Design Challenge

CNC Associates is one of America's largest manufacturers and distributors of kitchen cabinets, countertops, bathroom vanities and vanity tops.

To help capitalize on rapid growth, CNC Associates wanted a cutting edge, trade show exhibit that would reflect the identity of their growing brand and its capabilities to attendees at the 2017 Kitchen & Bath Industry Show (KBIS).

CNC also wanted to complement their prime location on the show floor with an eye-catching exhibit element without sacrificing too much in-booth real estate.

### Design Solution

CNC Associates partnered with expert Nimlok dealer, [Nimlok New York](#), to design and build a functional exhibit and impressive custom hanging sign that wowed attendees at KBIS.

The exhibit featured room mockups to showcase CNC Associates' products in situation on the show floor. Designed with clean lines and sharp edges, the CNC Associates' hanging sign elegantly crowned the exhibit space.

The sign featured backlit areas behind CNC Associates' logo and built-in puck lighting to improve visibility throughout the exhibit hall.

Thanks to the sleek and modern exhibit and hanging structure designed by Nimlok New York City, CNC Associates achieved their goals, attracting large crowds and collecting leads, having yielded over 600 leads during the course of the show.