

lonza inc - 20x20 custom exhibit



Client's Comments

"It was a very positive experience--we had great visibility and our European colleagues were very impressed with the exhibit. Renting gave us so many options within our budget. With all the flexibility we'll stay with rentals for next year."

Dr. G. Miller, Dir. of Marketing, Lonza Inc.

Design Challenge

Create a large, modern-looking custom trade show exhibit that reflects Lonza's premier position in the pharmaceutical industry while staying within a set budget. Booth design needs to incorporate the innovative "European look" of Lonza's Swiss exhibit to maintain continuity and brand awareness. Flexibility of design is essential - Lonza needs to be able to reconfigure the exhibit from show to show.

Design Solution

Customize a 20 x 20 island trade show rental display using removable gray vinyl and prominent logos. Feature a dramatic central tower with a large 4'x2' graphic sign to create high visibility at the show. Incorporate the clean, modern lines of an open aluminum truss system to support two counters with backwalls forming two separate conference areas. Focus attention on these two meeting areas with attractive custom lighting. Define exhibit boundaries using 4 Roll-up Banner systems to convey detailed text. Later, these can be used for local promotions.