



**ENTERPRISE
SOLUTIONS**

EXHIBITION STAND JOURNAL

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INTRODUCTION

ENTERPRISE SOLUTIONS EXHIBITION STAND

Your gateway to Plymouth University for business enquiries

This reports shows our ideas, thoughts processes and design proposals over the last few weeks. It highlights the research behind each proposal, and how Enterprise Solution will benefit from a re-designed exhibition stand. This report illustrates how we think an exhibition stand can change the connection between the company and their clients.



BRIEF

ENTERPRISE SOLUTIONS EXHIBITION STAND

Your gateway to Plymouth University for business enquiries

WHO ARE THEY ?

Enterprise solutions helps you find the right support that meets your business needs. They regularly work with a variety of organisations, of all sizes across most sectors. Solve your business problems by working with the brightest minds and freshest talent. Can connect you to world-leading academics as well as technical specialist staff and equipment.

WHAT WE NEED TO DO?

An innovative exhibition stand research and design. Stand needs to reflect the following services Enterprise Solutions offers.

Student talent

Equipment and facilities

Expertise

Professional Development

The stand needs to become an innovative space that draws in potential customers at event. It needs to start the conversation. The client has requested a bespoke flyer design. It may be worth collaborating with Ellie (graphic designer) to see if there could be any commonalities in the two design processes. There are no straplines it is more about the visuals to sell the services. The client has provided a folder of images and we can request/suggest others which may be more appropriate/suitable.

WHAT IS THE TONE/STYLE/FEELING THAT YOU WISH TO CONVEY?

Professional, innovative, explorative

Some wording around Enterprise Solutions that the client have used on social media e-cards as follows:

“Enterprise Solutions helps hundreds of businesses access some of the best talent, facilities and expertise in the region”

“Enterprise Solutions helps connect your business to the University of Plymouth’s world-class equipment and workspaces”

“Enterprise Solutions gets you access to the University of Plymouth’s cutting edge equipment”

“Enterprise Solutions connects you with the brightest minds and newest talent to support your growing business”

“Enterprise Solutions can help you access skills development opportunities for your growing business”

ADDITIONAL:

The stand needs to be stable, portable. Fit in a car. Can be erected by one person, have a level of innovation to draw in potential clients. Stand to be used internally. For a 3mx2m space. At all exhibition spaces you can have a table and access to a power socket. Client happy for you to explore different materials. Also consider the use of AR within your stand design. Need to research other exhibition stands in other countries as well as the UK. Can consider all materials including inflatable. The final design must be able to be produced for a £2.5k budget (this may need to include some budget for AR content to be produced).

The suggested production process needs to be considered in the research document.

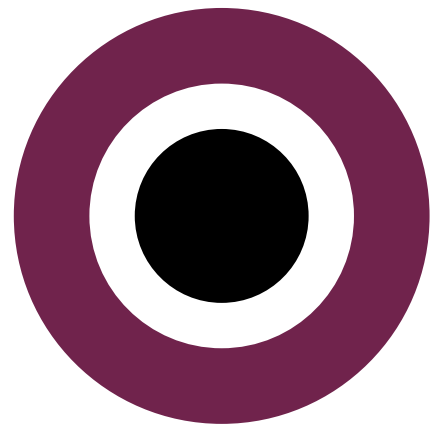
ENTERPRISE SOLUTIONS: THE BRAND



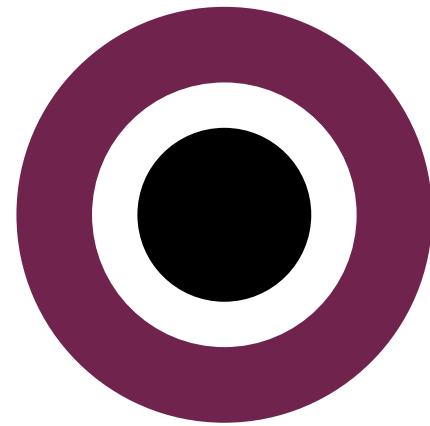
TARGET AUDIENCE

Do any of these meet your needs ?....

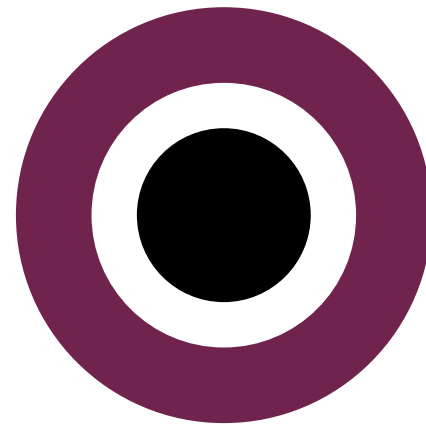
DISCOVER STUDENT TALENT



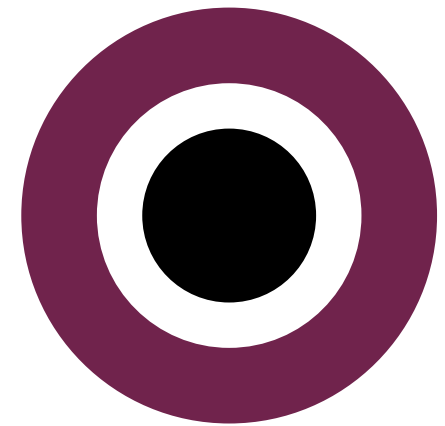
EQUIPMENT AND FACILITIES



OUR EXPERIENCE



PERSONAL DEVELOPMENT



START UP BUSINESSES



SMALL BUSINESSES

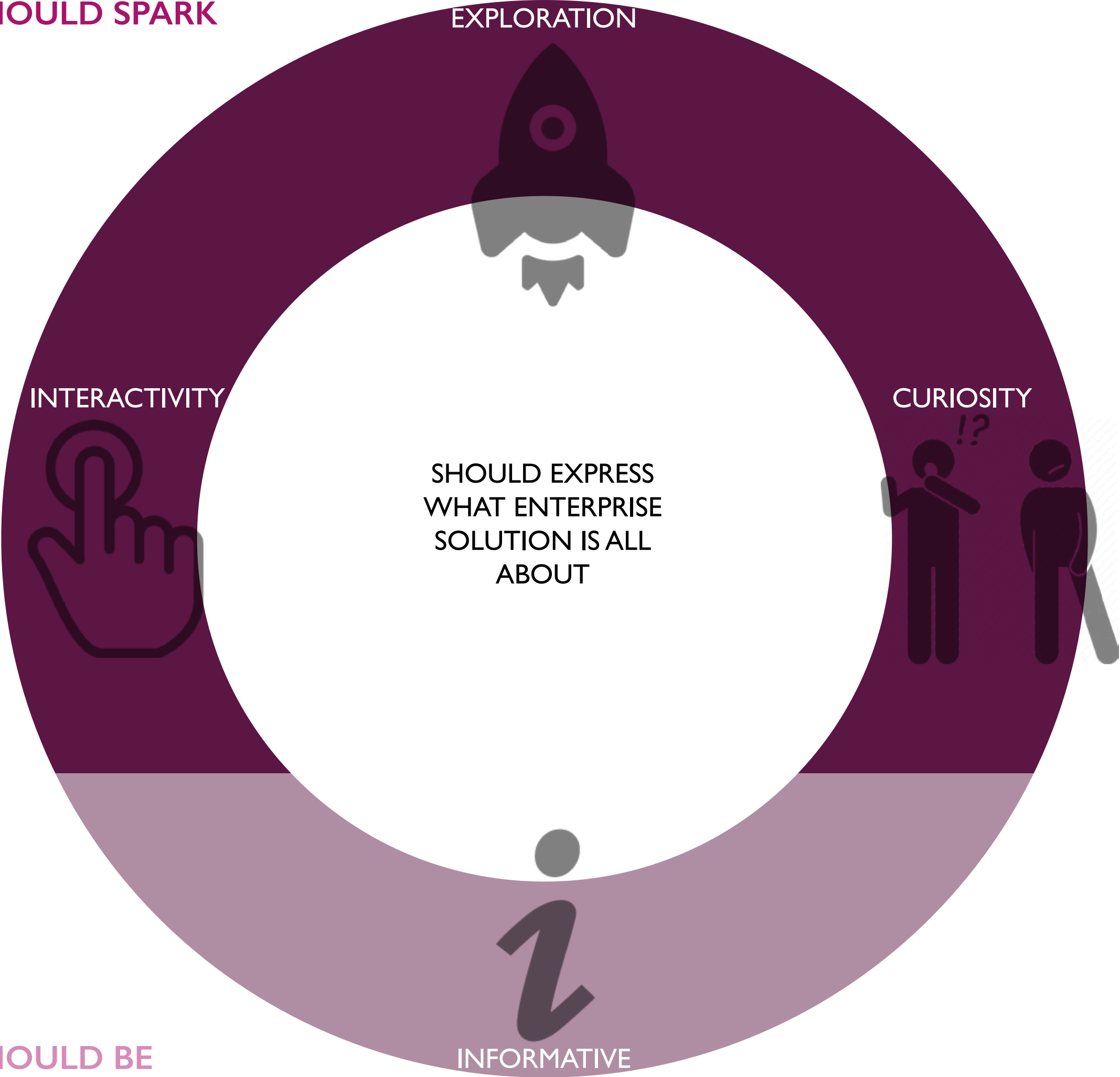


MEDIUM BUSINESSES



LARGE CORPORATION

THE STAND SHOULD SPARK



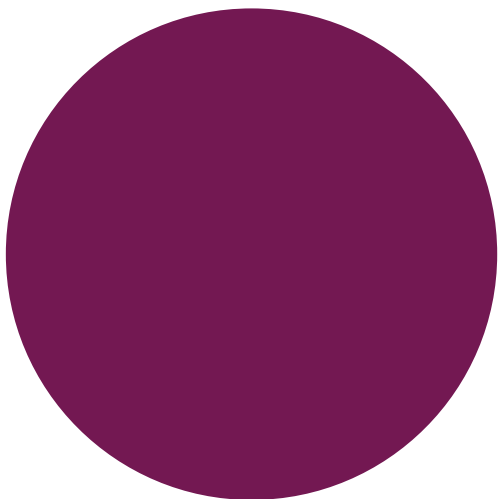
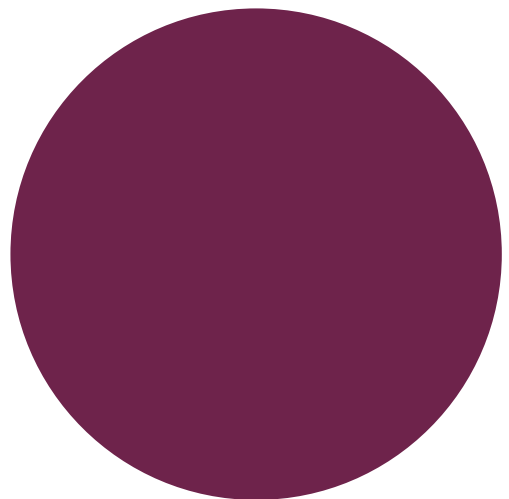
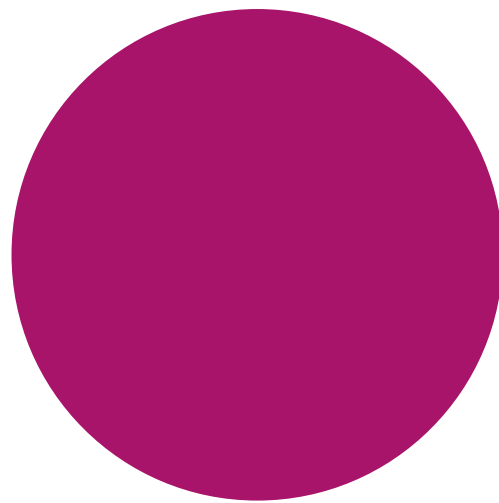
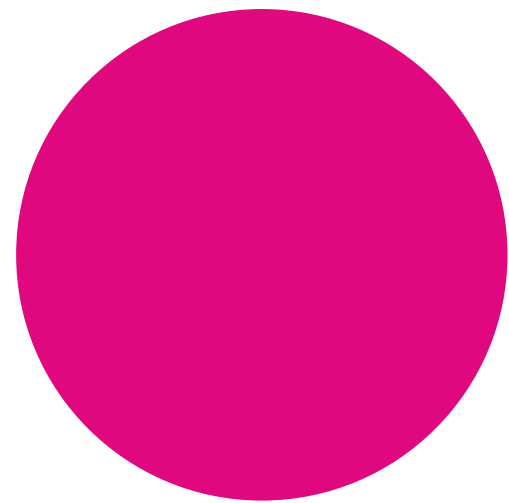
THE STAND SHOULD BE

LOGO & BRAND

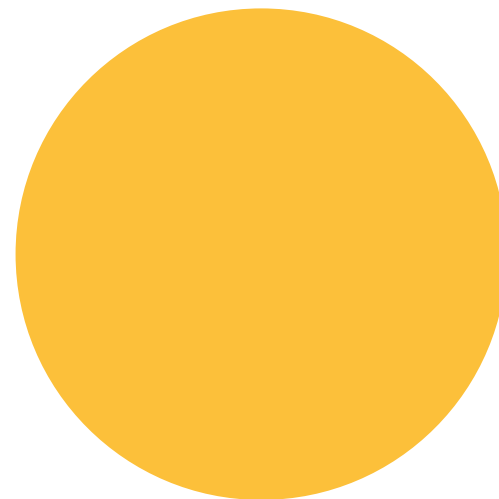
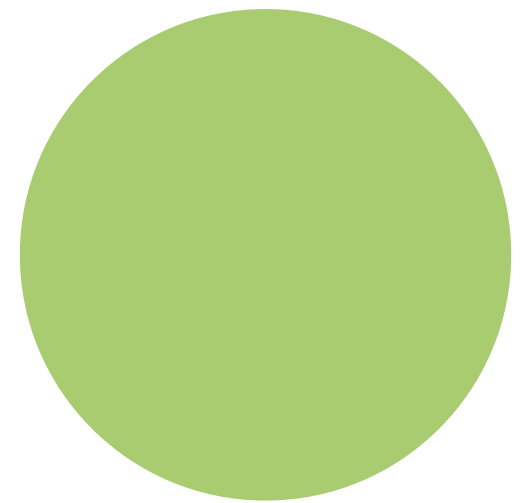
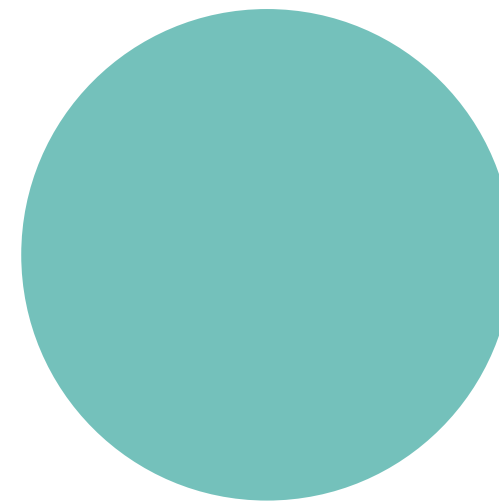


**ENTERPRISE
SOLUTIONS**

Colour pallet



Complimenting colours



RESEARCH



EXISTING STAND



POSITIVE

- All the information was present and easily accessible
- They had a TV showing their work
- Friendly staff at the stand



NEGATIVE

- Very bland, too much of the grey background was on show and the space looked very empty
- Too many leaflets cluttering up the table
- There wasn't a clear colour theme
- A banner was hidden behind the table
- In all the stand wasn't eye-catching at all

Q&A

Comments on Devon Business Show



PAUL KENNELLY - KENMAREHR

A good stand needs to have...

- A wow factor, could be a game, drinks, pix and mix, food(not a bowl of sweets), large object, provide a service
- A confident front person to approach and sell the product
- "People buy people"



CHRIS MELOVE-PLATT - MANGER OF THE EXHIBITION

A good stand needs to have...

- People that can attract people
- Full sized banners
- Interactive, games, they need to be relevant to what you are selling
- Provide something different



DAVID SMITH - CITY COLLEGE PLYMOUTH

A good stand needs to have...

- Sale assistance that engage with the public and get them integrating with you
- A fun, educational game about what you're trying to promote, such as 'Cards on the Table'

DEVON BUSINESS SHOW



IDEAS TO CONSIDER

- Bright colour - purple theme linking with the brand and logo
- Cover the entire walls with large banners or posters
- Interactive - using an educational
- Provide something different but relevant to what they're selling
- People manning the stands need to be inviting
- VR - consider the entire concept as it can isolate the staff member
- Could consider a slightly higher stand
- Different materials and shapes



EXHIBITION STAND RESEARCH



COMPETITION

THE BAD

There is too much information on this stand. The banners and posters are overcrowded with text.

BLAND

Bad placement of banners, they are hidden at the back where no one can read them.

DULL

There isn't a clear colour theme or sense of branding within the stand.



GROTTY

They haven't maximised their space as they haven't utilised the front half of their stand.

Too many promotional handouts on display, they need to learn how to prioritise their information dependent on the client.

DARK

No eye-catching object or feature to entice people to the stand.

CONGESTED



COMPETITION

THE GOOD

There are large engaging features to draw the public in.

BRIGHT

Clear logo and sign telling people who they are.

SIMPLE

Bright and colourful making the space more eye catching.

COLOURFUL

They are doing something completely different to other stands. Giving them a wow factor.

It's not 100% clear on what they are selling need a little bit of information / explaining why people should look at the stand.

INTERACTIVE

Storing the information on the iPads instead of having lots of promotional leaflets everywhere.

BOLD



INTERNATIONAL



Across the globe they are creating more exciting and eye catching stands by experimenting with colour and shape. Additionally, they are exploring the use of technology within their designs with the integration of digital displays.

ADDING TO THE EXPERIENCE



INTERACTION

INTERACTIVE



GAMES



VR

ATMOSPHERE



QR CODES

MOVING ITEMS



IMMERSIVE

where our inspirations came from
why we chose game
why we chose immersive etc



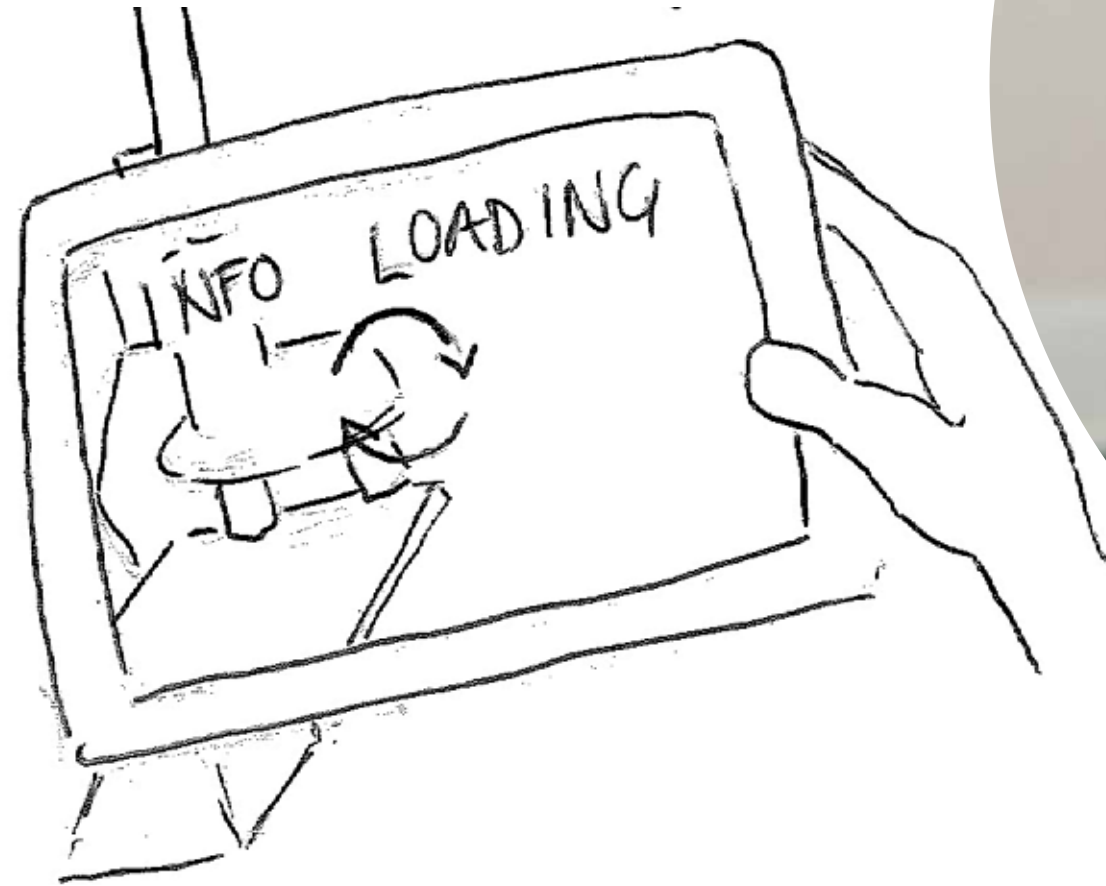
AR Augmented reality

ADVANTAGES

- Simple to use
- Accessible on most smart phones and tablets
- Better suited for groups experiences as everyone can see and interact with digital objects

DISADVANTAGES

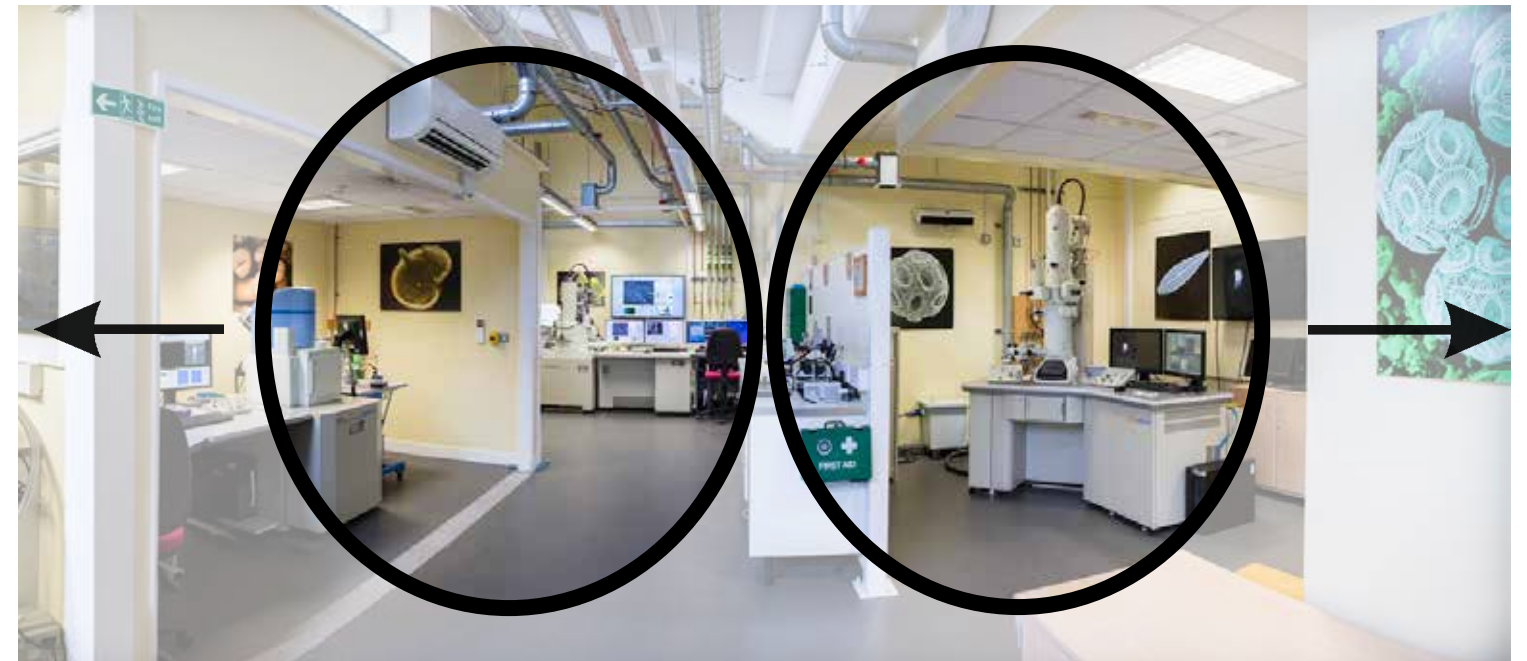
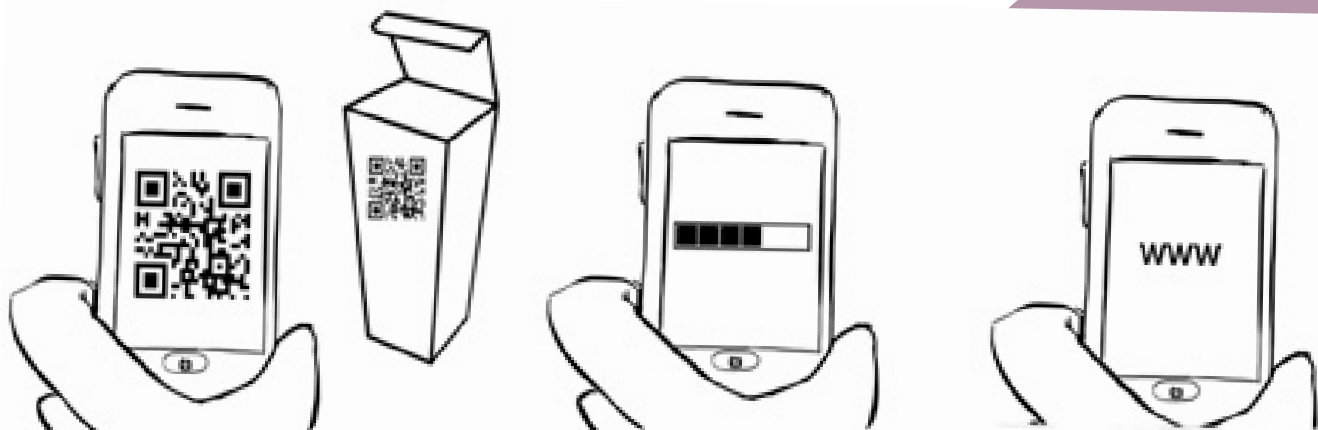
- Phone screen can really affect the viewers experience



VR Virtual reality



Download app or 360 video using QR code



Visual within the headset

CARDBOARD HEAD SET

ADVANTAGES

- Cheap
- Brandable
- Google cardboard works on both Android and ios
- Simple to use
- Downloadable app QR code - photo
- Each customer can take one away

DISADVANTAGES

- Not fully immersive just 360° video
- Uncomfortable
- Phone screen can really affect the viewers experience

Possible 360 video content



INITIAL THOUGHTS



COLOURS



ORGANIC



LIGHTING



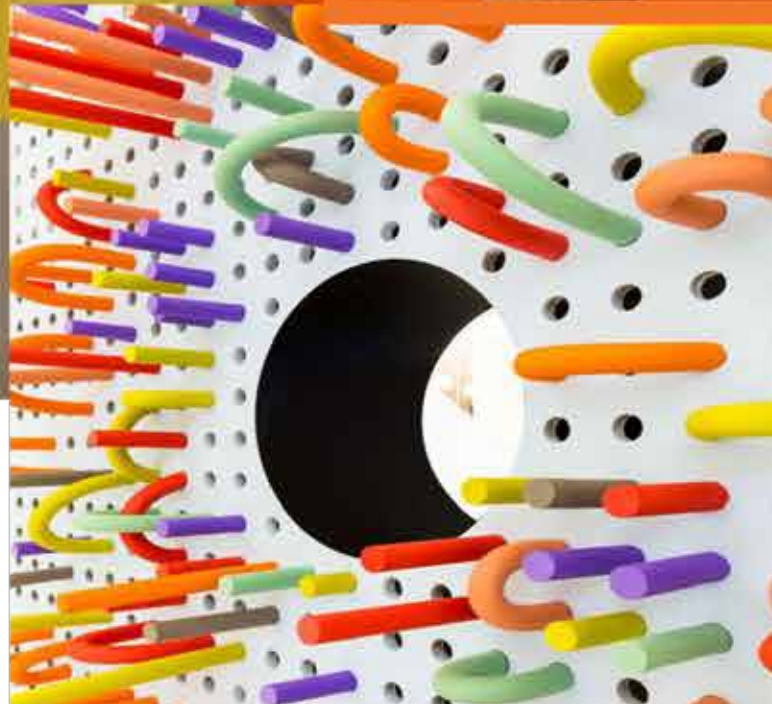
HANGING



PLAY



PLAY



IMMERSIVE



TOY FAIR STANDS

History



The first toy and hobby fair took place in Brighton in 1954. During the same year scrabble, painting by numbers and matchbox vehicles were the big hits at Christmas. Over the years the show has grown in popularity and size and has visited large exhibition spaces like the NEC, ExCel and Olympia. In the 60's the fair opened their doors to European manufactures such as a Lego. Since 2015, the Toy Fair has constantly welcomed more than 260 exhibiting countries.

60's, 70's and 80's

The target audience for Enterprise Solutions exhibition stand is aged between 30 and 60. During the exhibition it was obvious that retro items is the 'in thing' as they used games and items from their childhood such as: cards on the table and a pix'n'mix etc. Therefore, their childhoods were during the 60's, 70's and 80's. According to the Toy Fair the most popular toys during this time was the etch-a-stetch, Hot Wheels, Monopoly, Cludeo, Rubik's cube, Trivial Pursuit etc.



TOY FAIR



EXHIBITION STANDS FOUND AT THE TOY FAIR



LEGO

HAVE THEY GOT A DISTINCTIVE BRAND ?

Distinguished colour theme and branding running through all their stands, making it obvious from one quick glance that it's Lego.

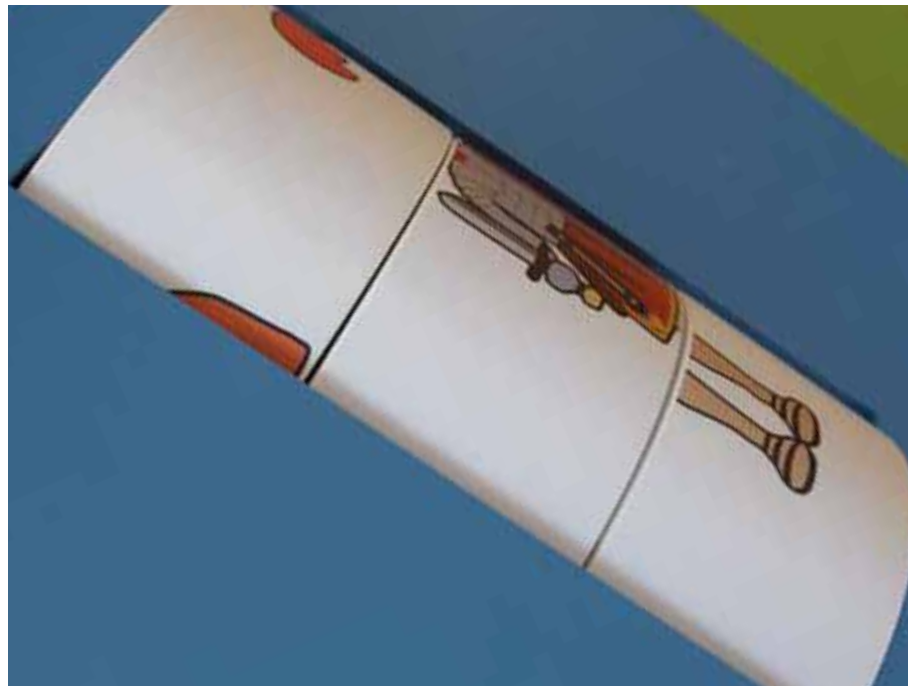
WHAT MAKES THEM DIFFERENT ?

Including large scale versions of their products gives off playful vibes of a toy company.

WHY ARE THEY SUCCESSFUL?

Minimal text around allowing the focus to be centred around the product. Additionally, they take full advantage of their space by using the space above as well. Also, a clever use of lighting to create atmosphere and frame their products.





ROTATING IMAGES

This simple game allows people to piece together a large image, this could work with the microscopic images. Or could be changed slightly into an alternative retro game.



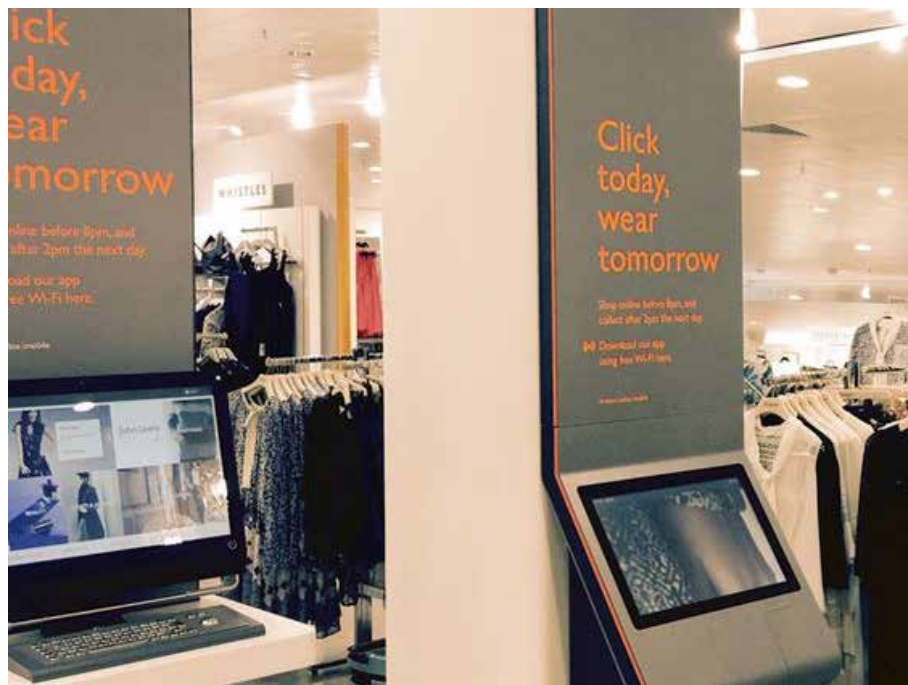
PULL OUT

The idea of keep most of the information out of sight and only revealing the title or a sentence about the topic. Give the items a sense of mystery and people want to find out more. Additionally it means the stand isn't overcrowded with information.



SECRET DOORS

Similarly to the pull outs this will only have a fraction of the information on show. This could also be turned into a game where it questions and answers. The interesting part about this could be making it large scale, covering an entire wall.



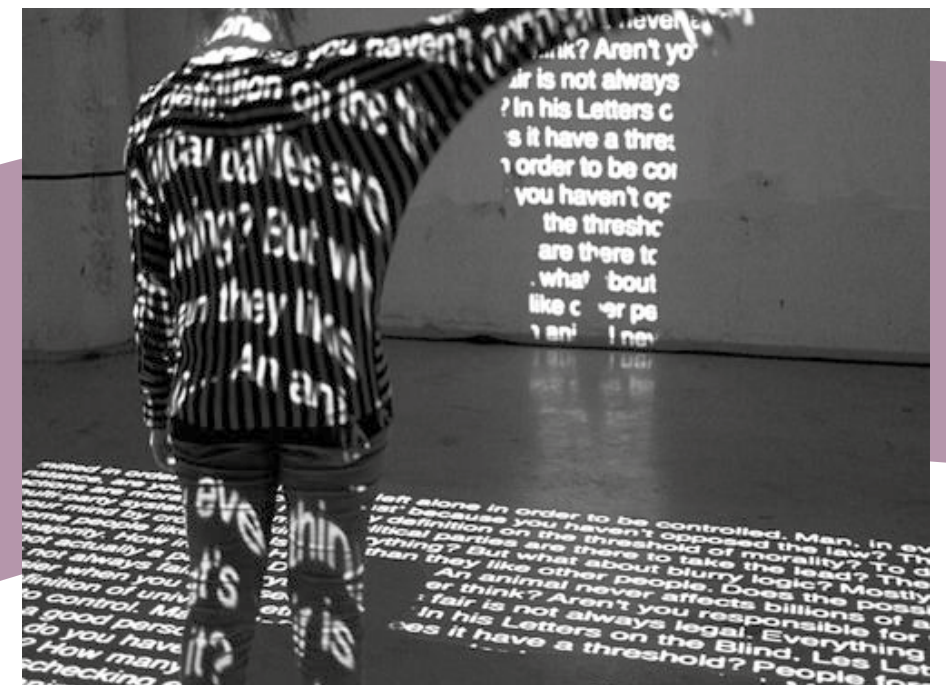
TECHNOLOGY

Incorporating technology into the exhibition stand is becoming increasingly more important as the majority of people have and use smart phones regularly. Also, having a tablet means all the information can be on the stand but the clients have the option to decide what they look at.



FLIP UP

Having something that is interactive will bring people in to the stand and interacting with the stand. This could include photos and then a description underneath.



LIGHT

Playing with lights and projection would be bright and colourful and definitely eye-catching. However, the exhibition halls are quite well lit so it would be difficult to see what's going on.



ORIGAMI

The art of folding allow us to manipulate the space. The walls could seem bare to start with just showing a hint of colour until the client has to interact with the stand to reveal more information. Going along the lines of the leaflet.



VR

Using VR along with props is an even more immersive experience. Plus the props help to entice people to the stand



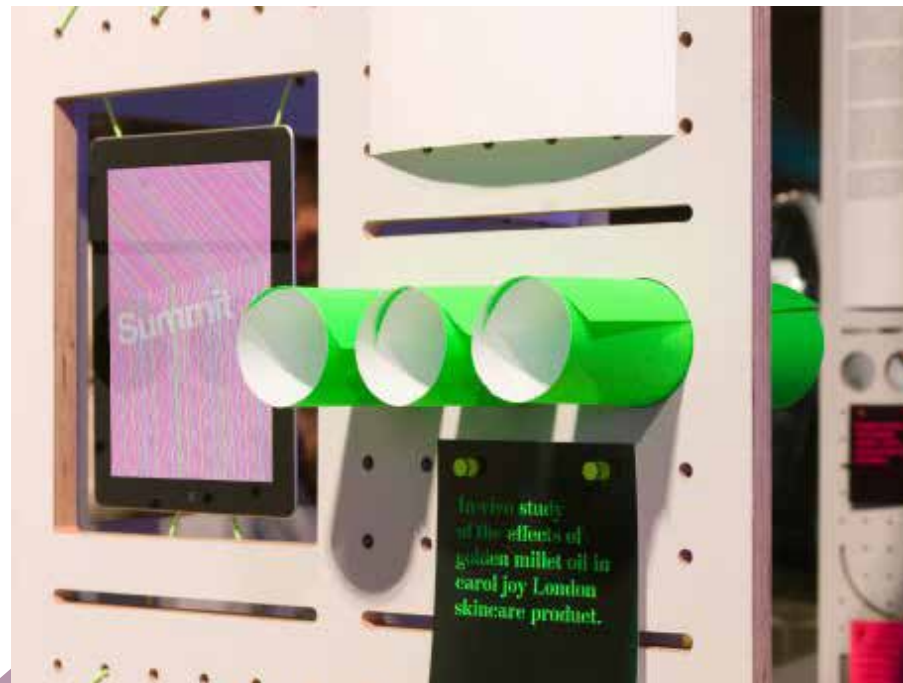
RETRO

Retro was very propeller at the trade show. Enlarge a retro game item is a more exciting way to display information. It adds an element of fun to the stand.



COLOUR

Adding a pop of colour will bring the stand to life more. Additionally, sticking to a colour theme give the stand some identity and make it more recognisable.



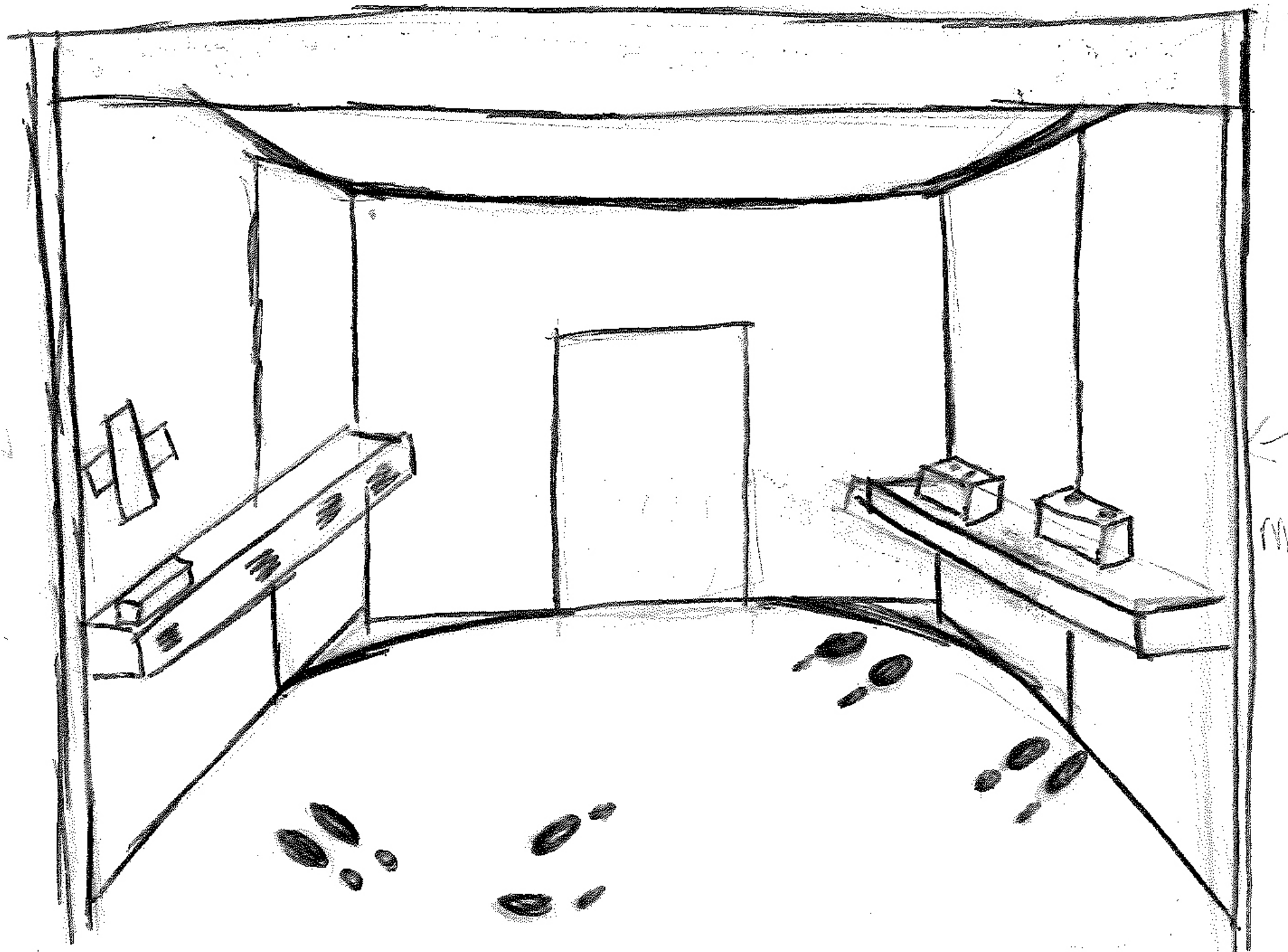
PIN BOARD

This is a simple and fun way to display information as some item can be hanging, pin up or slotted into space. Additionally, the client will need to physically go up to the board to move things around.



CARDBOARD

As cardboard is cheap it has a lot of potential. It can be used to make a fun sense including furniture of one of the facilities.



Budget: low

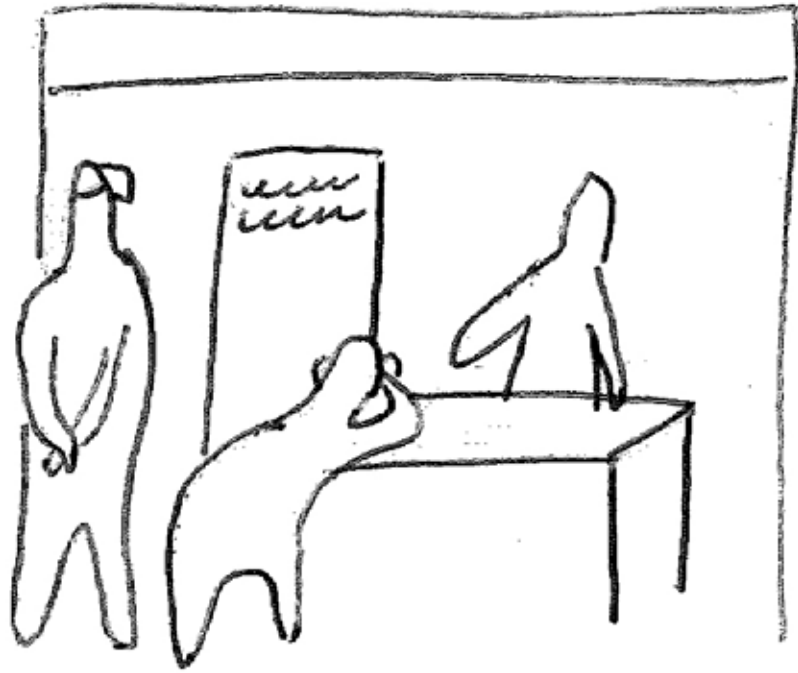
Possible material: wooden shelves, PVC banner and foot prints, cardboard VR headsets

Colours: White floor

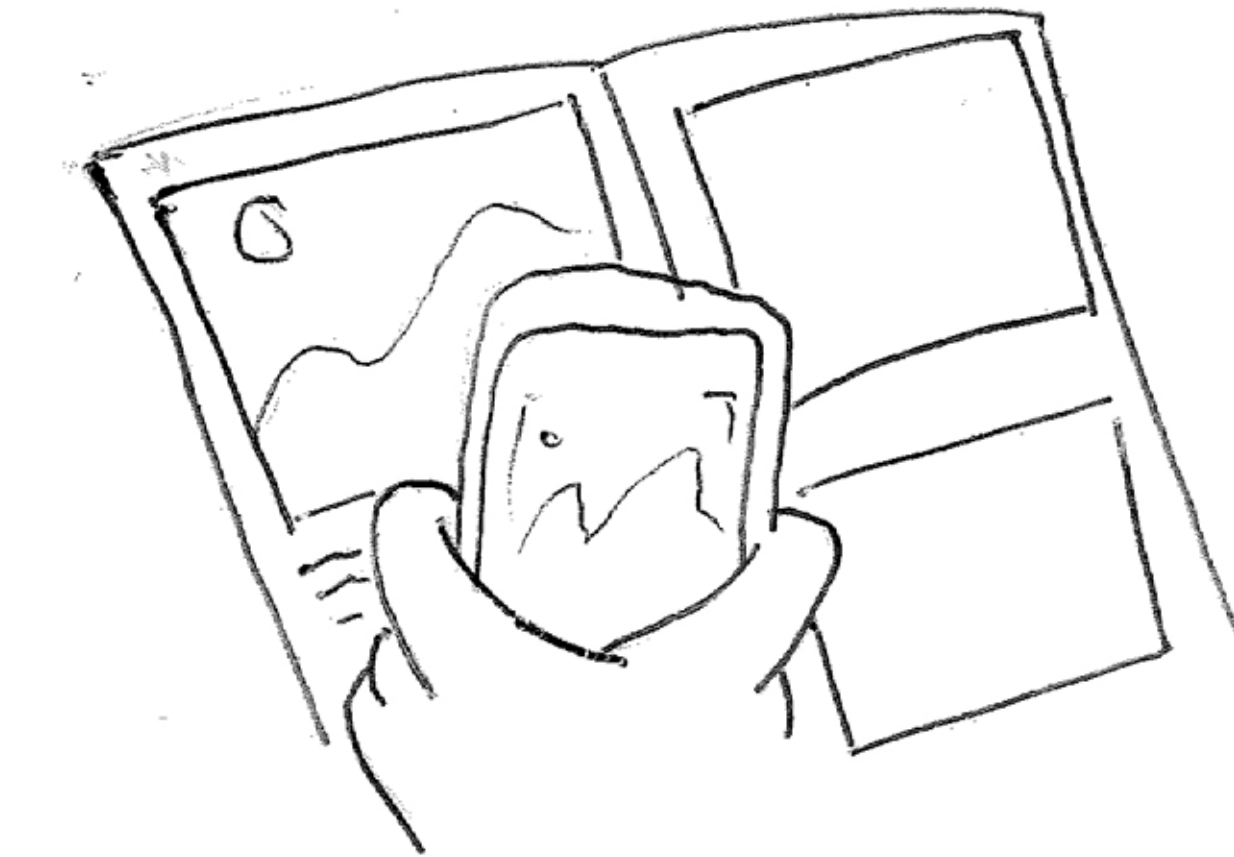
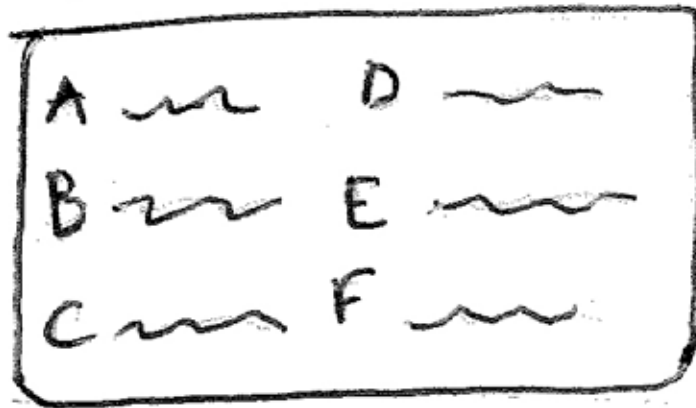
A curved banner covers the entire back wall along with half of the sides. On the left hand side is a shelf full of cardboard VR headsets, that allow the client to take a 360 video tour of the facilities available. Whereas on the right hand side is a collection on microscopes, celebrating the microscopy centre. Additionally, there are footsteps on the foot to direct the client.

INTERACTIVE

WINDO



Place them card



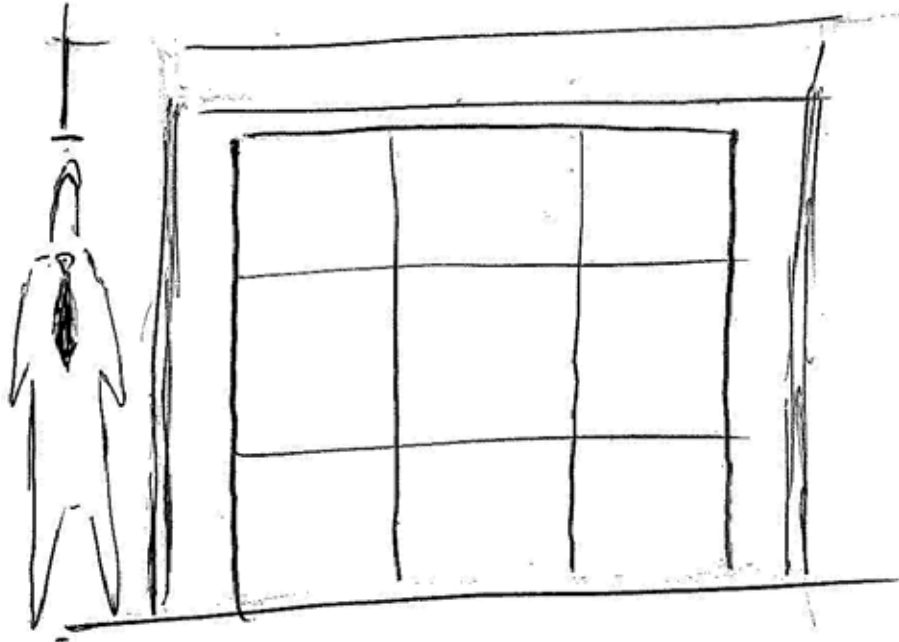
Budget: low

Possible material: paper leaflets, plastic retro VR goggles, PVC banner

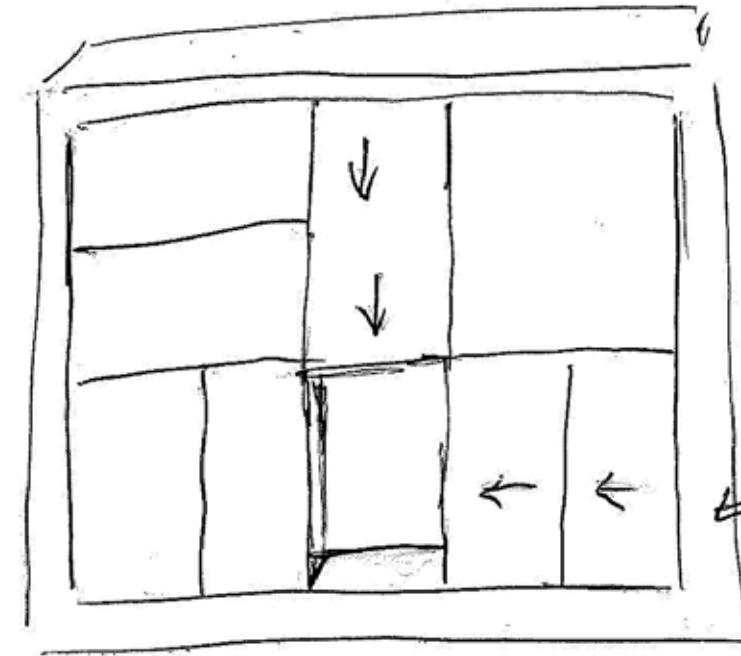
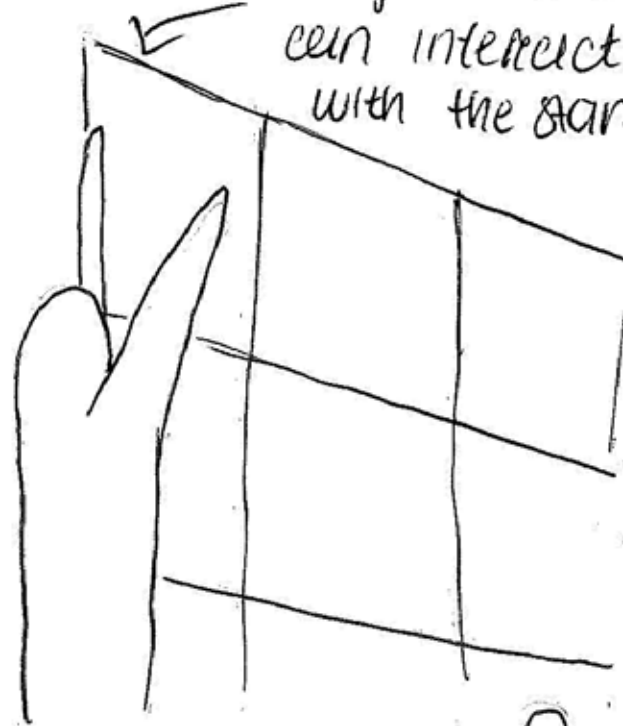
Colours: Pinks and purples

Sticking to the retro theme the design plays with the ideas of using the old view finder toy. The clients can flick through the a variety of images. It can be used to create a game, as they could guess what each pictures, from the answers on the piece of card. Additionally, they can scroll over the leaflets with their smart phones using the AR app to gain more information.

full sized slide puzzle game.



target audience
can interact
with the stand



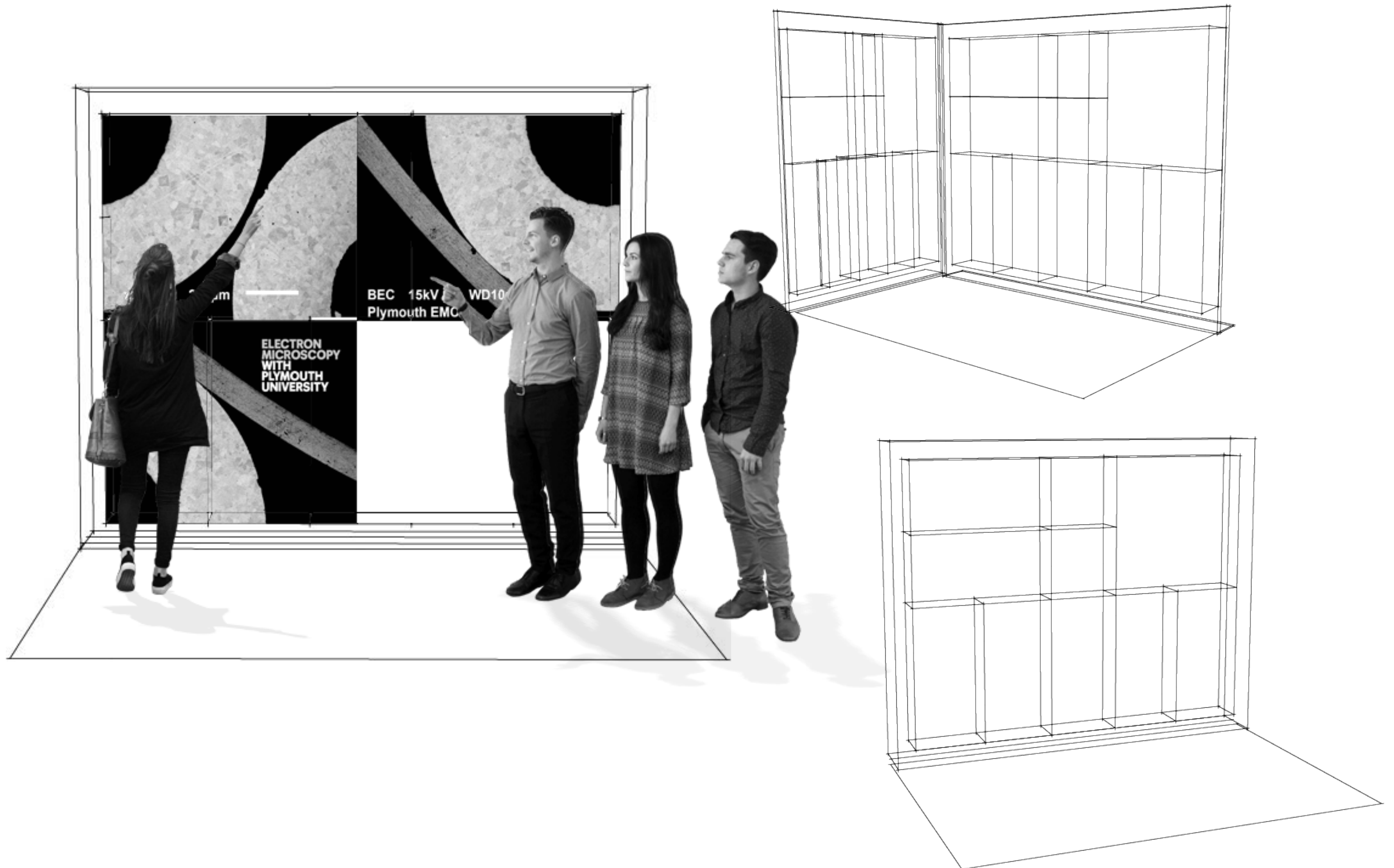
slide puzzle
game.

Budget: medium

Possible material: PVC Photo pieces, wooden frame

Colours: Photo dependent

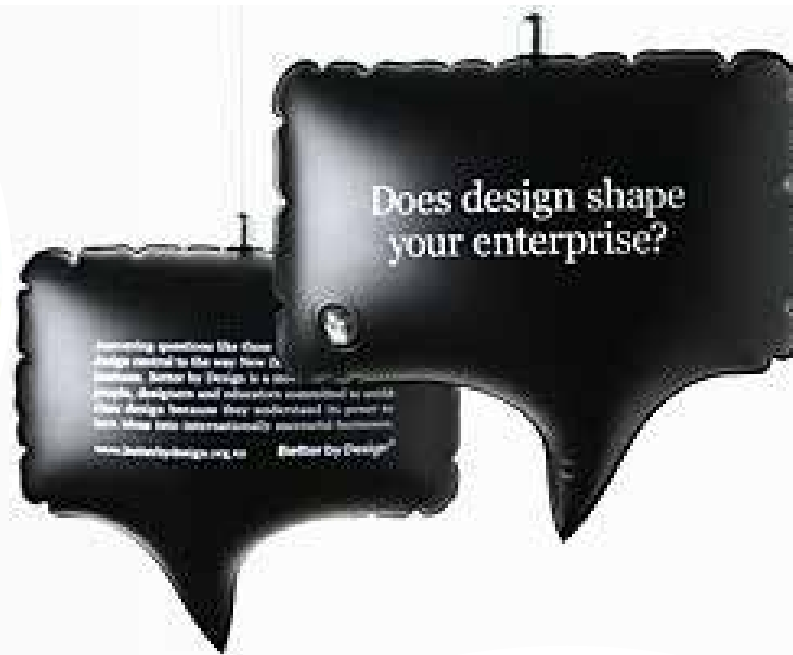
This large puzzle entices people into the stand by getting them to engage with the puzzle and play with it. Each puzzle piece will be a trigger for the AR app, where they will be able to get more information as the design doesn't have much information on the stand.



INFLATABLE



INFLATABLE





INFLATABLE SCULPTURE

Creating a sculpture from inflatable objects, to make an installation on the stand would give it that big wow factor. It would be easy to transport as it would compact really well when deflated.



LARGE ORGANIC SHAPE

Creating the stand from an inflatable object allows the shape to be more organic as they is a ridged structure. Additionally, the stand would always vary in shape and size.



ENCLOSED SPACE

An inflatable dome creates a small intimate space, where clients can view the stand and understand what's on offer. Also, it creates a more immersive experience.



LIGHT

Having a light glowing from within an object, is a great way to activate peoples curiosity. However, exhibition halls tend to be very well lit therefore it would have much of an impact.



OPEN DOME

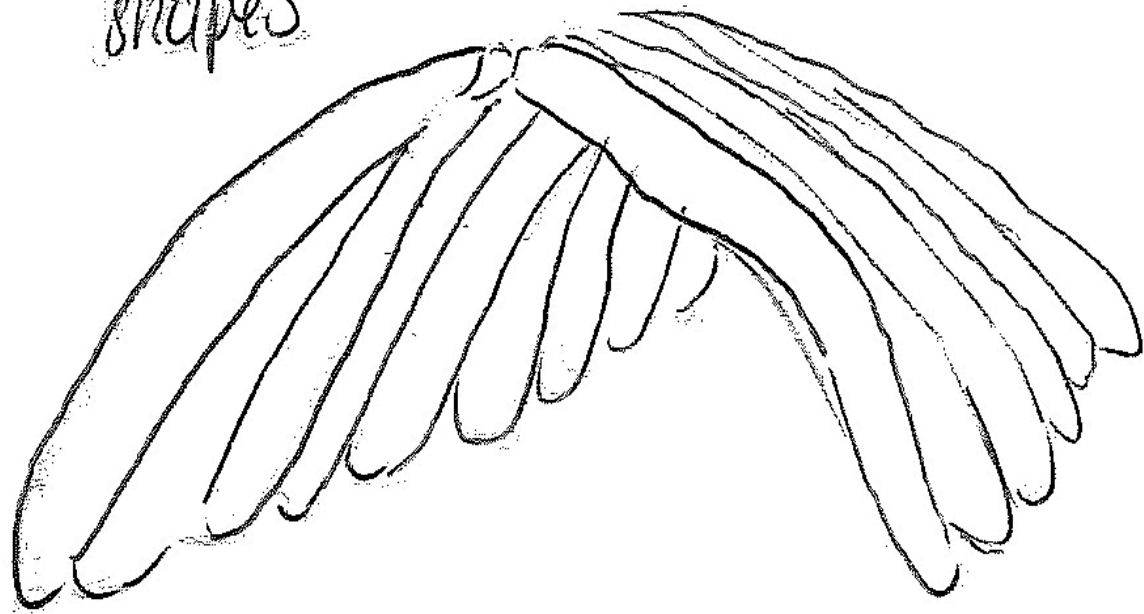
The use of the open dome helps to create a more intimate space but is still open, allowing people to see what's inside the dome, it also allows more people in the space. Using an inflatable space means enterprise solutions would have a free standing exhibition that they could put anywhere.



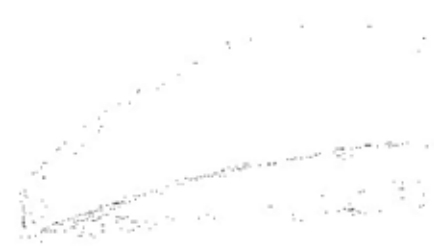
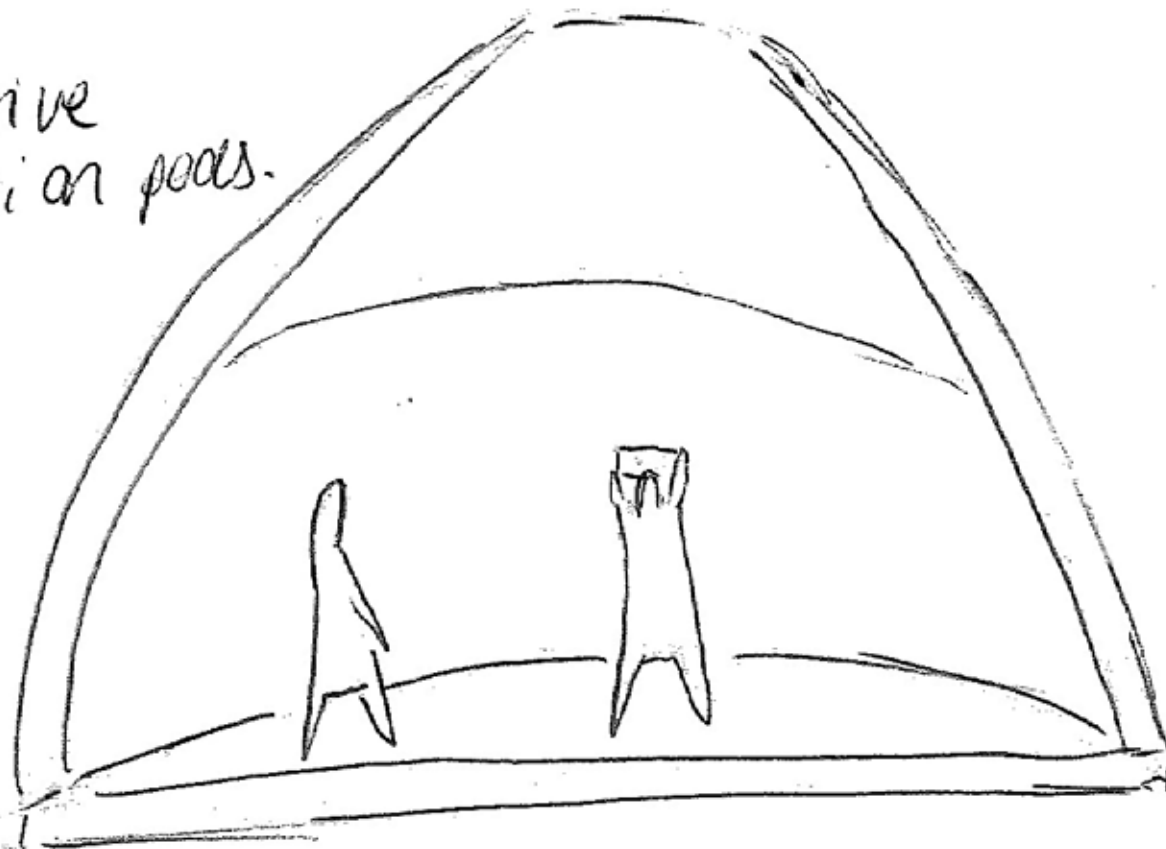
IMMERSIVE

Creating a fully immersive experience is a new thing emerging with exhibition design. As it allows the clients to believe they have been transported to a new destination. This could be one of the universities lab or the wave machines, allowing them to get a greater understanding of what they're getting into.

organic
shapes



immersive
interaction pods.



Budget: HIGH

Possible material: inflatable dome

Colours: Brand themes

Having research multiple inflatable structure and exhibition it is a clever way of creating a space within a space. The top design is a curved roof and walls to create a more intimate space for the client. Whereas the bottom design is about creating a completely immersive experience, including either AR or VR.

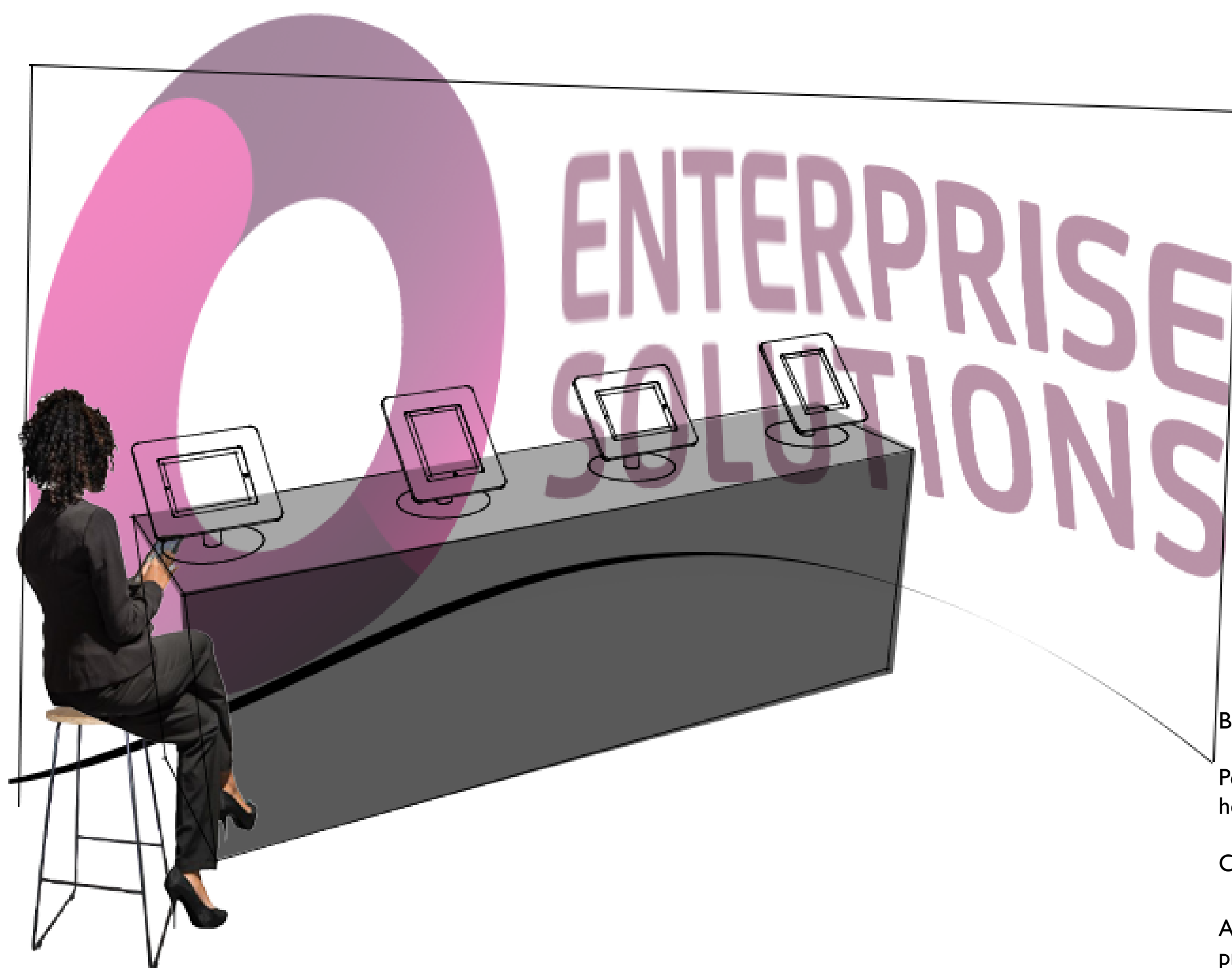
Budget: HIGH

Possible material: PVC banner, inflatable dome

Colours: Brand themes

These domes are all about the technology, as the one to the left is about AR and scanning the QR code to gather further information. Whereas, the below option is including VR as it about an immersive experience with an interactive game.



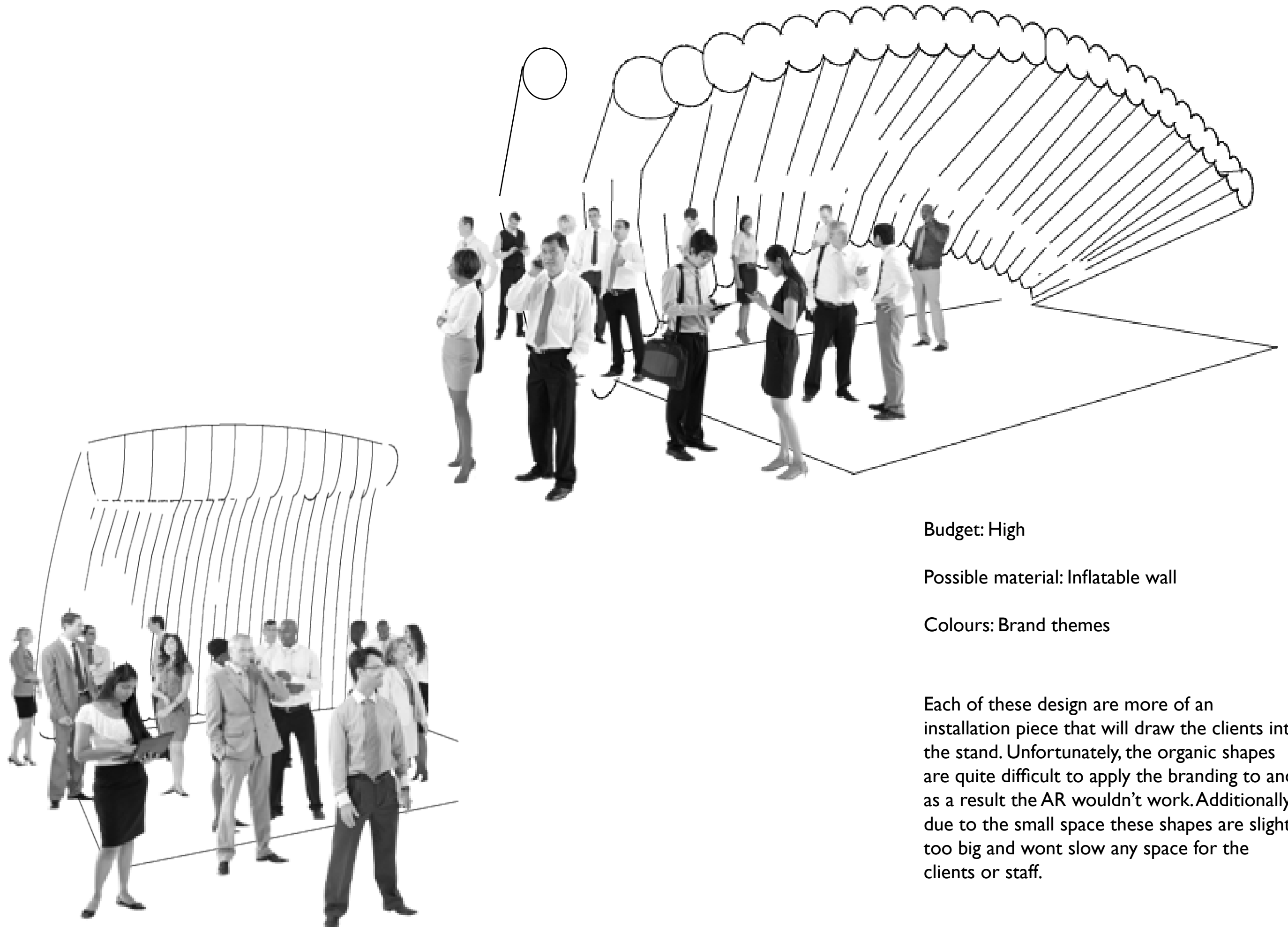


Budget: Medium

Possible material: PVC banner, plastic iPad holders and wooden plinth

Colours: Brand themes

A simplified version of the previous project where the clients can scroll with the information about Enterprise Solutions. Providing a seat means clients can stay at the stall for longer and potentially even more rested. There will be a curved banner that covers the entire back wall along with the side walls.

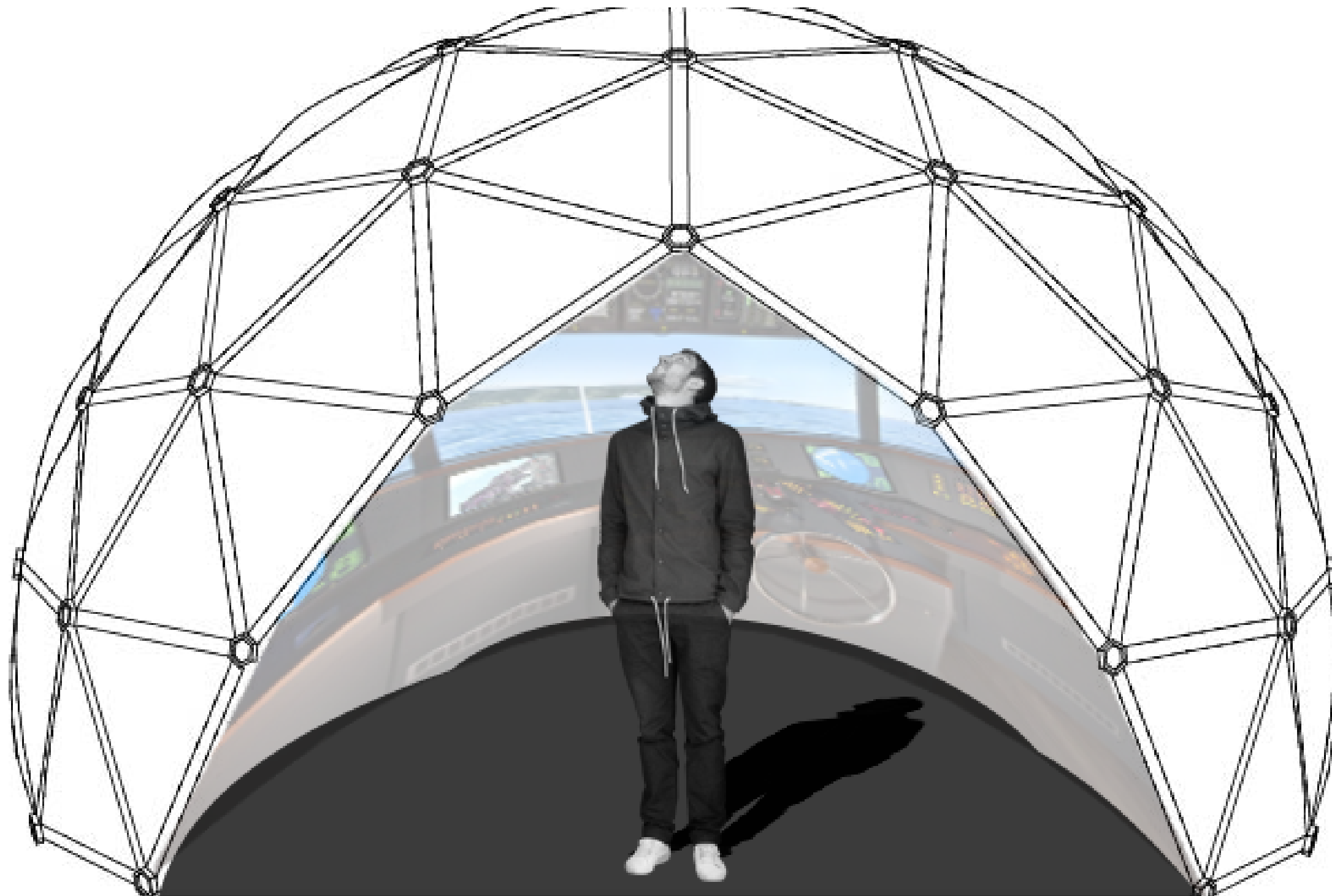


Budget: High

Possible material: Inflatable wall

Colours: Brand themes

Each of these design are more of an installation piece that will draw the clients into the stand. Unfortunately, the organic shapes are quite difficult to apply the branding to and as a result the AR wouldn't work. Additionally, due to the small space these shapes are slightly too big and wont slow any space for the clients or staff.

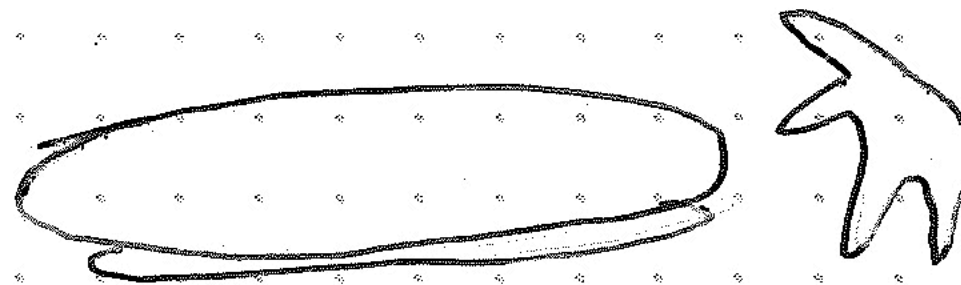
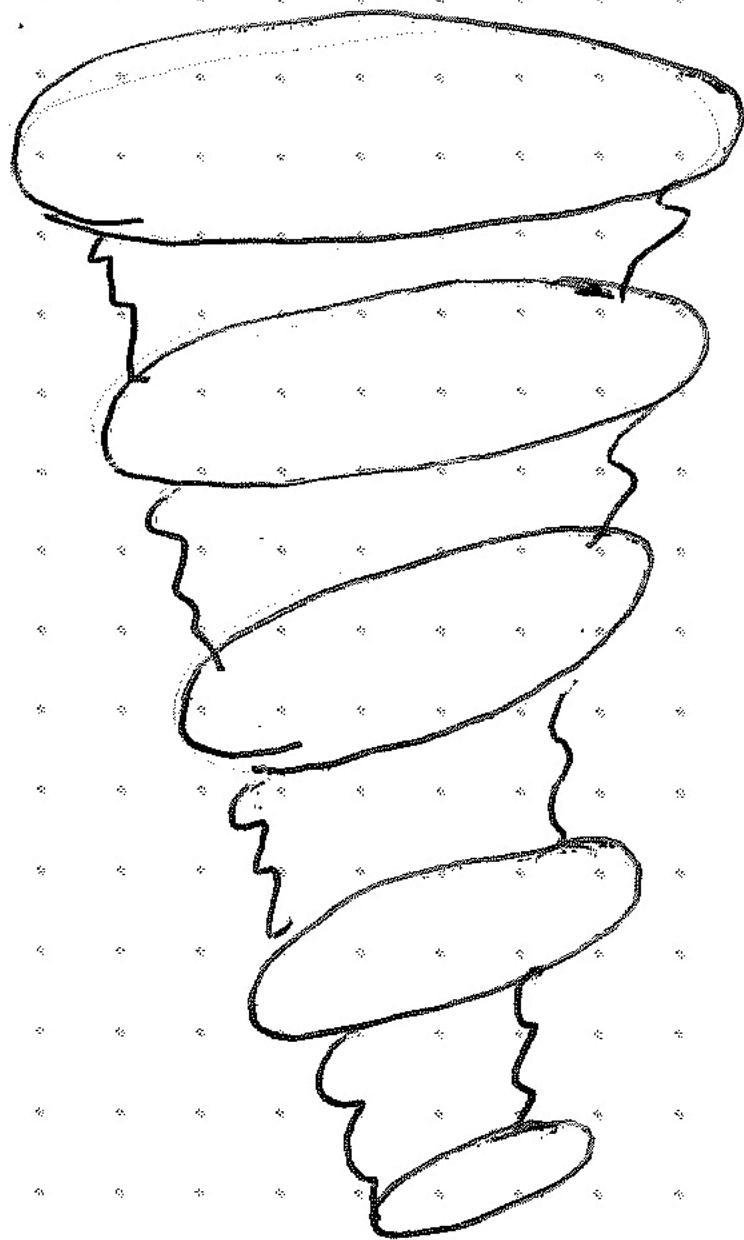


Budget: High

Possible material: Inflatable wall

Colours: Immersive screen inside

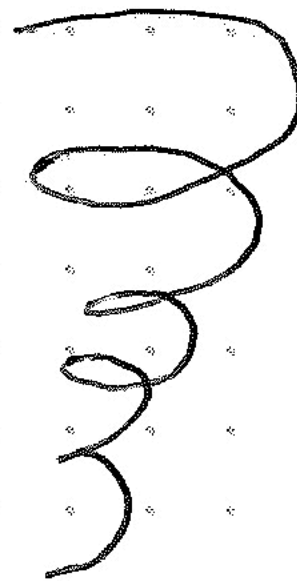
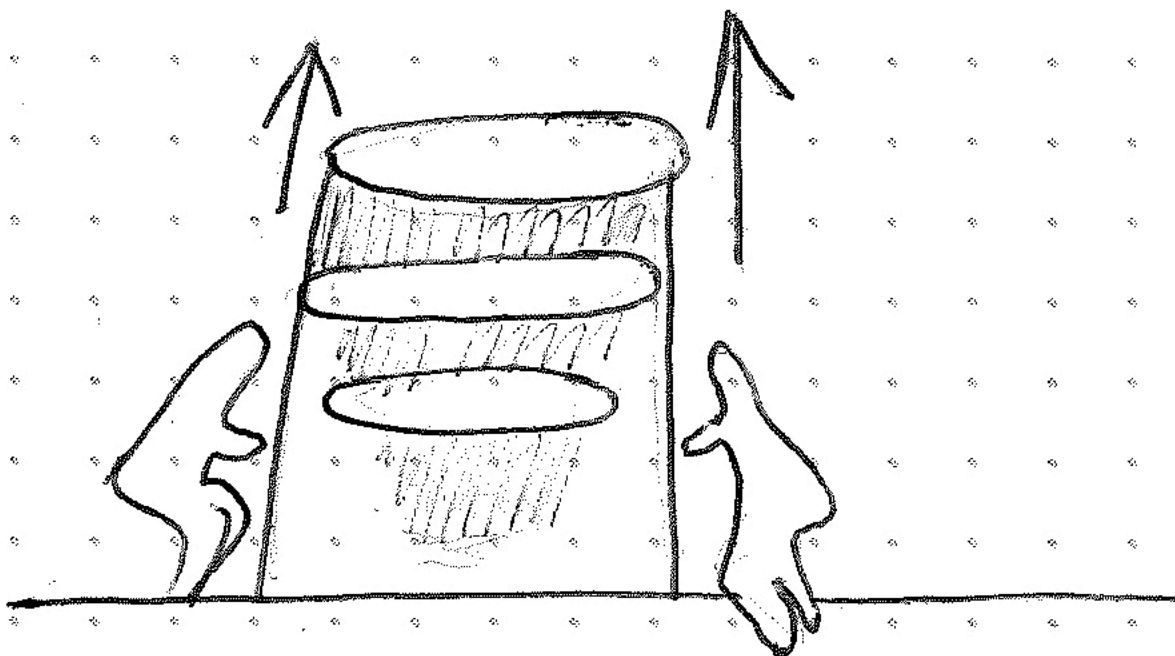
The down would be a full immersive experience that makes the client feel that are within the university. However, due to the size of the domes this design is not feasible. Additionally, it would have taken too long to construct, especially by one person.



Budget: medium

Possible material: Inflatable tubes, thin stretchy material, metal structure

Colours: Brand themes



This idea is a large scale tubing system that gets larger at the top. It is designed to be flat packed and easily assembled. This is because two people can push up the structure. On the material there will be images and slogans printed on it, acting as a trigger for the AR app.

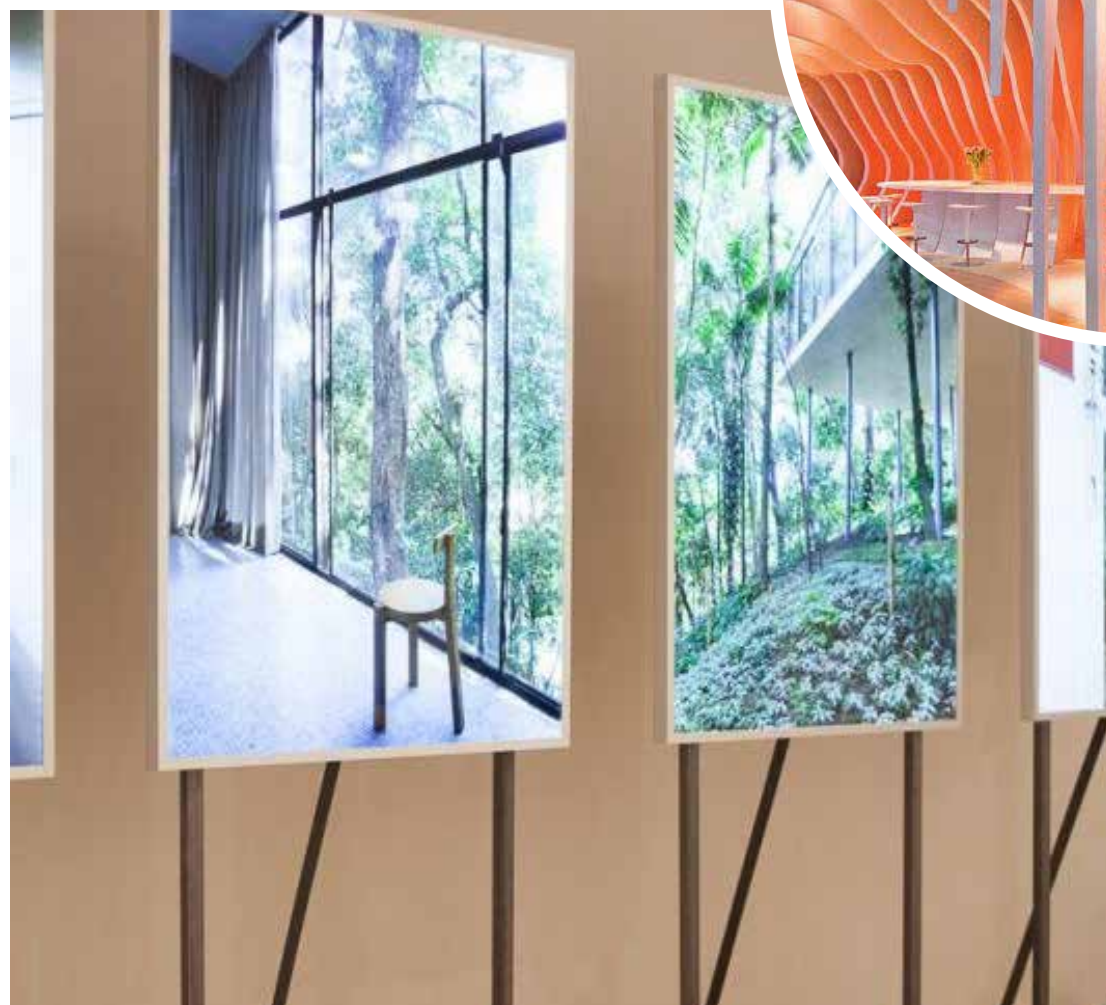
SHAPE



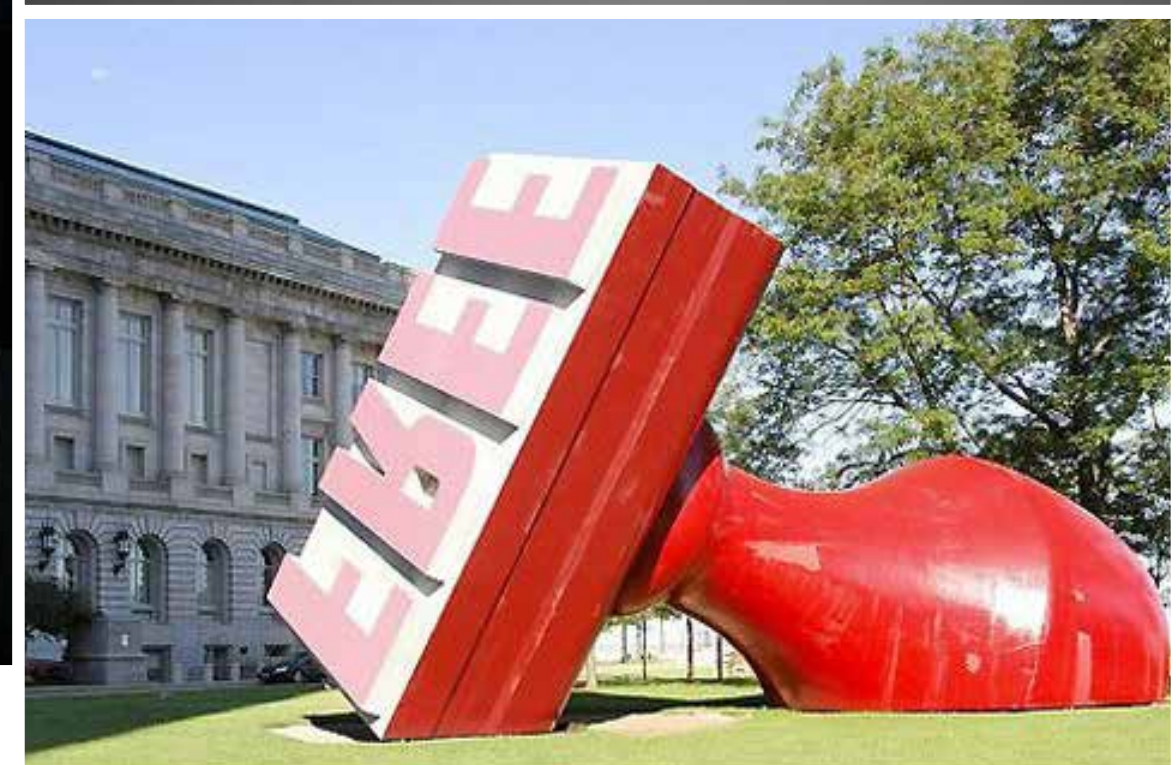
SHAPE



SIMPLE



BIG





INDIVIDUAL FRAMES

Separating out the information by giving each sector it's own frame. This zones the space and makes it more user friendly as, they go to the zone that interests them.



GOING HIGH

Using up all of the space is key. The stand could go as high as it likes, therefore it will stand above the other stands. This makes it easier to locate.



ONE COLOUR

Sticking to a basic colour theme means that an object can be highlight with a slightly different colour. This will draw people in to interact with that object.



FRAME

Celebrating the frame structure, is simple but effective. The frame shows of a natural effect, combining with the clean crisp shelves.



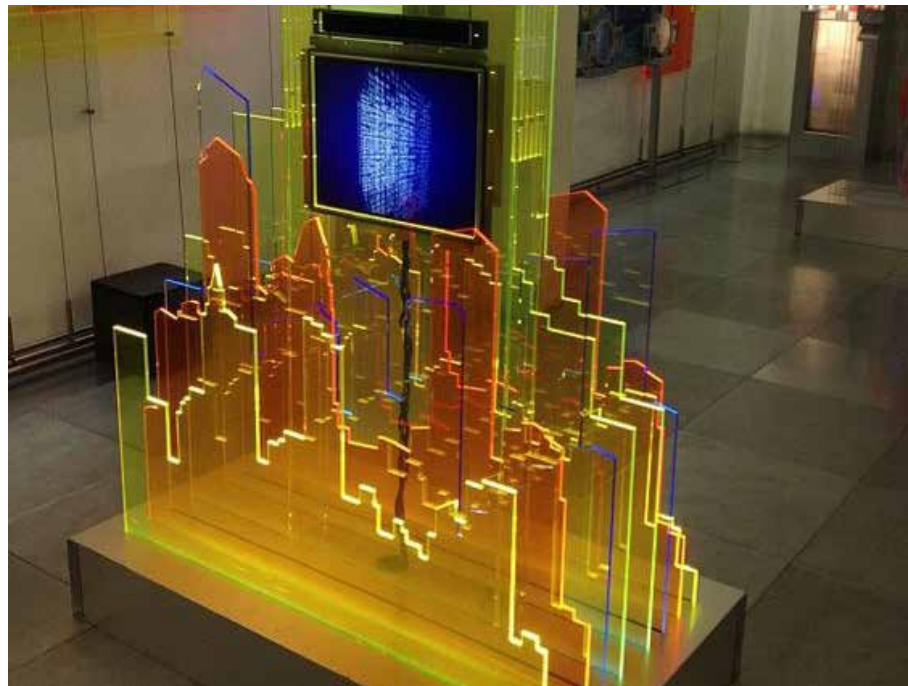
CHANGE IN HEIGHT

Having a variety of heights within the stand can help to priorities information along with making the stand look more visually pleasing.



MINIMALIST

Keeping the stand minimal means that any information displayed can be easily seen, information. Plus it gives a more professional vibe and demonstrates that the business is organised.



SKYLINE

Plymouth has quite and unusual skyline with the lighthouse, multiple university buildings, therefore the exhibition could use these interesting shapes to create a stand that would be attract new clients, as well as celebrating their location.



CURVED

Humans have a natural connection to more organic shapes, a design that use more curves and will attract people through curiosity and attraction. Additionally, it interesting to employ juxtaposition between the exhibition stand and what's actually being exhibited.



MINI CITY

These simple structures have taken the shape of what people conceive to be a house or a 'home'. Connecting with a peoples emotions by reminding them of something similar is a way to make people feel more comfortable and relaxed within the area, and therefore more approachable.



GEOMETRIC

Geometric shapes and structures can be very please to the eye especially when they tessellate well. Additionally, geometric shapes would be easily packable and if designed well could potentially fit within each other for travel.



FRAME WORK

This idea is a simple frame work that can suspend any promotional material that's needed. It's great because the content that's being displayed can be updated and change as much as possible but the frames stay the same. Additionally, the frames can be much more interesting and take on a variety of shapes.



CARDBOARD POP UP

The exhibition has printed on to the cardboard making it look more like a set. Using different folds and bends the design has become 3D. This has potential to be used to mock up of one of the facilities or create a large object that will attract new clients



SCALING UP

Taking an everyday object and scaling it up, evokes people curiosity as they want to know why. Additionally, a large object can be seen from a distance making the stand more eye catching. This could be enlarging a telescope.



LARGE WRITING

Using large writing grabs their attention and it means they get a quick understanding without having to read through reams of information. It is also could be come interactive as things could be placed on it.



LIGHT SHINING THOUGH

The light shining out gives the illusion that the space is larger. It could shine out displaying an image or even a projecting a video though the gaps.



EMERGING FROM THE WALL

Having an item emerging from the wall brings a bit of fun to the stand. Additionally, laser cutting sections out to create an object gives it a unique aesthetic.



SPEECH BUBBLES

Highlighting an import and quote or title demonstrates its importance. Using an item like a speech bubble brings a bit of humour to the stand.

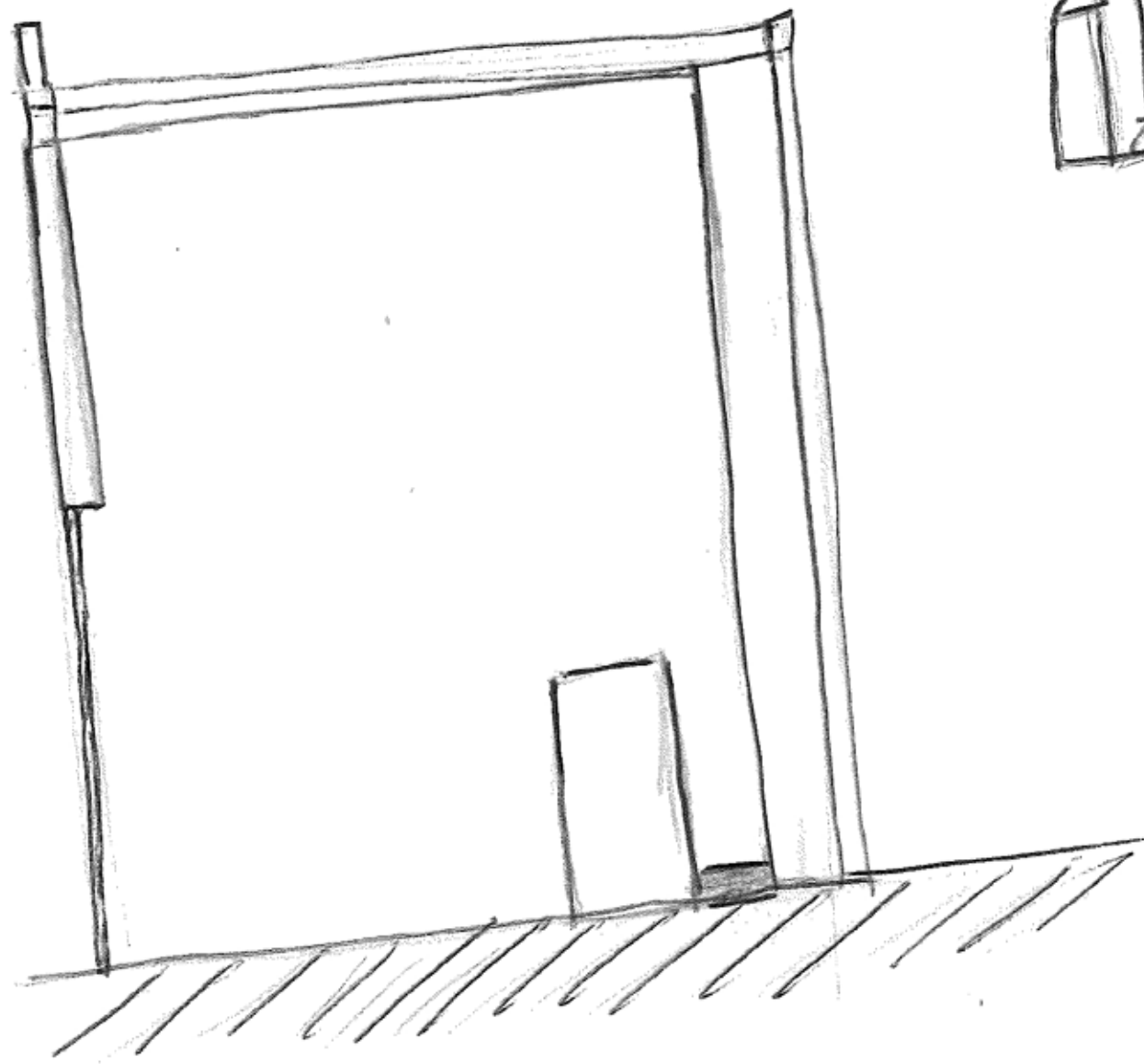
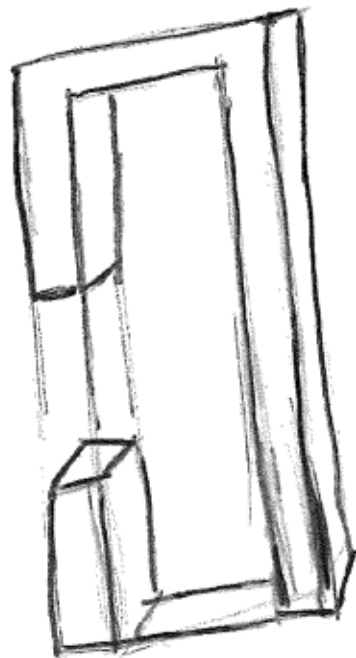


LARGE SLOGAN

Their strap line could cover the entire back wall. It would inform the clients straight away what they are about. Using a more creative way to place the slogan on the wall will entice people into the space more.

could work
with AR

interesting
item relating
to the space

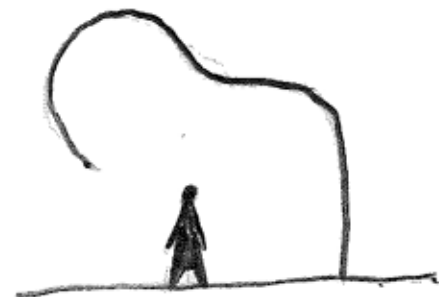


Directs them to
what interests them

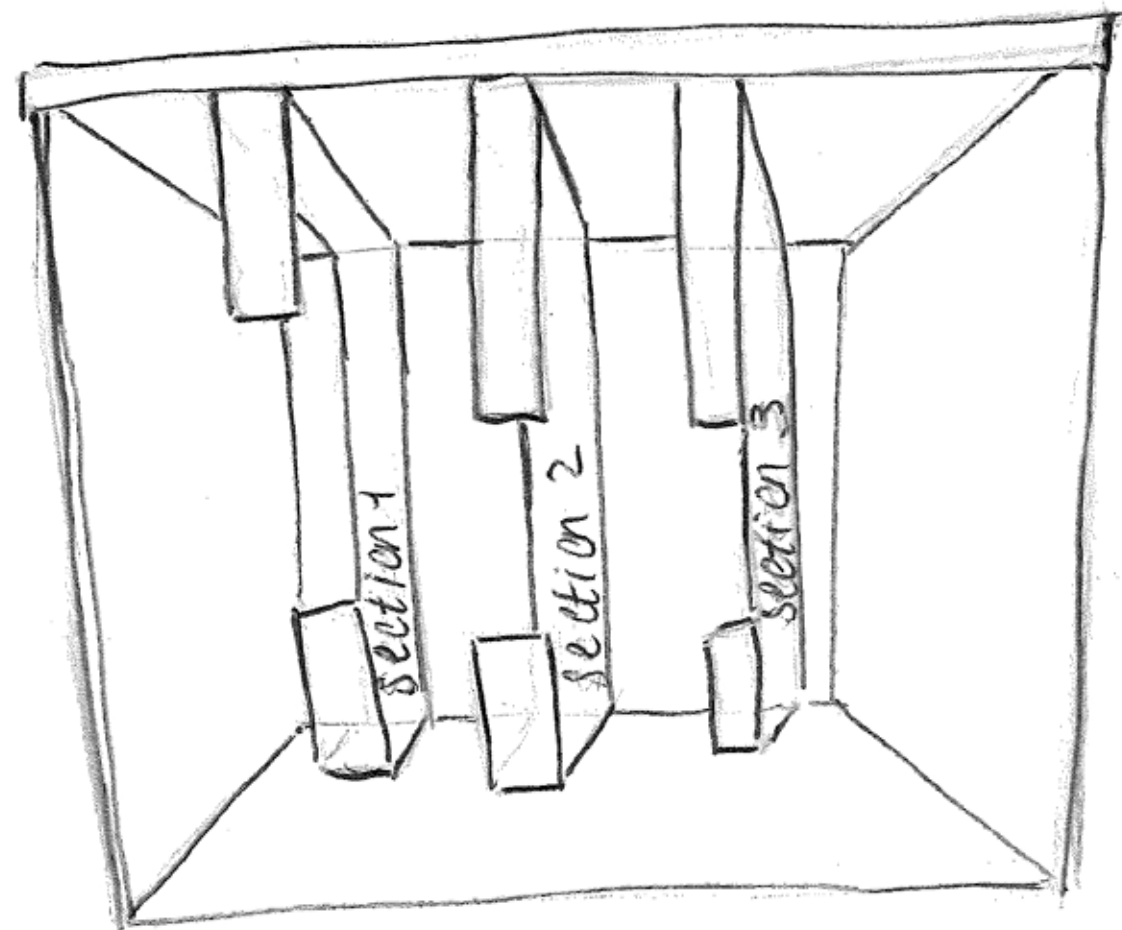
Direction



Moving away from geometric
lines and leaning on organic
would make the stand
stand out.

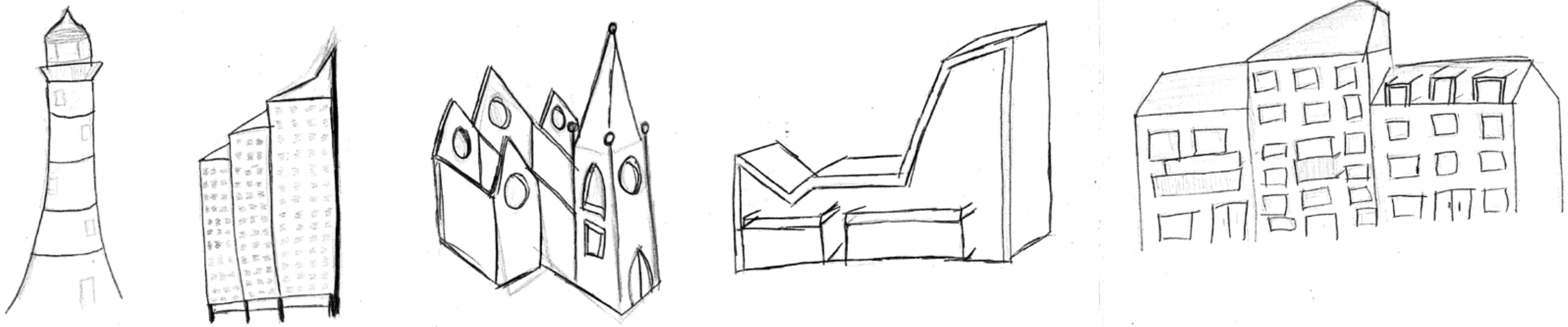


Don't
need to
be geometric



lines/pathways/
directions/arrows/
zoning

Splitting the
business in
more comprehensive
sections.

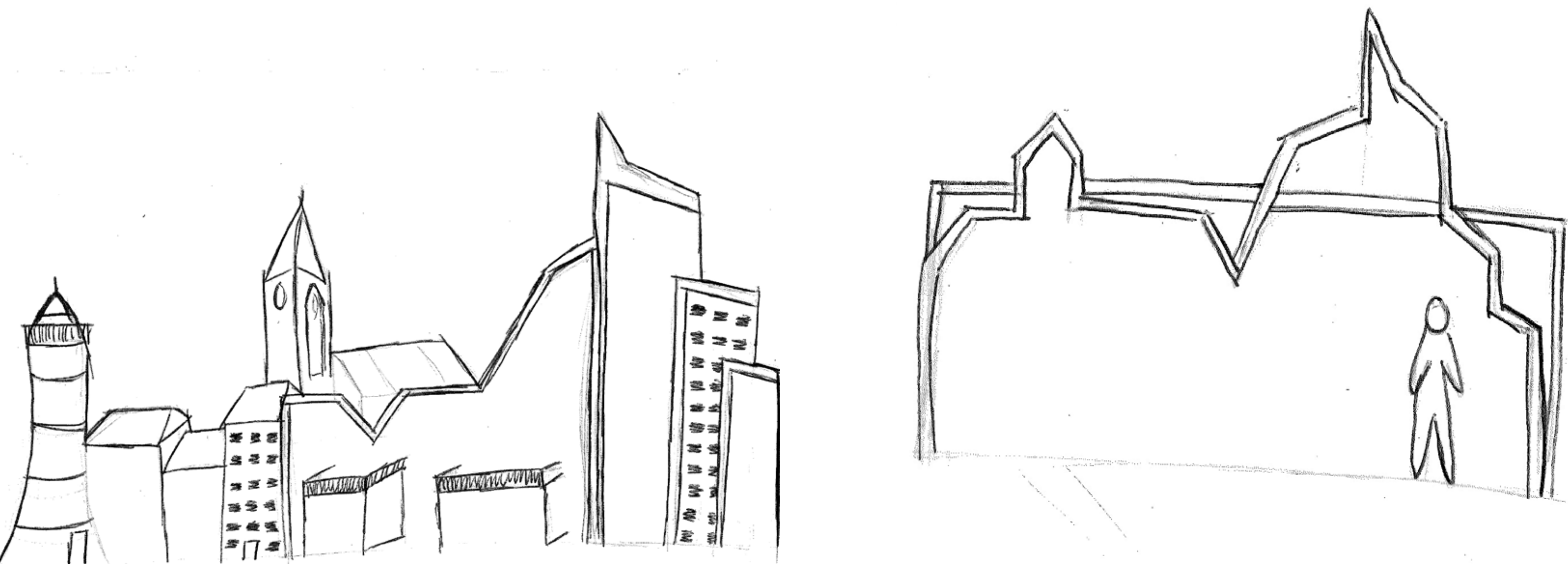


Budget: medium

Possible material: Steel or aluminium poles,
tent style poles with elastic inside

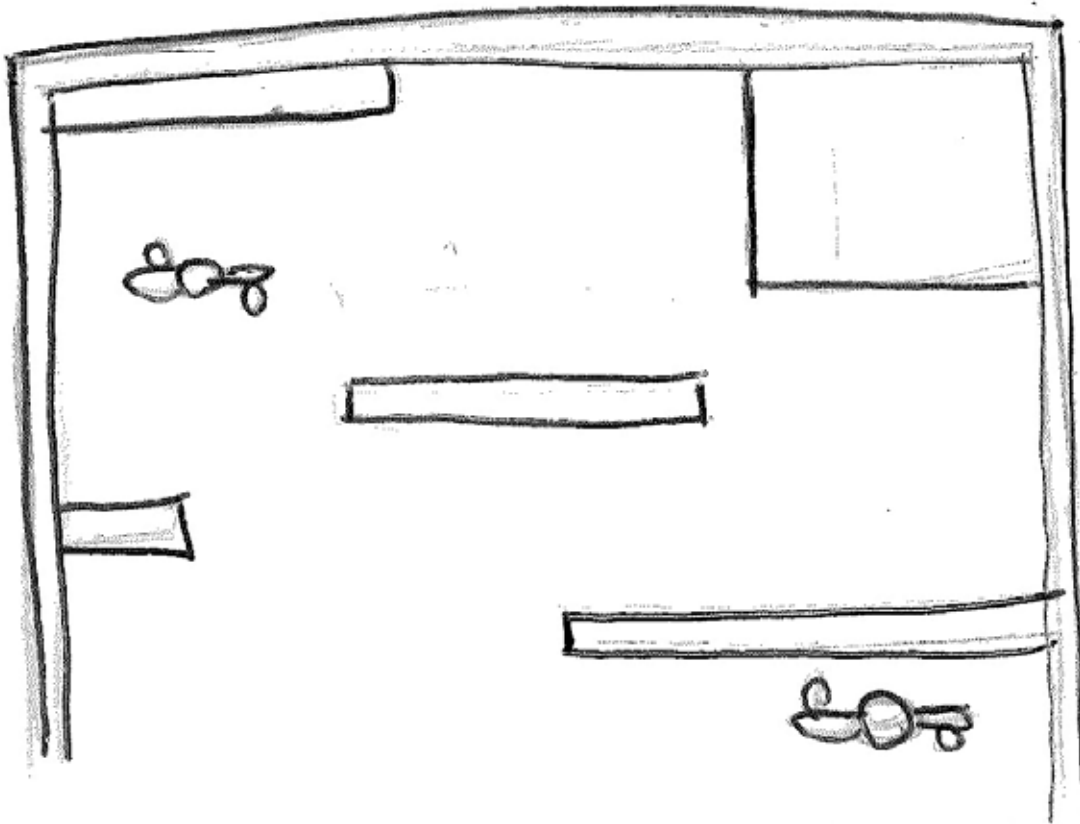
Colours: black

Taking inspiration from some of Plymouth most iconic buildings to create a recognisable skyline. As a result, the skyline can create an entrance to the space. It takes full advantage of the space by going higher than the stand. The usual shapes help the stand be individual and grab peoples attention.



Plan

The building could each be one large flat surfaces, or be more 3D and be set back at different differences.

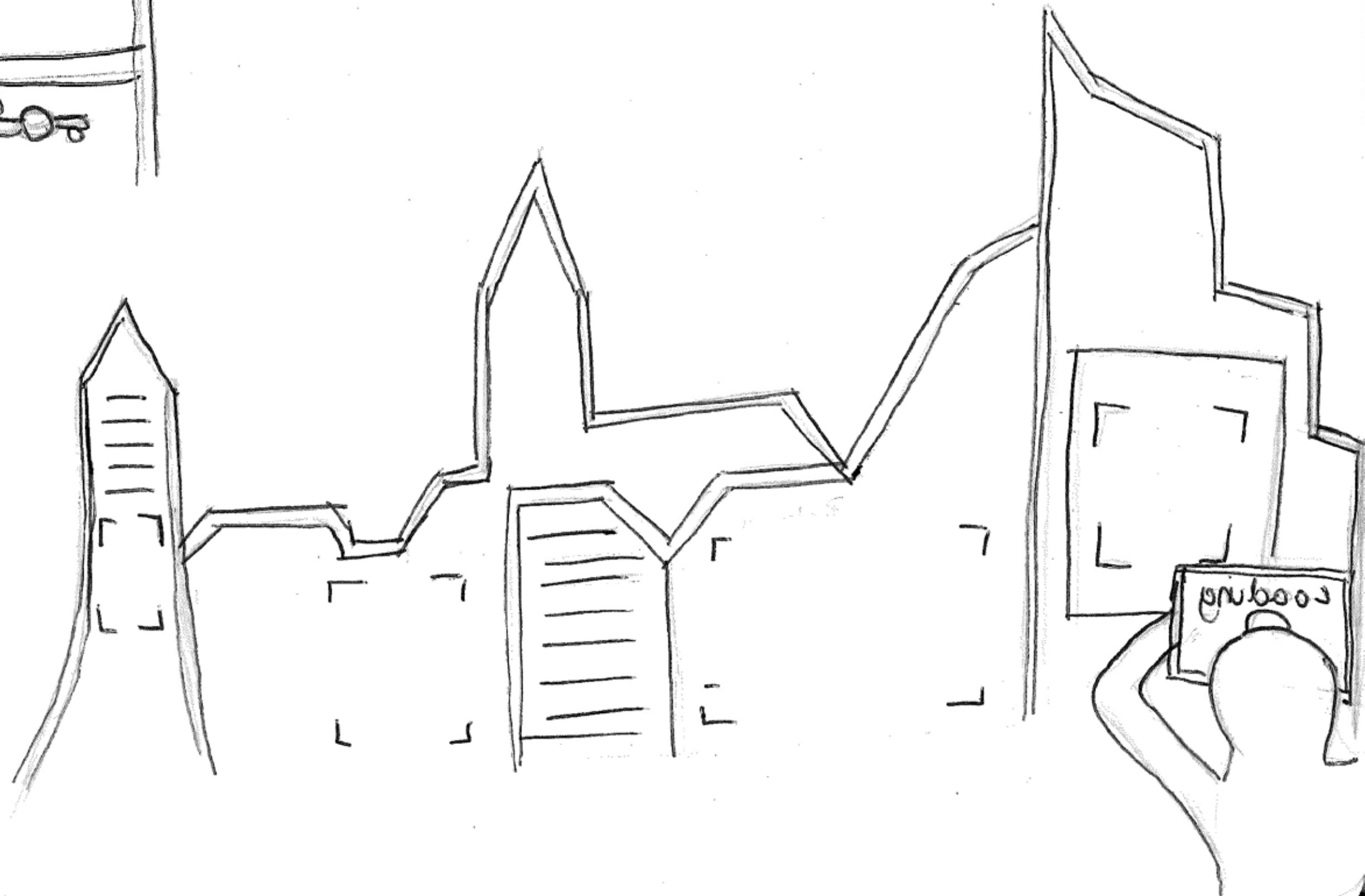


Budget: medium

Possible material: plywood, cardboard

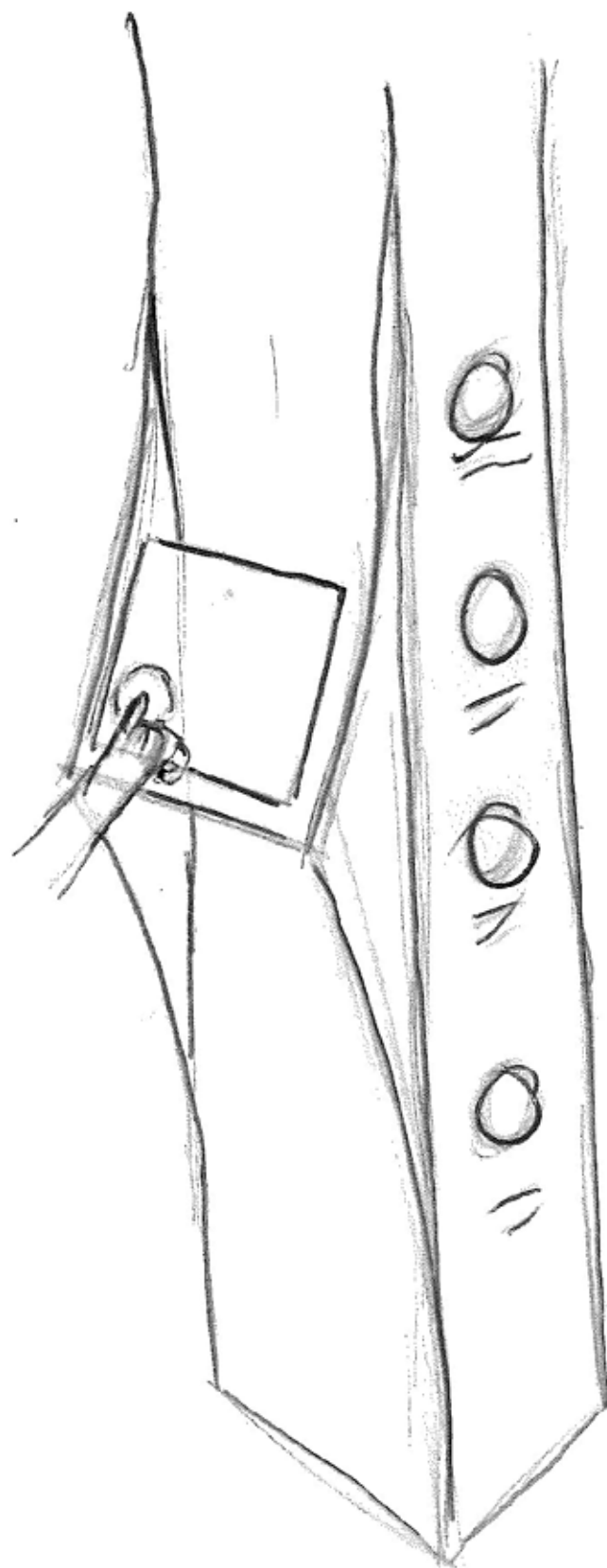
Colours: colours of the city

The skyline can warp around the stand to celebrate the city. Each building will hold different information depending from one of Enterprise solution sections. Additionally, on each building they will have triggers for the AR app.



AR
columns

interaction
with
ipad

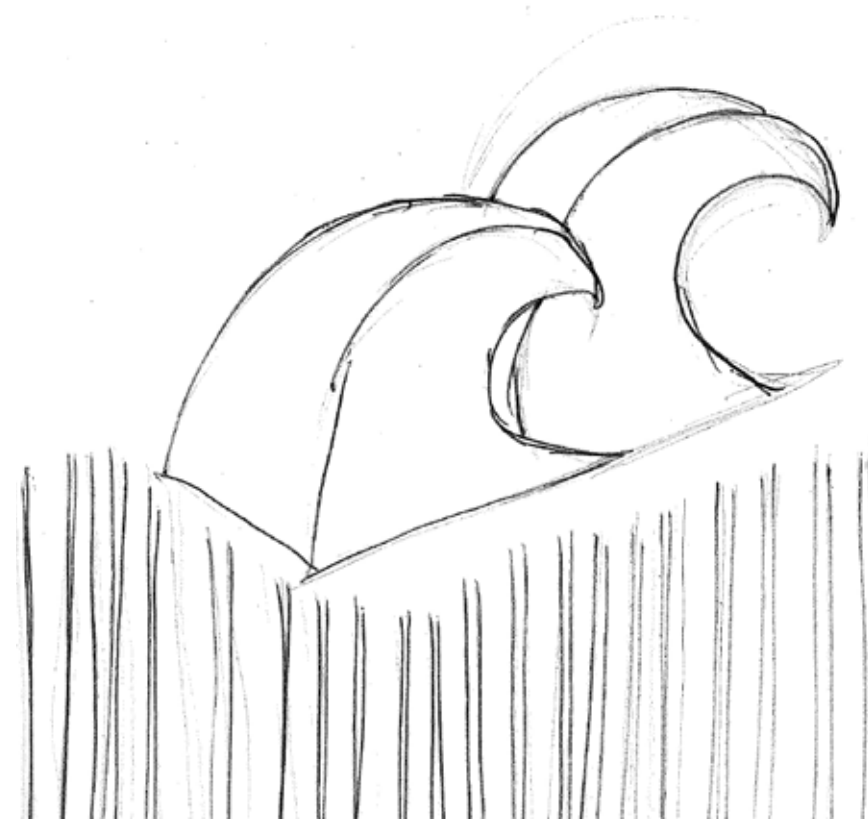
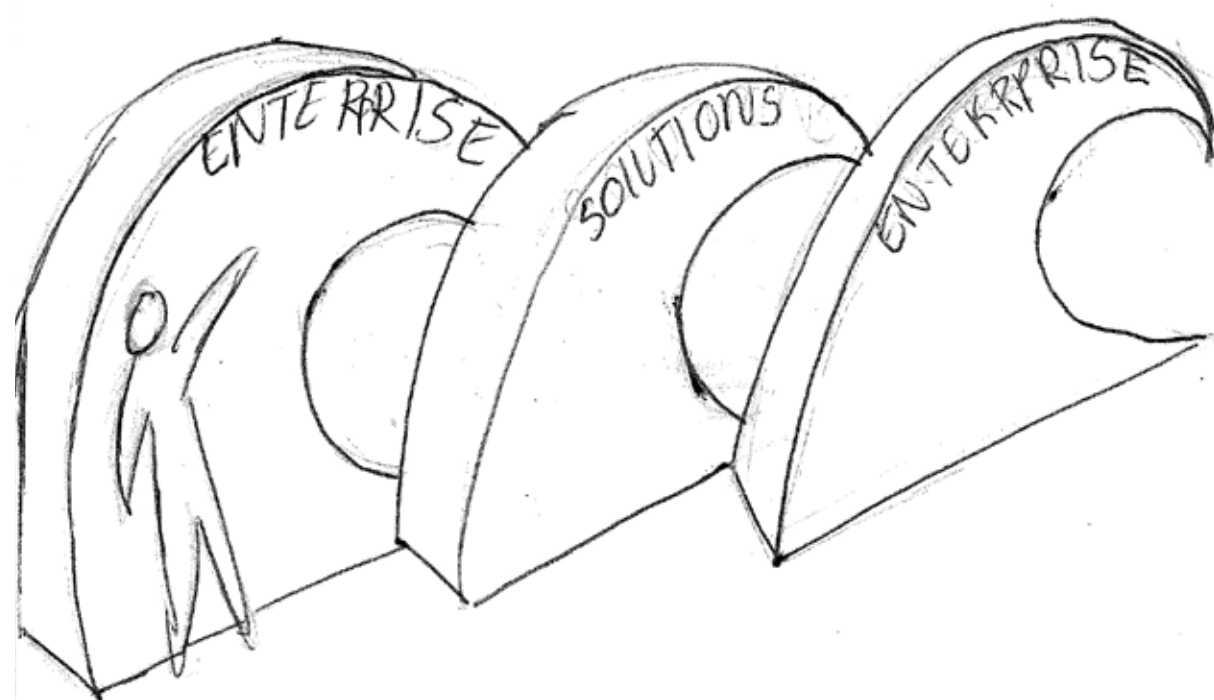
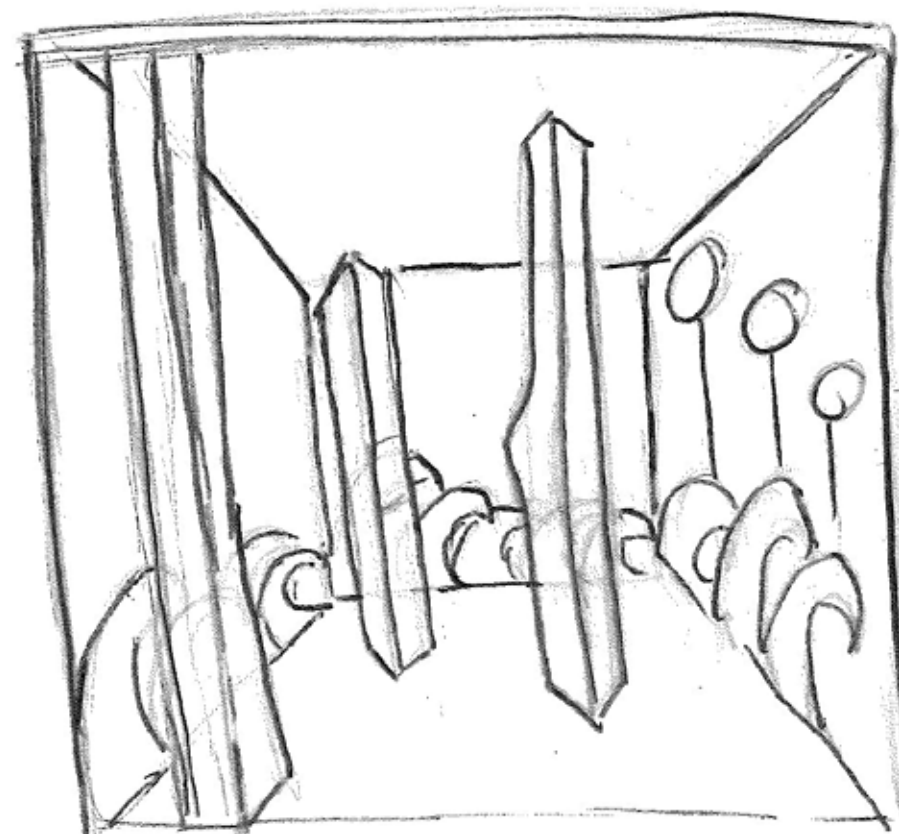


Budget: medium

Possible material: plywood

Colours: Blues and greens

Aimed at celebrating Plymouth coast line and surrounding sea. The stand has waves going around the entire stand. They could potential be 3D, making the stand more interesting. In amongst the stand there will be a couple of tubes that hold tables, where the clients can search for more information. They are aimed to be like seaweed. On the tubes will be information about Enterprise solutions.



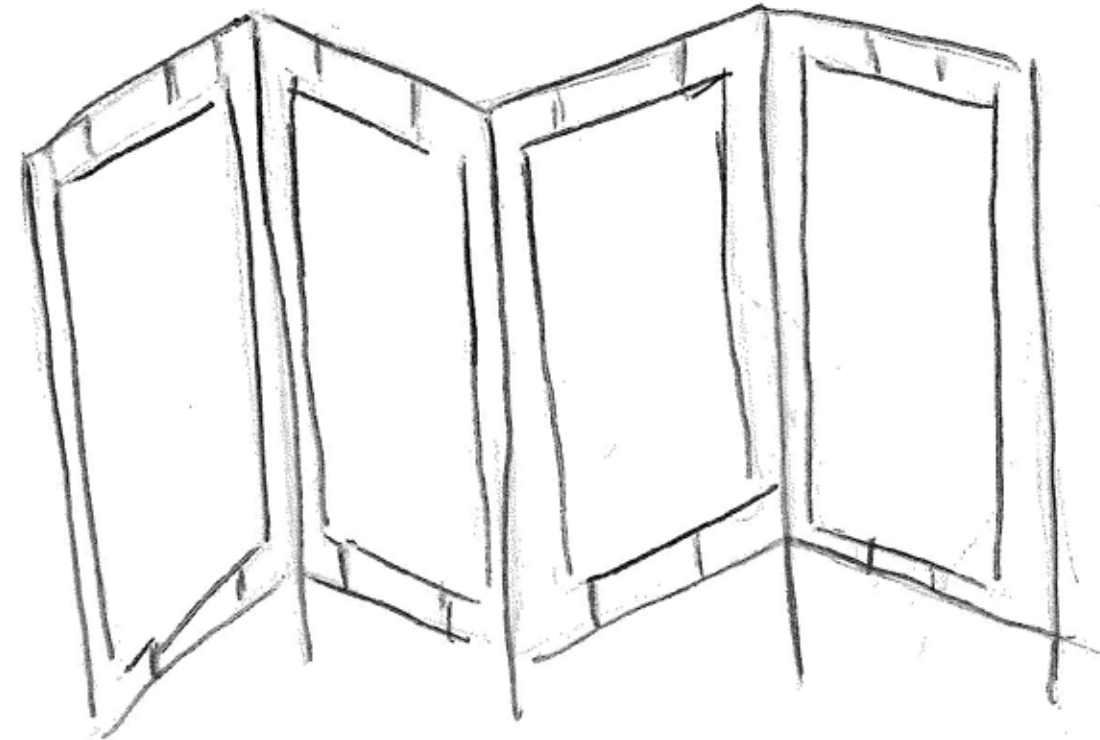
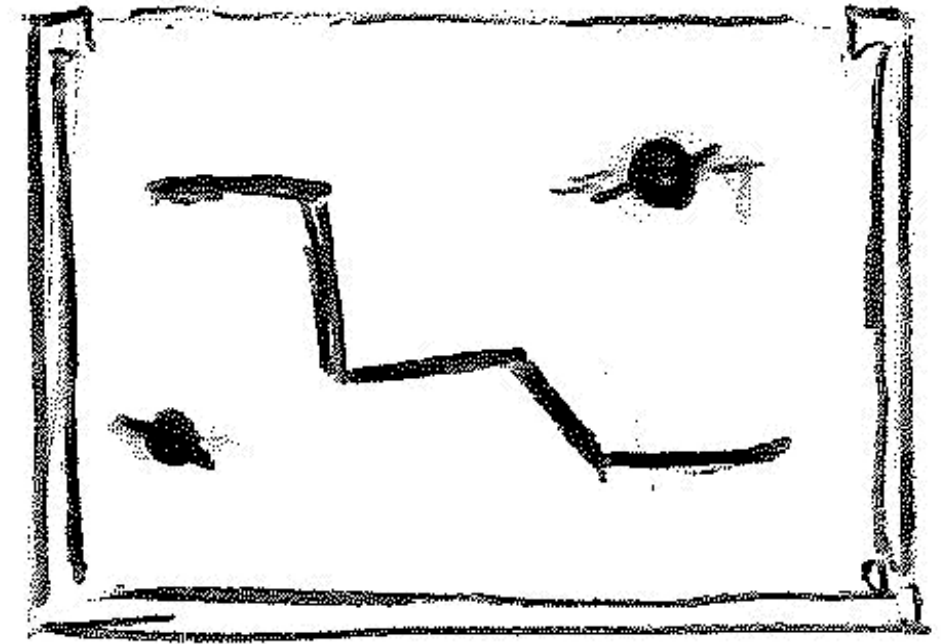
Budget: low

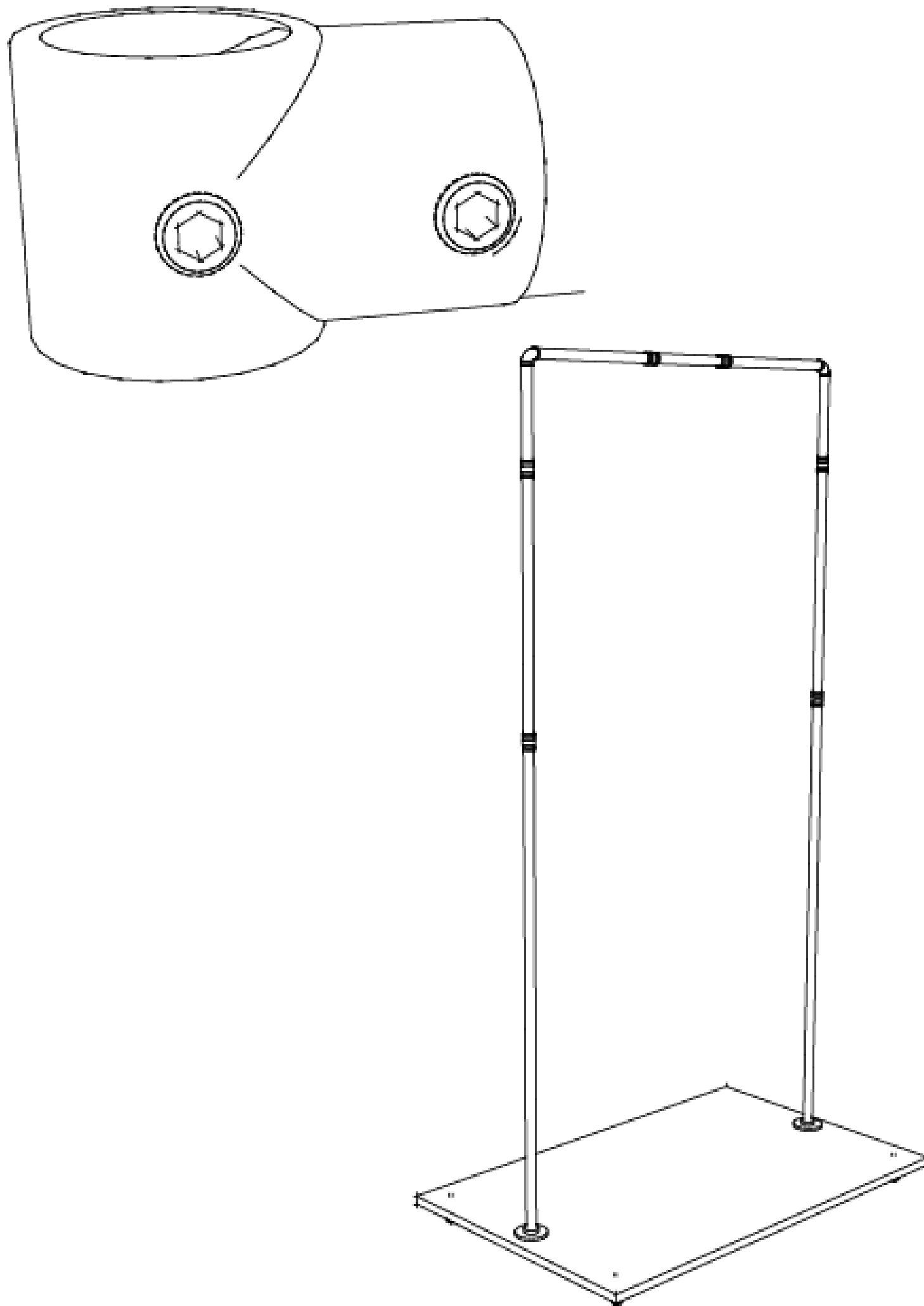
Possible material: softwood structures

Colours: Brand themes

Using a simple corrugated shape to re arrange the space of the stand and change focus to the centre of the stand. The main focus is around the AR, as that will be where most of the information will come from.

Plan



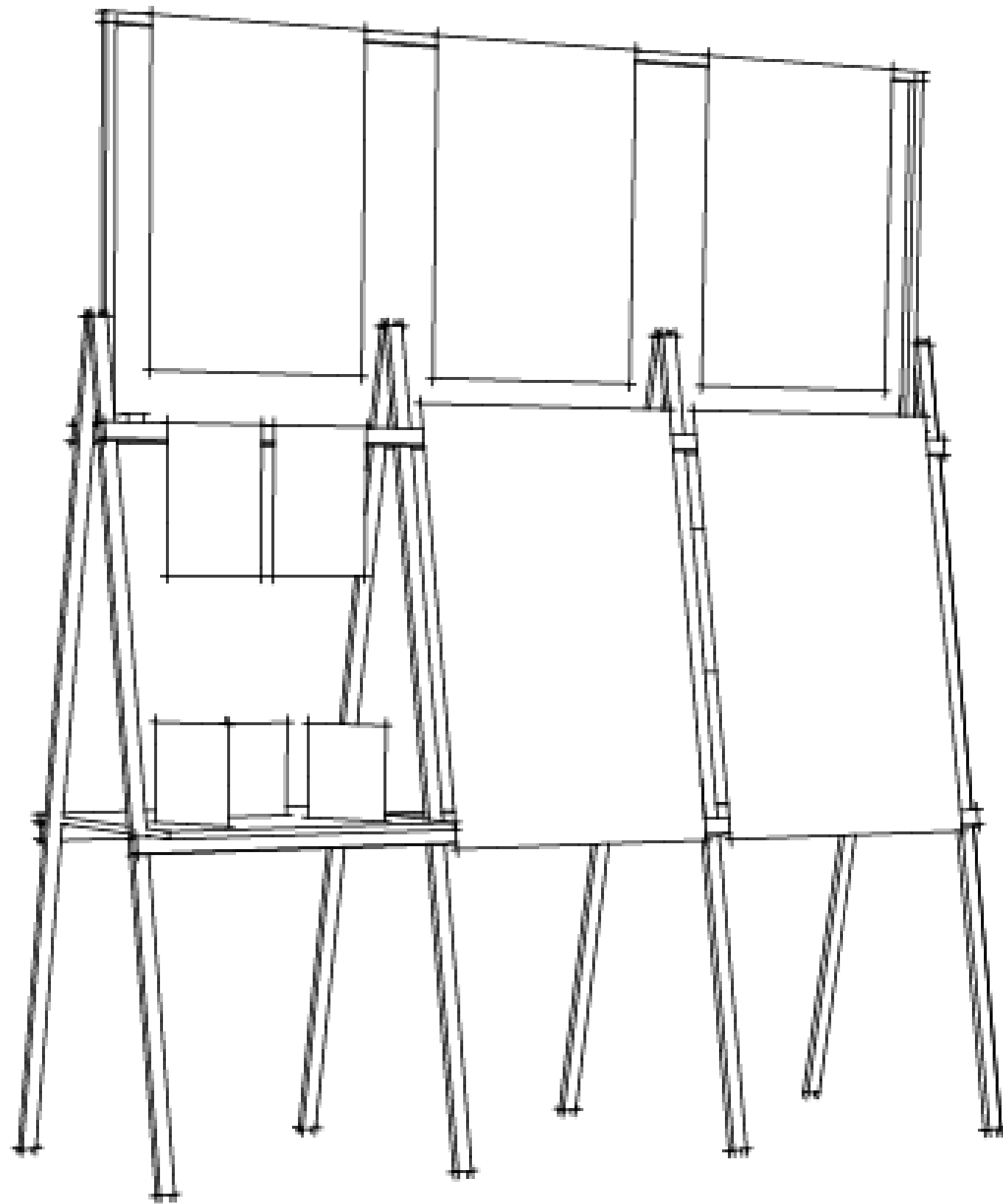


Budget: low

Possible material: steel, aluminium, tent poles including the elastic, PVC banners

Colours: Brand themes

An alternative choice to the softwood structure would be a more professional stainless steel poles. The design has a range of connection points that allow the stand to be packed away into a small bag, making it easy to transport and set up. There will be hanging banners within the frame.

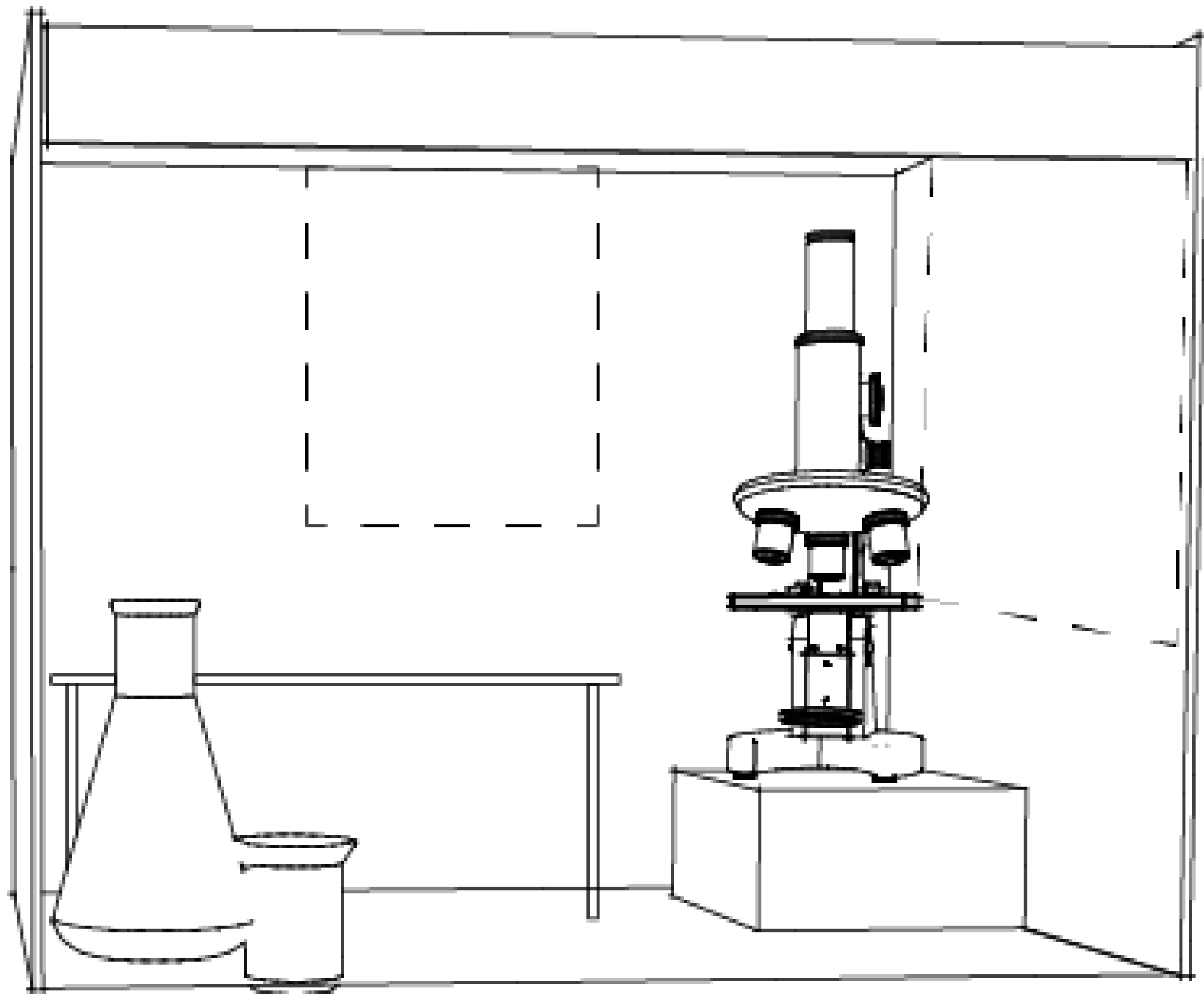


Budget: medium

Possible material: softwood structures

Colours: Brand themes

Developing on from the simple structures is a more integrating shape that changing in hight. Plus it has space for the leaflets to be placed. There will be four section to zone the space. Ideally the stand can be changed an altered depending on the exhibition show.



Budget: high

Possible material: softwood, inflatable objects, cardboard, acrylic objects

Colours: Brand themes

The design plays on the theme of using large images and objects to entice people in to the stand as it will spark their curiosity. The objects could be built using either laser cut and slotting together plywood or cardboard. On the other hand it could be more exciting by using inflatable objects. On the walls will be large images that are used as triggers for the AR app.

INITIAL MINDMAPS



ENTERPRISE SOLUTIONS
spelled out in big letters
with pictures of
info on it.

er big objects in the
stand to capture
INFLATABLE attention.

form of the
strand

FEATURE FORM WITH
PROJECTED INFORMATION

FIND THE PAIR
INTERACTIVE
WALL.

INTERCONNECTABLE
RODS
things can be hinged.
+ attached into them

WHAT ARE THE
FOSTER
MOVABLE / MOVING
FEATURES.

INTERACTIVE
SPACE where
you can walk in
and play for 2
games & guess what it is
2 board with interactive
wall.

POSTERS
FACING DIFFERENT
DIRECTIONS
CREATING AN INTERESTING
DISPLAY

lying on something
locking up

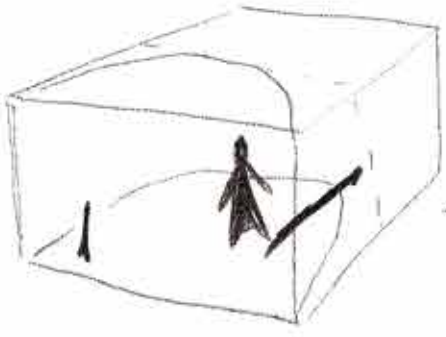
cube that can be walked into layered by information.



As you walk in what do you see

stand has to stand out!

you need to have a stand out stand out -
SHELL OR STAND OUT -
FEATURES
COLOUR IS IMPORTANT



FORMATION ZONE
business zones

MARINE CENTRE
wave shelter



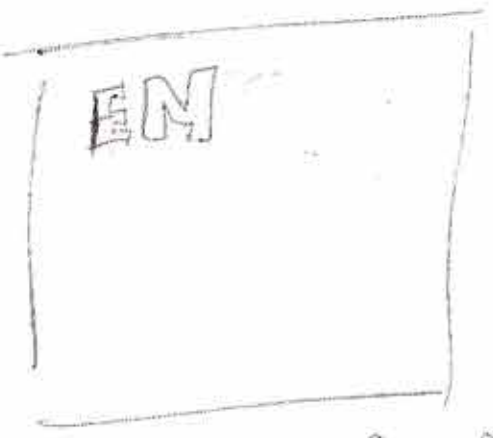
DRIFT CASE
OR SHELTERING



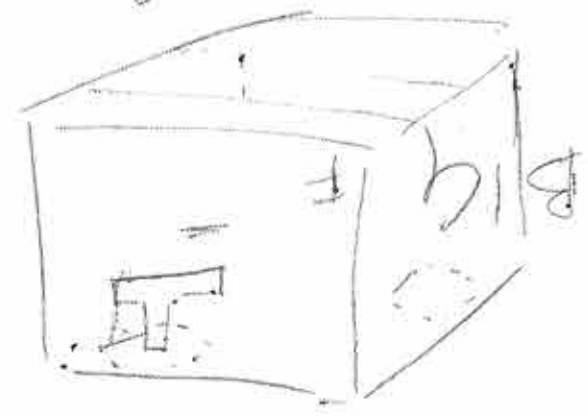
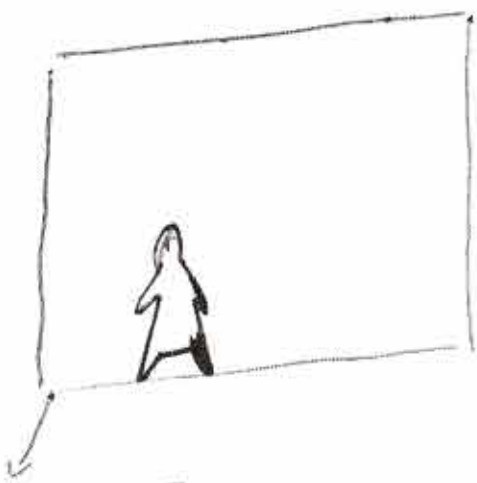
Microscope
• science park
labs, research



ENTERPRISE
SOLUTIONS



Hanging items



SIMPLE

IMMERSIVE



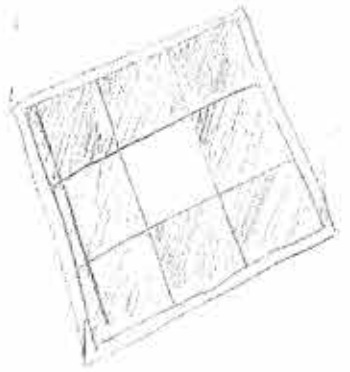
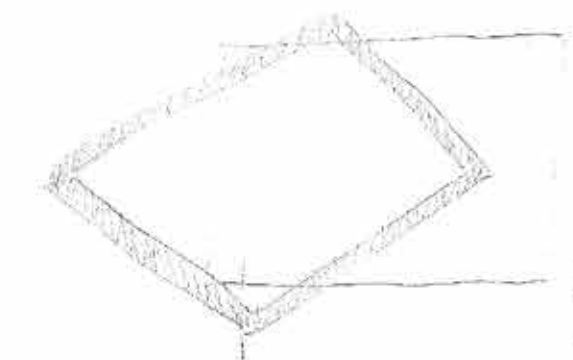
PLAYFUL

INITIATABLE



SHAPES eg square, circle

what does everyone do
stand out
recognisable
use clever use of colour
use more based on what you
built
business is about
microscopic but then up

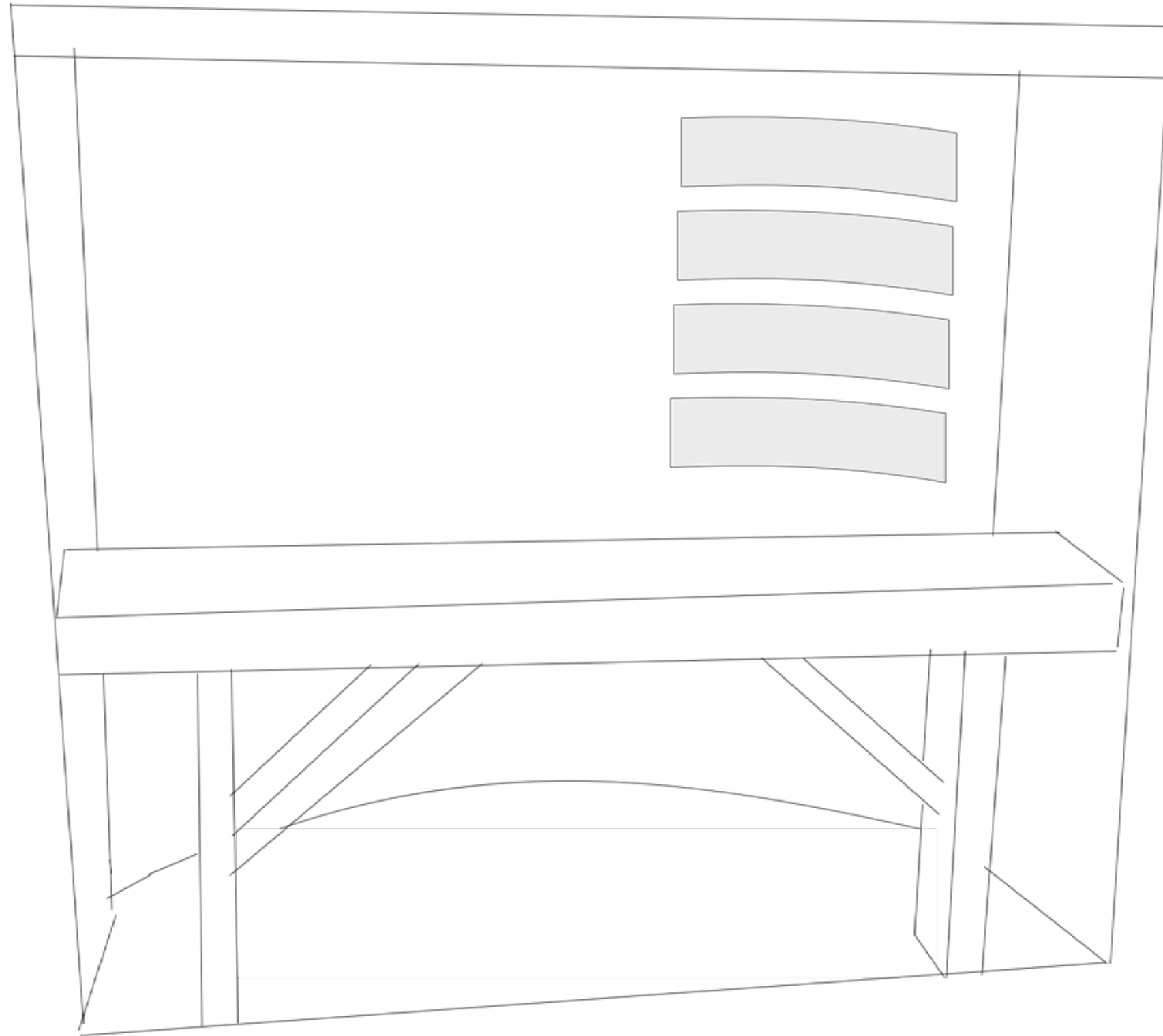


microscopic but then up

INITIAL DESIGN CONCEPTS



DESIGN CONCEPT I

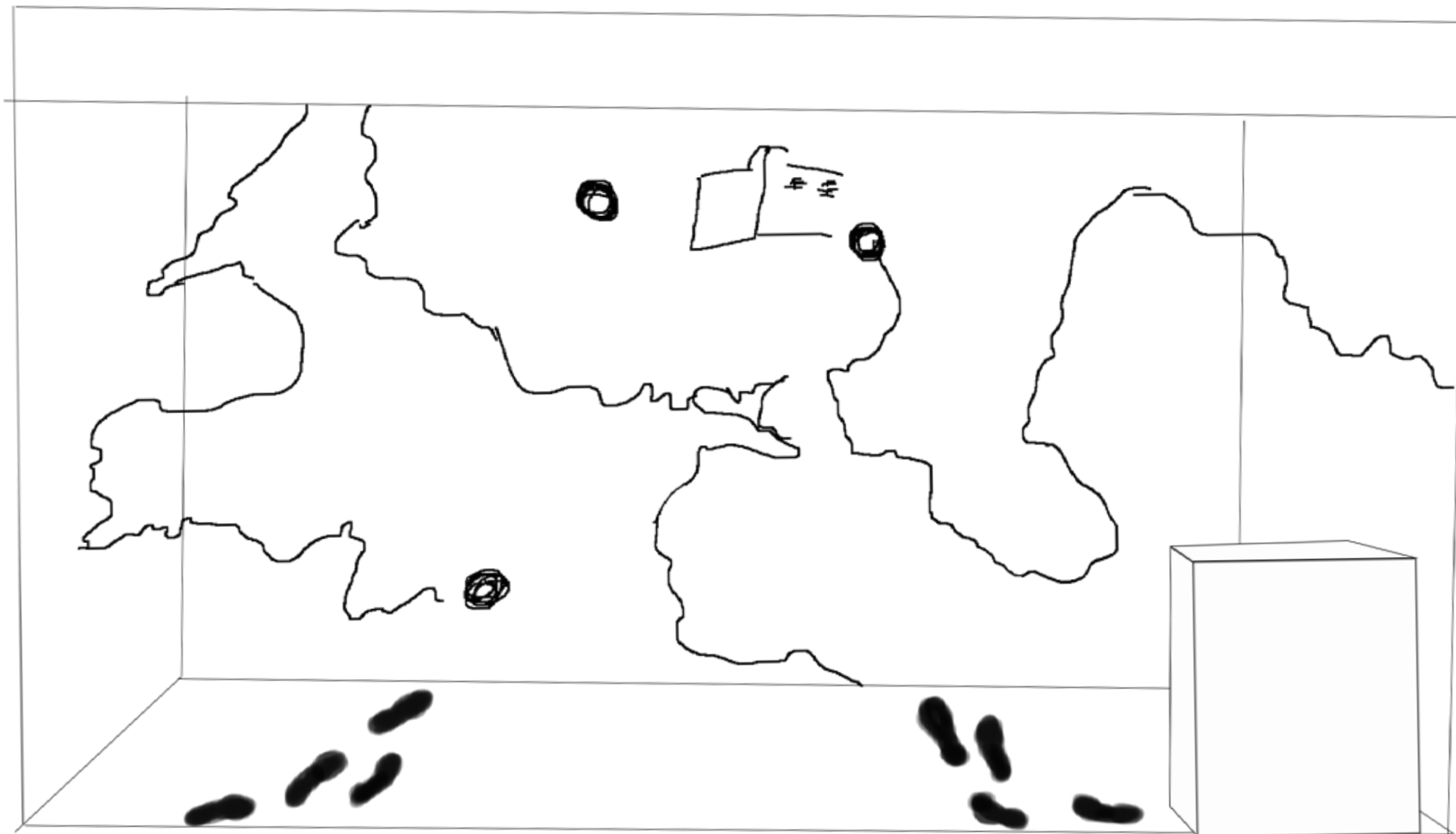


The stand will have a wrap around banner made from PVC, this allows the stand to be more immersive plus there is now horrible grey felt still on display. A curved banner can be bought for around £500 and can be folded up neatly and is very easy to transport. The floor will also be covered in white tiles as it makes the space seem bigger. Both logos will be clearly situated at the top of the banner. Possibly along with a catchy strap line.

A table will take up the how of the front of the stand and will be covered an a variety of object from the different sectors available to the clients. This objects entice the client over through curiosity. Therefore when they get to the stand they are greeted. Each object will be a trigger for the AR app and there will be links, videos, photos and information floating around the objects on the screen.

The table is going to be able to fold in half to make it easy to transport. Keywords will be on the banner, from each of the key sectors.

DESIGN CONCEPT 2



Black and white map of Plymouth highlighting the iconic buildings and facilities on offer. These will be in pastel colours. Giving the design a softer feel. The map will be laser cut on to foldable card

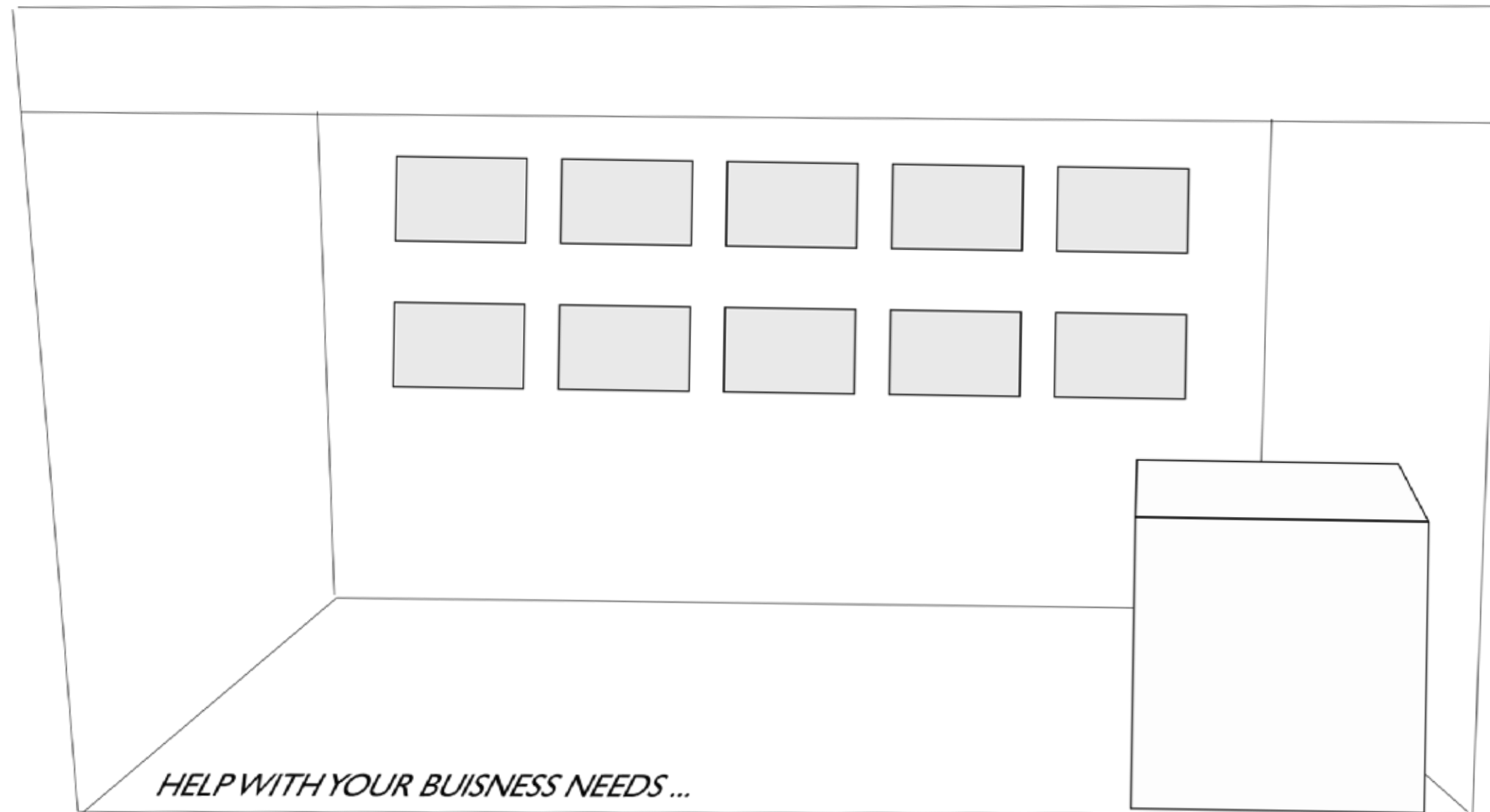
Another option is that it's only a map of the university and its surrounding features, including the medical centre and sports park. Also laser cut on to foldable card.

The map will be in 2D but the important building will be highlighted as they will be in 3D. They will also show what they are capable of producing. The map could be attached to the wall using Velcro as it is strong enough to stay up all day but can be taken down with ease at the end.

The 3D objects will be the triggers for the AR app, where there will be videos and links helping them understand what is on offer.

To help entice the clients into the stand there will be a couple of foot prints for them to follow.

DESIGN CONCEPT 3



All 3 wall and floor will be painted white, to give the illusion of a bigger space. The game will consist of 2 sets of A3 cards that need to be matched up, the first set will have photographs of the opportunities available to the client. The second set will be the matching description. The client will need to match up the cards by turning them around similar to snap. The staff member running the game will then explain more about each opportunity when the card is used. "The more you lose the better understanding you have."

On the small desk there will be multiple sets of cards that will trigger the AR app. These cards will be A5 and the client can also take the relevant card home with them, similar to a business card.

An optional prize could be awarded to the winner if they can match the cards in the quickest time.

DEVELOPED CONCEPTS



CURVED BANNERS



Price: £429.99

Size: 3x2

Material: PVC

- The perfect solution for exhibitions or trade shows
- High Quality curved pop up frame
- Amazing visual print on dedicated grey back media with anti glare lamination
- Wheeled carry case that transforms into a Podium table top
- Includes halogen lights
- Magnetic bar system, easy to erect
- New graphics can be produced to fit on existing system, saving future costs
- Available sizes 3x2, 3x3, 3x4

website: <https://seriousprintgroup.co.uk/products/view/206-curved-pop-up-systems>



Price: £280.556 for 1

Size: height 1800mm
internal radius 1500mm

Material: Aluminium frame,
Fully upholstered or glazed
options in clear or smoked
acrylic.

- Curved screens available in four heights and three internal radius choices
- 30mm Aluminium frame in Silver or White
- Upholstered in a range of brightly coloured fabrics
- Comes complete with in line and 90 degree connectors
- 850mm inside radius, four form complete circle.
- Comes with height adjustable feet as standard
- Includes three height adjusters
- 4 week lead time. Popular for forming pods and wave formations
- Optional stabiliser feet, requirement depends on configuration



website: <https://www.onlinereality.co.uk/prod/6880/destiny-curved-screens/1800mm-high-radius-1500mm>

CURVED BANNERS



Price: £229.00 for 1

Size: 2300 (h) x 1000(w) x 330 (d)

Material: 500 micron scratch-resistant print polyester

- With a steel base and aluminium bungee poles, which will last for a number of exhibiting situations
- Individual units stand side by side to create a backdrop
- The graphic display can be placed next to each other to create curved interesting designs
- Includes a carry bag
- Approximate weight is 8kg
- Visual graphic area 2000 (h) x 1000 (w)
- The D4 Display banner stand comes with a high-quality graphic which is kept taught by the tension cable system
- Buy 5 or more and save 5%



website: <https://www.displaywizard.co.uk/banner-stands/d4-shape-banner-stand.html>



Price: £380 for 1, £750 for 2

Size: 2 outer panels of 850 x 2,060mm, Flexible inner panel of 425 x 2,060mm

Material: 300 micron laminated lights top

- With an overall display area of 2,060mm height x 2,125mm wide the stand can be curved and angled to best suit any exhibition space
- Made up of 3 parts - two 850mm wide stands joined by a 425mm flexible middle panel the two end stands
- Approximate weight is 12kg
- 5 year guarantee
- All stand hardware supplied in two easy to carry boxes
- Fully erecting the curve can be done within 5 minutes.
- Due to the high quality of this pop-up banners stand turnaround is 3 working days.
- For 2 the size is roughly doubled



website: https://www.rollerbannersuk.com/eazy-curve-exhibition-stand/?sku=&gclid=CjwKCAjw68zZBRAnEiwACw0eYUx-illTJY2ymNITVgmSX9iwxS4_RiTfPIRveaBqYd-ZNjbwFM4JtBoCAzMQAvD_BwE

CURVED BANNERS



Price: £467.00

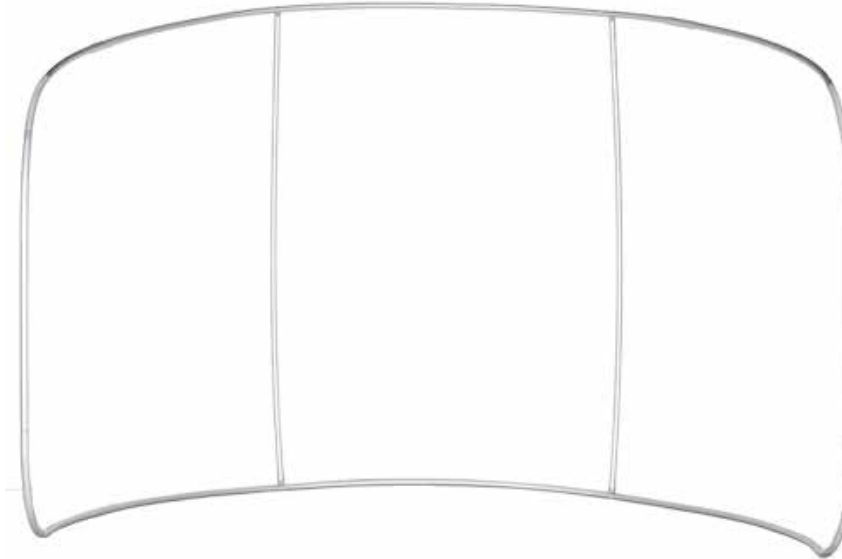
Size: 2.280m (h) x 3m (w)

Material: Aluminium alloy poles, tensioned fabric graphic

- Lightweight yet strong
- Extremely durable
- Easy to assemble and clearly labelled
- Graphics are long lasting
- Freestanding height is 2280mm with a width of 3000mm
- The frame is made from aluminium alloy poles that clip together in moments to assemble the structure
- Once assembled it's easy to position the display and then apply the tailored graphic which slips over the display stand like a sock and then zips together along one edge
- Comes with a bag to transport it in



website: <https://www.cokerepo.co.uk/fitted-sock-fabric-frames/formulate-curved-fabric-display>



Price: £995

Size: 2300(h) x 3000(w) x 2000(d)

Material: Dye-sub printed on 260gsm 100% 'Stretch' polyester, Aluminium frame

- Dye-sub printed on 260gsm 100% 'Stretch' polyester
- Assembled size(mm): 2300(h) x 3000(w) x 2000(d)
- Full colour print on both sides
- Washable at 30° with everyday detergent
- Fire retardant and fade resistant
- Supplied with aluminium frame and carry bag
- Clip the aluminum frame together and stretch the fabric graphic over the frame. Zip it up and you've got an eye-catching one-piece, ready formed stand, printed on all sides.



website: <https://www.printing.com/uk/group/fabric-booth>

PLINTHS



Price: £175

Size: 1000mm x 500mm diameter

Material: wooden top and base, laminated graphic wrap, metal poles most likely aluminium

- You can also store items inside of these podiums to get the items simply peel part of the graphic wrap away
- Components consist of top, base, 4 x poles and a body graphic wrap
- Approximate weight 10 kgs
- An internal shelf can be bought, to help store the objects
- A canvas carry bag can also be bought to help with transportation
- Hand bolt the legs to the base of the plinth and tighten the smart chromed top studs
- can support a product display weight load of 60kg

website: <https://www.cokerepo.co.uk/plinths/round-graphic-display-plinth>



Price: £169 - £269

Size: 1200mm x 400mm

Material: fabric wrap, beech finish wrap, aluminium wrap

- Multi-function circular display plinths ideal for product display.
- Choice of two diameters and four heights
- Constructed from composite materials and flexible MDF tambour
- Flat packed, easy to transport and quick to assemble
- No tools required
- Load bearing up to 75kgs approx
- Choice of Luxury Foam Backed Loop Nylon, Front Runner or Prelude fabric wraps (see colour swatch)
- Beech and Aluminium tambour wraps also available
- Plinths have a full wrap around their perimeter

website:

PLINTHS



Price: £128

Size: 1200mm (h) x 400mm (w)

Material: Beech, Loire Oak, Black, White or Silver tops

- Physique portable plinth for exhibitions and displays
- 400mm dia. x 1200mm high
- 70kg load capacity approx.
- Beech, Loire Oak, Black, White or Silver tops
- FB Loop Nylon wrap as standard
- Smooth fabric or Beech tambour wraps - £15 extra
- Aluminium tambour wrap + 50%
- A carry bag can be bought for £52



website: <http://www.displaykit.co.uk/400-Portable-Plinth-1200-High>



Price: £249

Size: 1000mm (h) x 400mm (w)

Material: fabric wrap

- Unique mdf 'tambour' fabric wrap that simply attaches with Velcro
- Carries 75kg of downward weight
- Assembly time approx 3-4 minutes
- 10 year manufacturers warranty
- Carry bag is an additional option
- The smooth fabric on the fabric wrap is velcro compatible - simply attach your graphics with velcro tabs



website: <http://www.displaysuk.co.uk/products/portable-counters-workstations-desks-62/physique-round-display-counters-plinths-83-50-724.aspx>

SHOWCASES



Price: £320

Size: 2065mm x 565mm diameter

Material: steel framework, clear perspex shelves, acetate windows

- Twist lock, quick assembly display towers that come in a handy wheeled bag
- A special collapsible steel frame work allows quick assembly and dismantling
- Aproximate weight 20kg
- Come with a carry bag
- There is a light in the top section and the top two shelves are clear perspex
- A special locking tab fitting in each section keeps it ridged, pop them up and it collapses down, easy
- Each individual shelf will support 4kg

website: <https://www.cokerexpo.co.uk/exhibition-display-cases/spiral-showcase-tower>



Price: £195

Size: 1070mm (h) x 580mm diameter

Material: steel framework, clear perspex shelves, white tops and satin anodised

- A twist and lock collapsible plinth that packs down into a single wheeled case for easy transportation
- Spiral display plinths assemble in seconds without the need for tools
- To assemble, simply pull up and twist to lock in place, push the securing fittings into position and your plinth is ready for dressing with your products
- Each individual shelf will support 4kg
- Aproximate weight 14.5kg



website: <https://www.cokerexpo.co.uk/exhibition-display-cases/spiral-display-plinth>



PLAYING CARDS



Option 1



Option 2



Option 3



Option 4



Option 5



Option 6

As an example I have chosen option 4 to illustrate the variety of colours the cards could be printed in.



Option 1



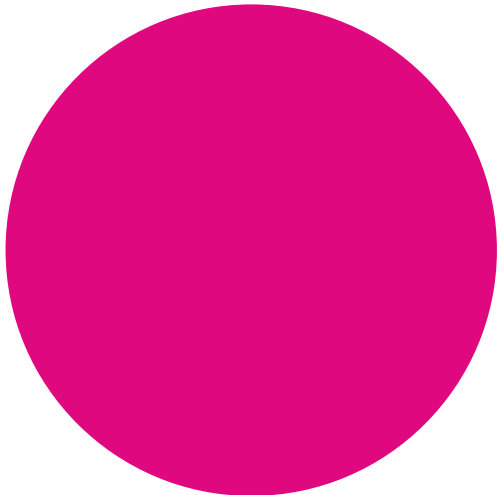
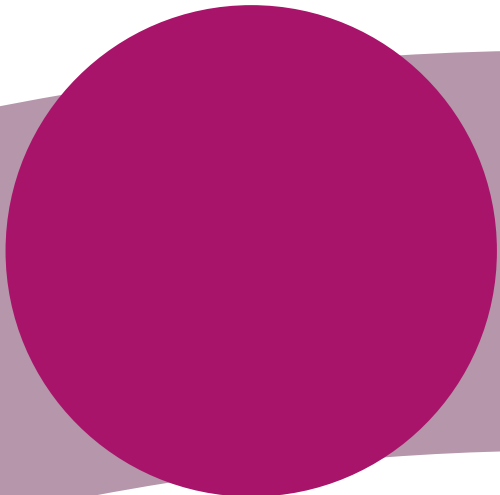
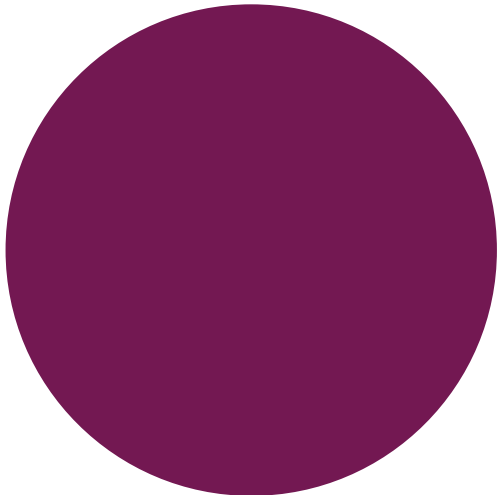
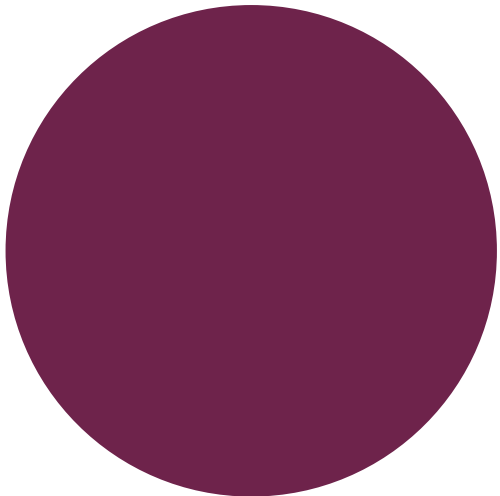
Option 2



Option 3



Option 4

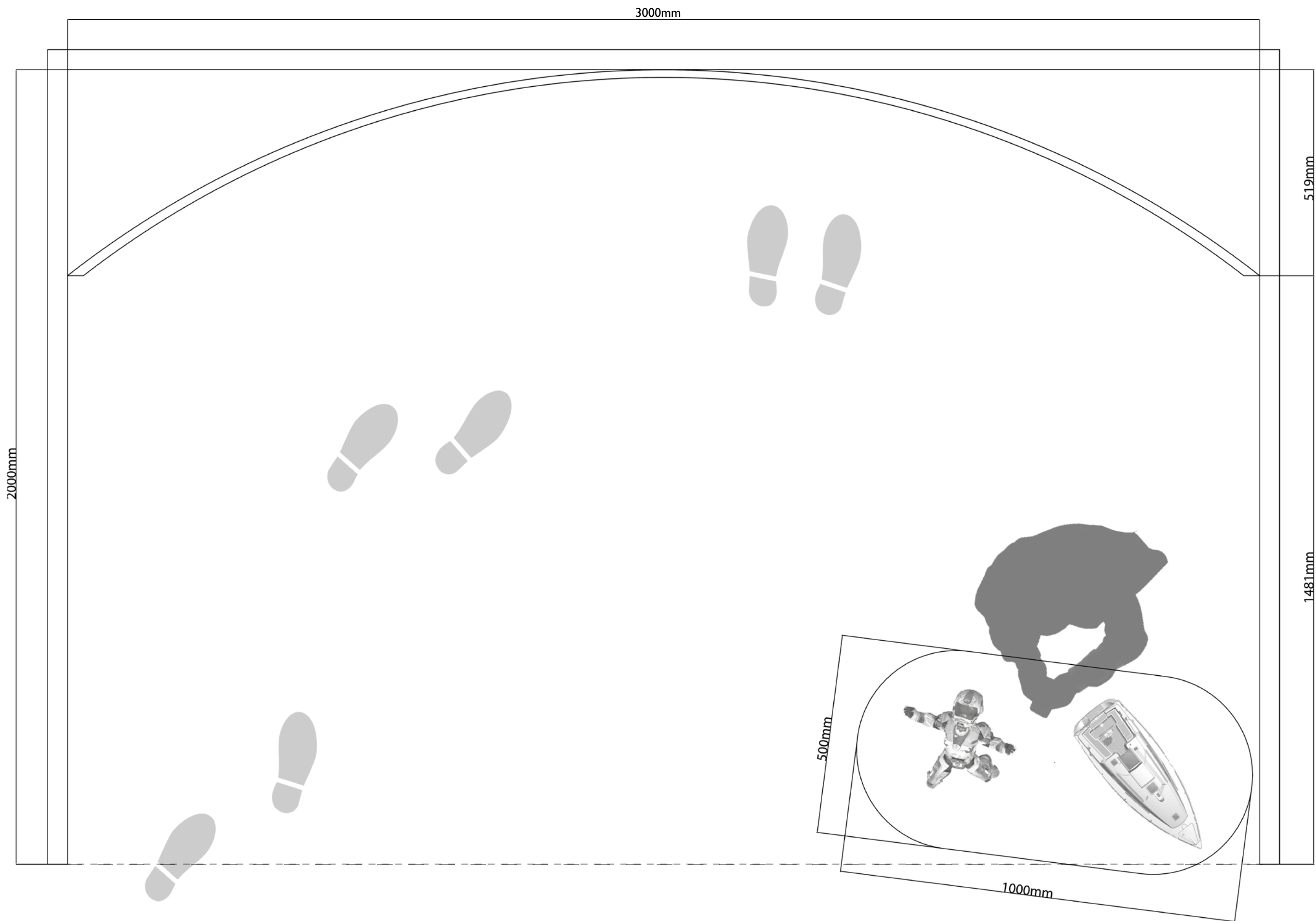


FINALISED CONCEPTS



DESIGN CONCEPT I





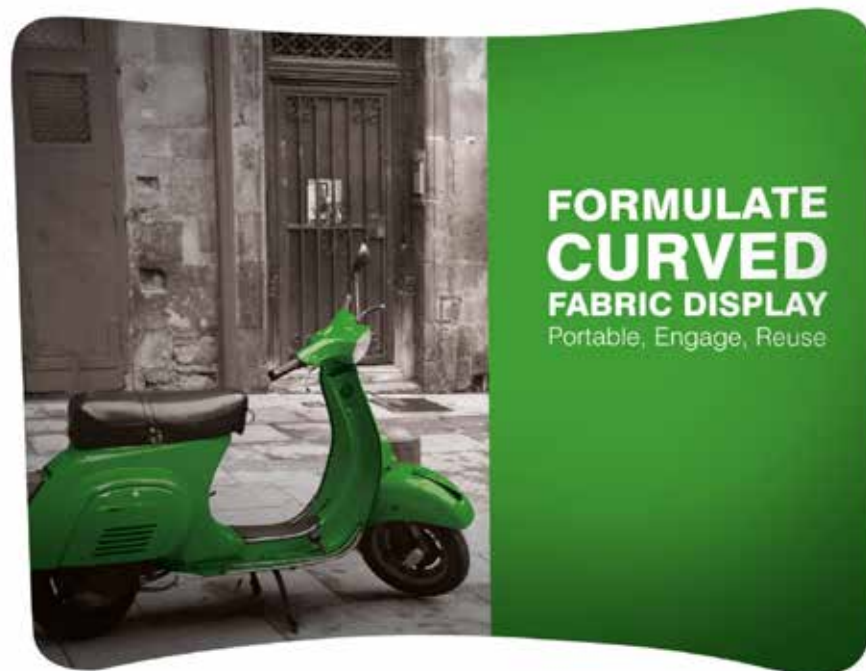


Price: £467.00

Size: 2.280m (h) x 3m (w)

Material: Aluminium alloy poles, tensioned fabric graphic

- lightweight yet strong
- Extremely durable
- Easy to assemble and clearly labelled
- Graphics are long lasting
- Freestanding height is 2280mm with a width of 3000mm
- The frame is made from aluminium alloy poles that clip together in moments to assemble the structure
- Once assembled it's easy to position the display and then apply the tailored graphic which slips over the display stand like a sock and then zips together along one edge
- Comes with a bag to transport it in



website: <https://www.cokerexpo.co.uk/fitted-sock-fabric-frames/formulate-curved-fabric-display>



Price: £249

Size: 1000mm (h) x 400mm (w)

Material: fabric wrap



- Unique mdf 'tambour' fabric wrap that simply attaches with Velcro
- Carries 75kg of downward weight
- Assembly time approx 3-4 minutes
- 10 year manufacturers warranty
- Carry bag is an additional option
- The smooth fabric on the fabric wrap is velcro compatible - simply attach your graphics with velcro tabs

website: <http://www.displaysuk.co.uk/products/portable-counters-workstations-desks-62/physique-round-display-counters-plinths-83-50-724.aspx>

EMAIL CORRESPONDENCE

This shows emailing between ourselves and Cork Exhibition Systems LTD, this was to find out how feasible the idea is and price of the banner

To whom this my concern,

I was looking at potentially using the Formulate Curved Fabric Display stand, but I was wondering how curved the banner is, as I can't find the information on the website. I'm looking for a semi circle curved banner, that would fit in a 2m x 3m exhibition space.

Best wishes,
Caroline Pile

Hi Caroline

I have added this information to our web page

£467.00

3 Metre Wide with radius curve at 2425mm .

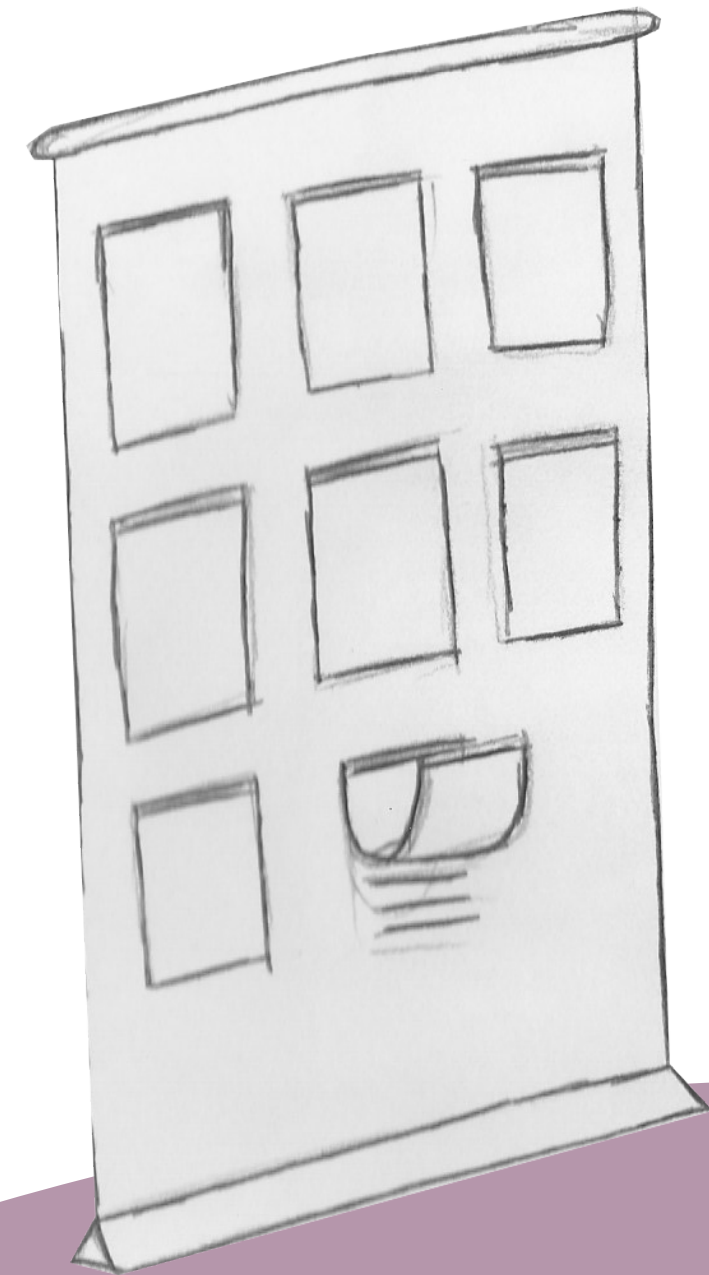
Kind Regards,

Chris

Coker Exhibition Systems Ltd
7 Fosters Business Park
Old School Road
Hook
Hampshire RG27 9NY

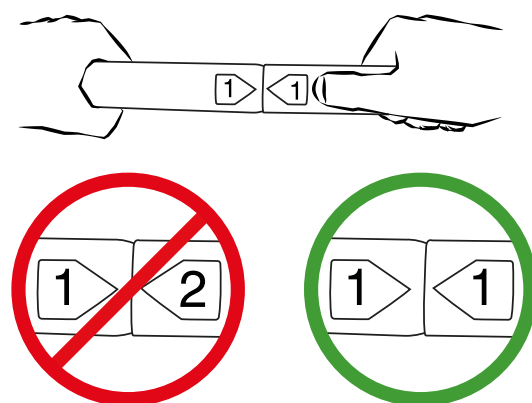
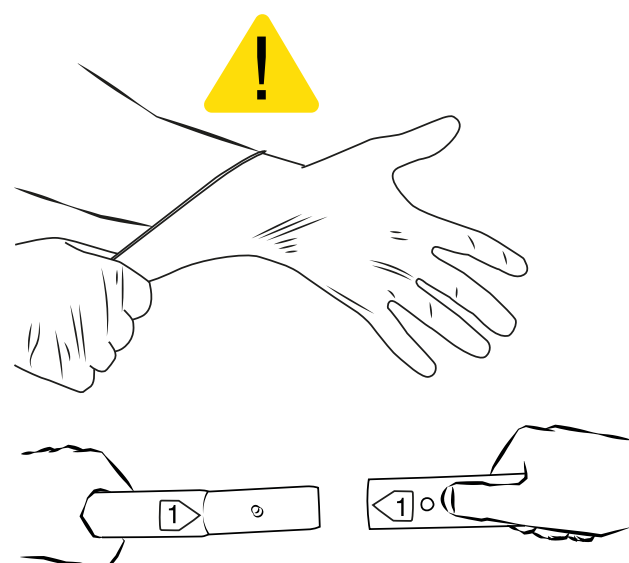
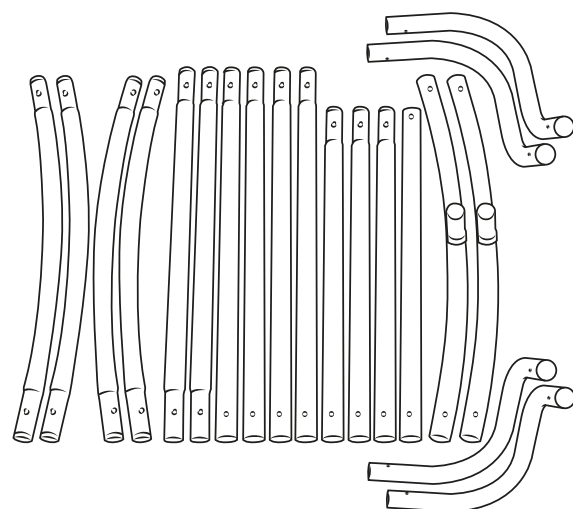


**ENTERPRISE
SOLUTIONS**



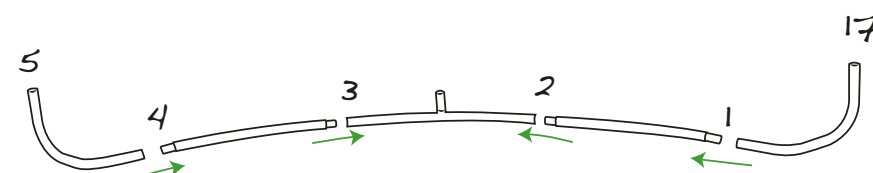
The information on the banners such as the photo's and the matches, can be printed straight on to the banner. The Backs of the cards can be printed onto a similar material to the banner. Using a seamstress to sew a simple stitch across the top. Therefore, the cards are just lifted up to reveal the answer. A seamstress cost £8.16 per hour.

Curved Fabric Display

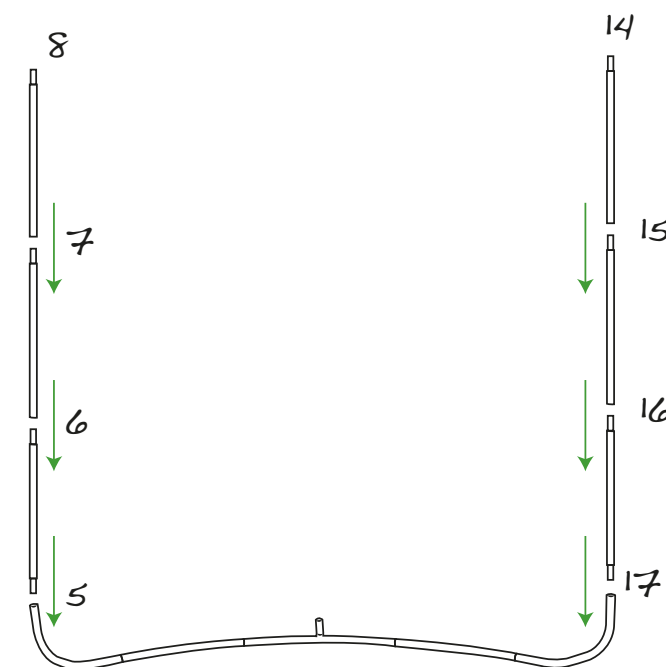


Important note: These instructions are based on assembling the 2.4m version. Other size kits will have slightly different configurations of poles but can still be assembled in the same way.

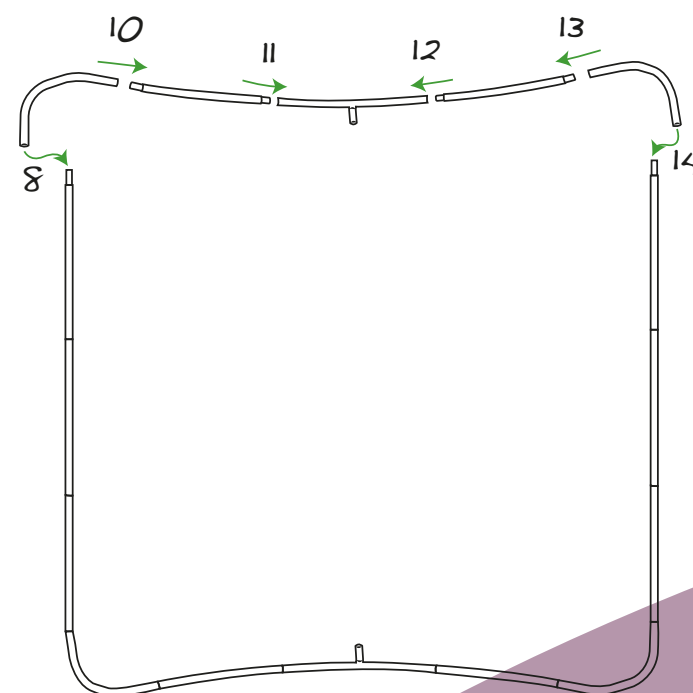
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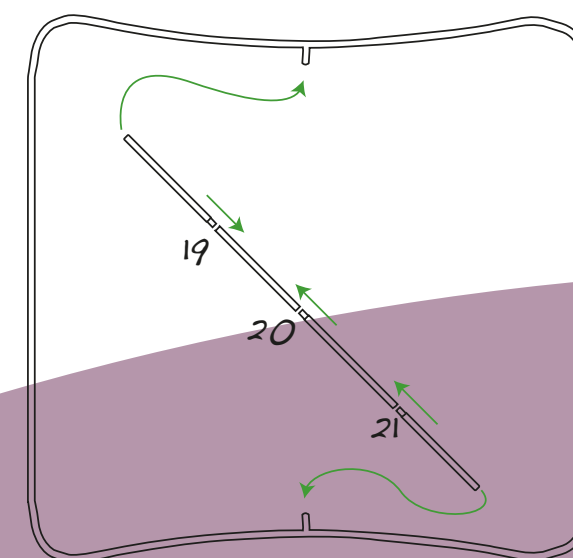
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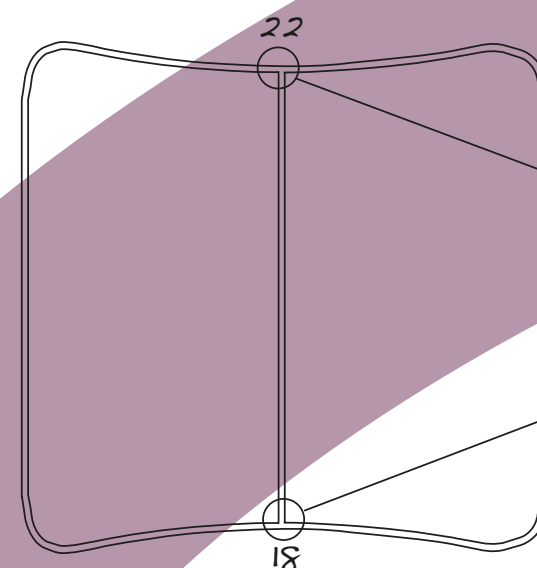
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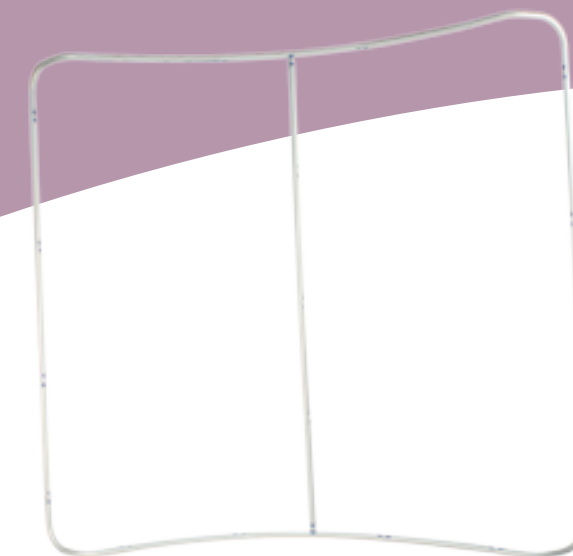
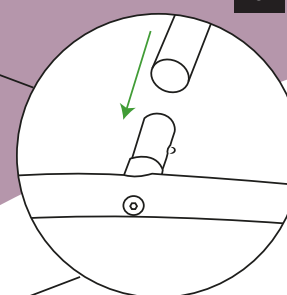
4



5



6



Fabric Displays

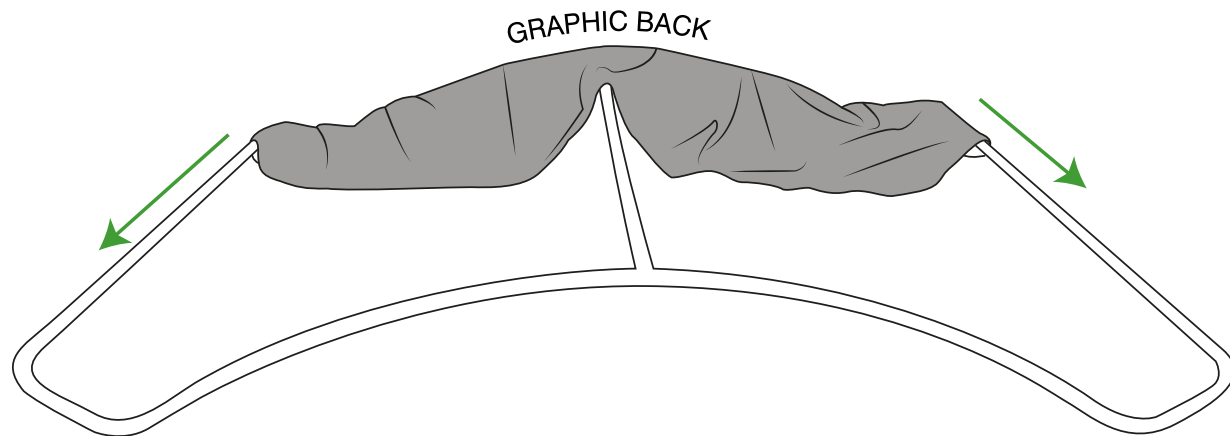
Counters

Retail Displays

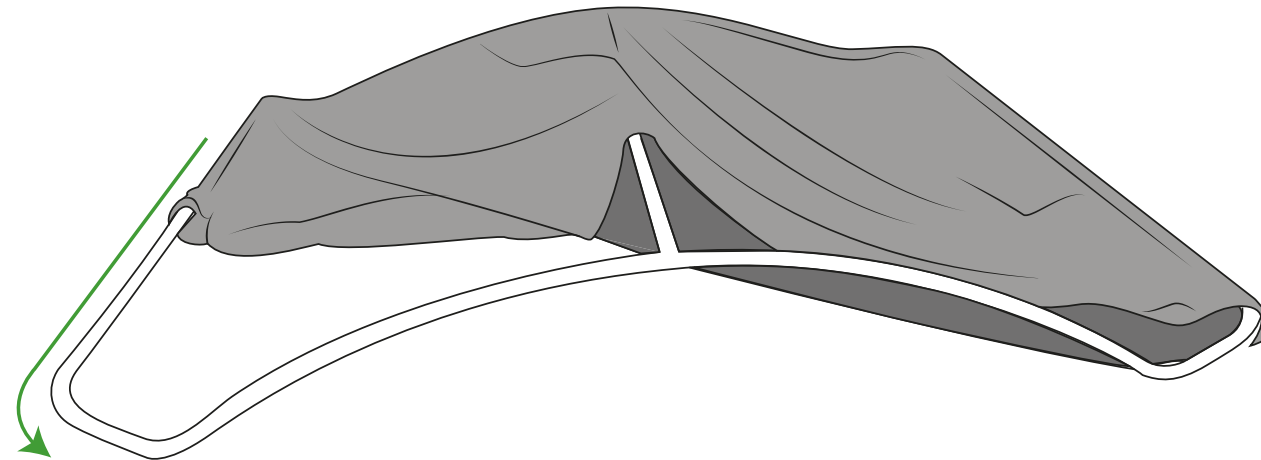
Exhibition & Hanging Displays



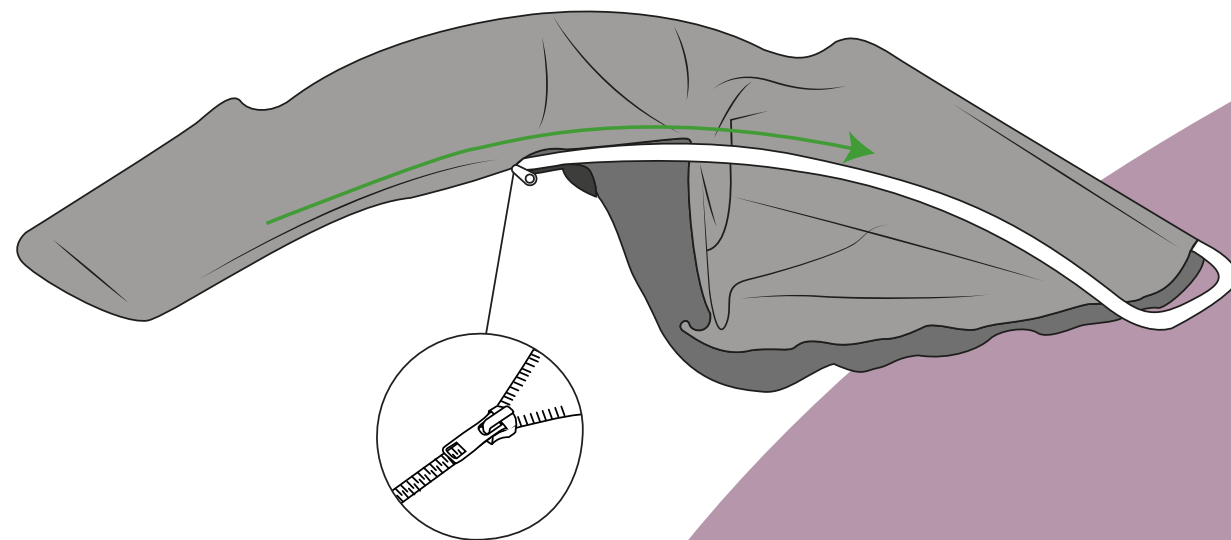
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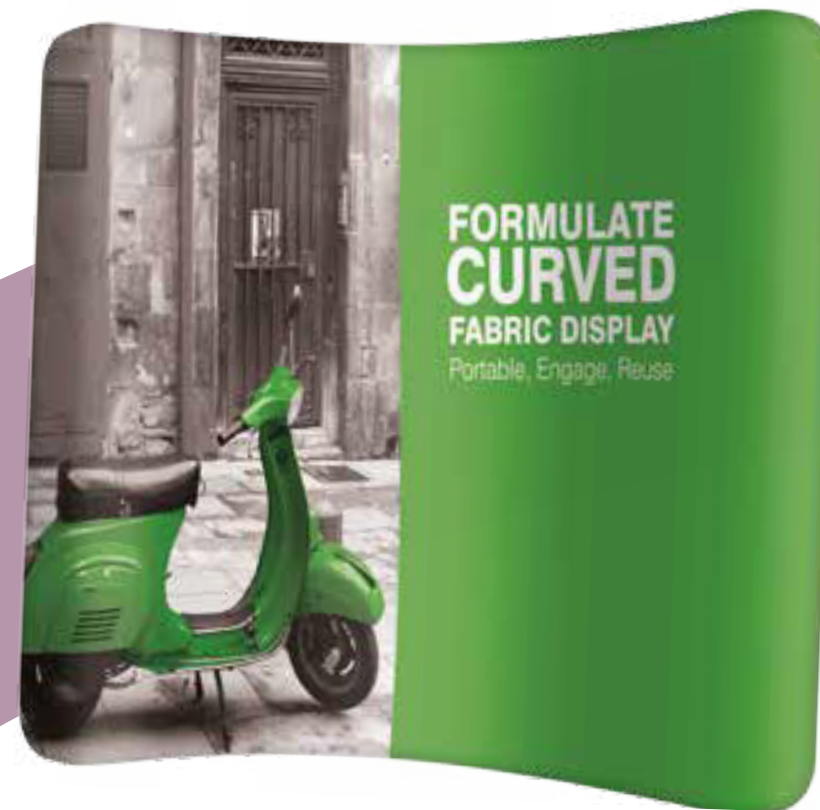
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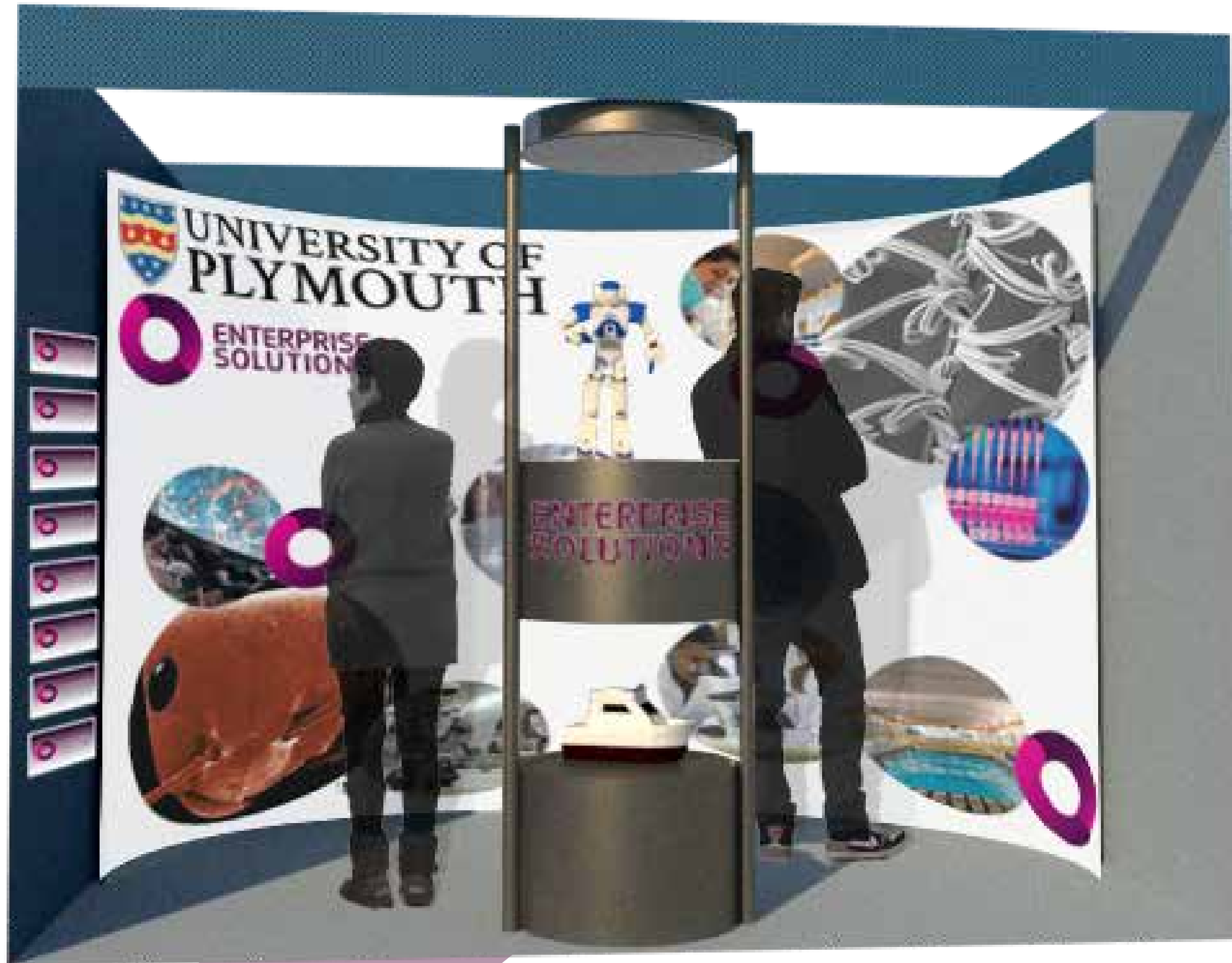


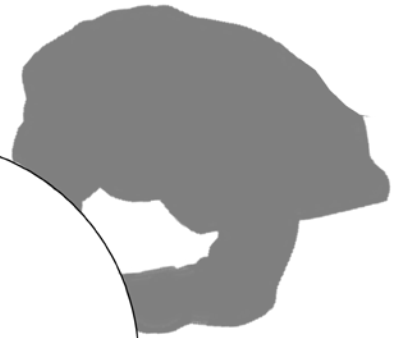
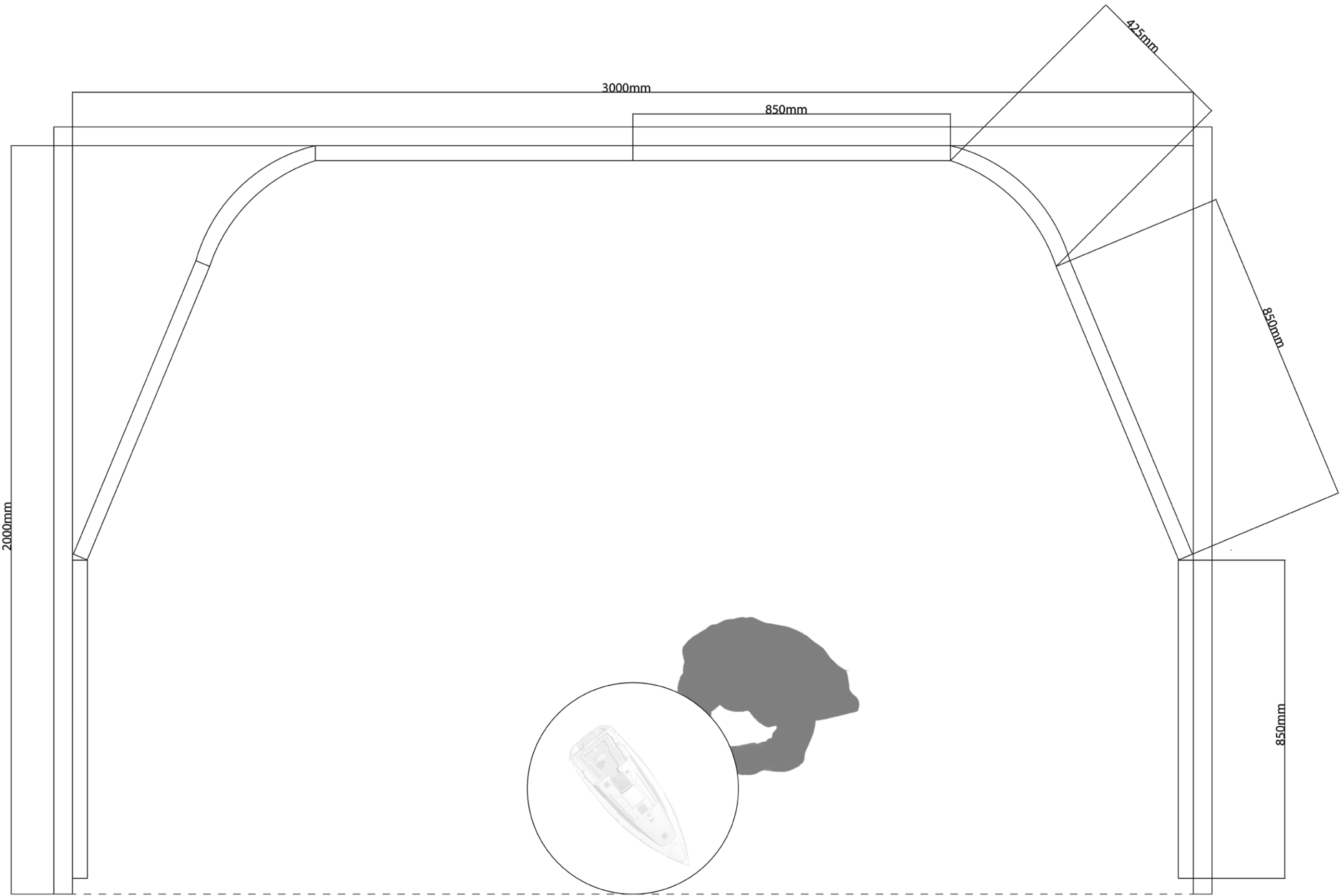
4



Fabric Displays
Counters
Retail Displays
Exhibition &
Hanging Displays

DESIGN CONCEPT 2







Price: £380 for 1, £750 for 2

Size: 2 outer panels of 850 x 2,060mm, Flexible inner panel of 425 x 2,060mm

Material: 300 micron laminated lights top

- With an overall display area of 2,060mm height x 2,125mm wide the stand can be curved and angled to best suit any exhibition space
- Made up of 3 parts - two 850mm wide stands joined by a 425mm flexible middle panel the two end stands
- Approximate weight is 12kg
- 5 year guarantee
- All stand hardware supplied in two easy to carry boxes
- Fully erecting the curve can be done within 5 minutes.
- Due to the high quality of this pop-up banners stand turnaround is 3 working days.
- For 2 the size is roughly doubled

website: https://www.rollerbannersuk.com/eazy-curve-exhibition-stand/?sku=&gclid=CjwKCAjw68zZBRAnEiwACw0eYUx-illTJY2ymNITVgmSX9iwxS4_RiTfPIRVeaBqYd-ZNjbwFM4JtBoCAzMQA_vD_BwE



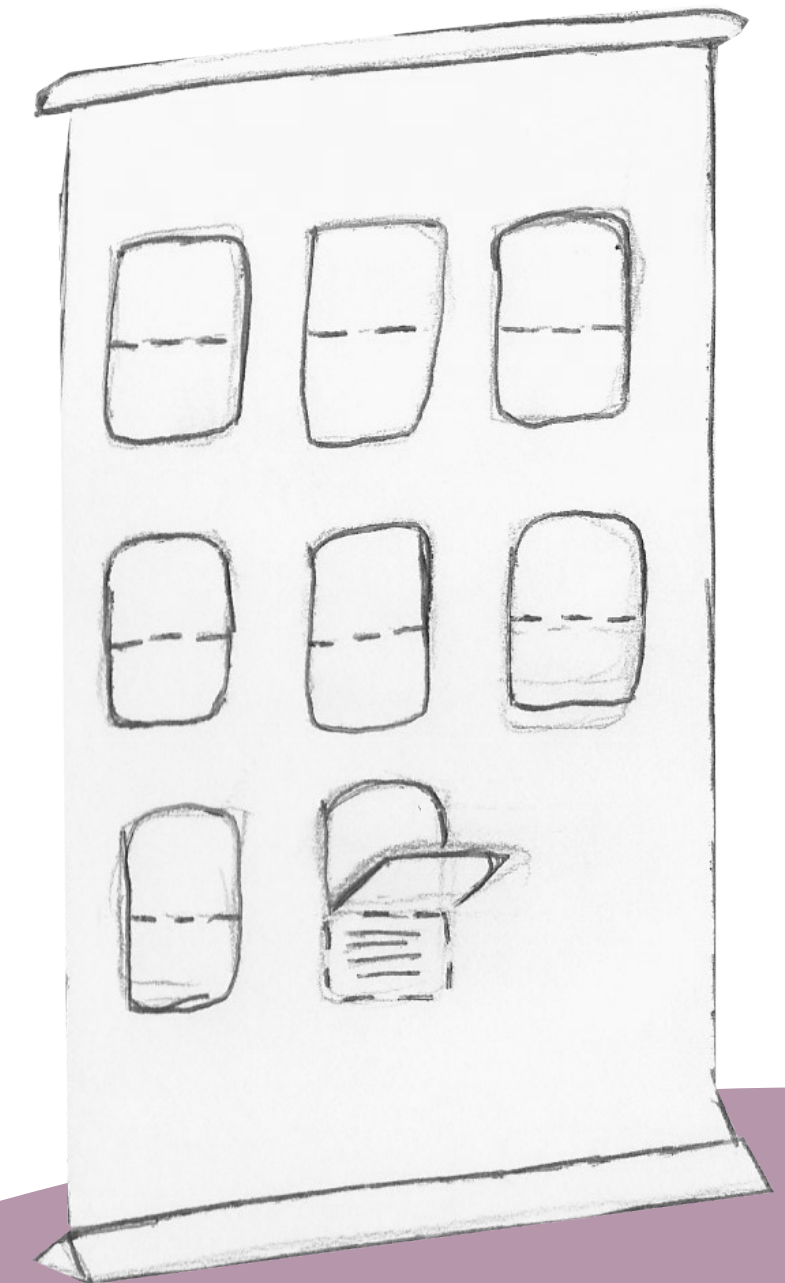
Price: £320

Size: 2065mm x 565mm diameter

Material: steel framework, clear perspex shelves, acetate windows

- Twist lock, quick assembly display towers that come in a handy wheeled bag
- A special collapsible steel frame work allows quick assembly and dismantling
- Approximate weight 20kg
- Come with a carry bag
- There is a light in the top section and the top two shelves are clear perspex
- A special locking tab fitting in each section keeps it ridged, pop them up and it collapses down, easy
- Each individual shelf will support 4kg

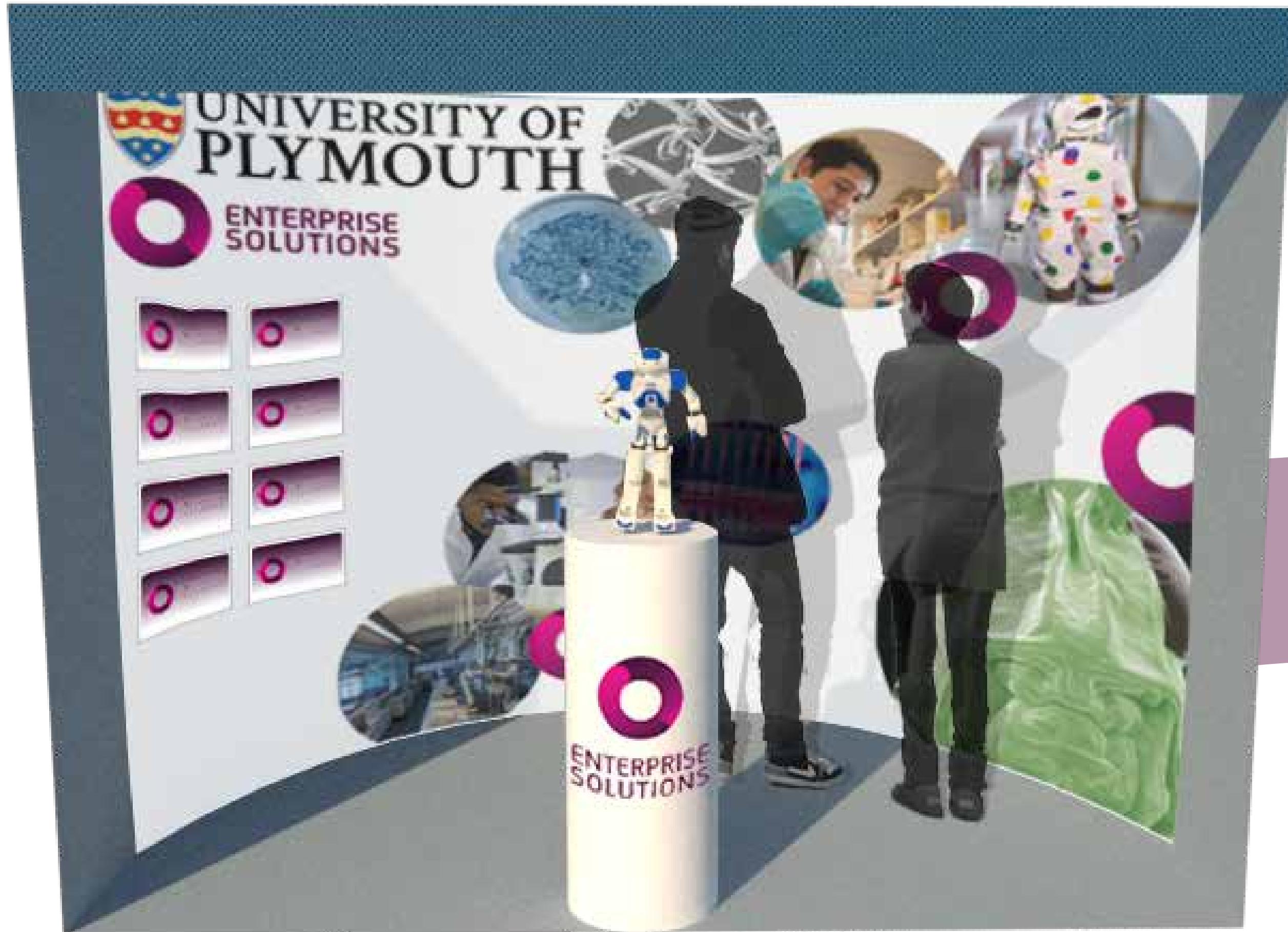
website: <https://www.cokerexpo.co.uk/exhibition-display-cases/spiral-showcase-tower>

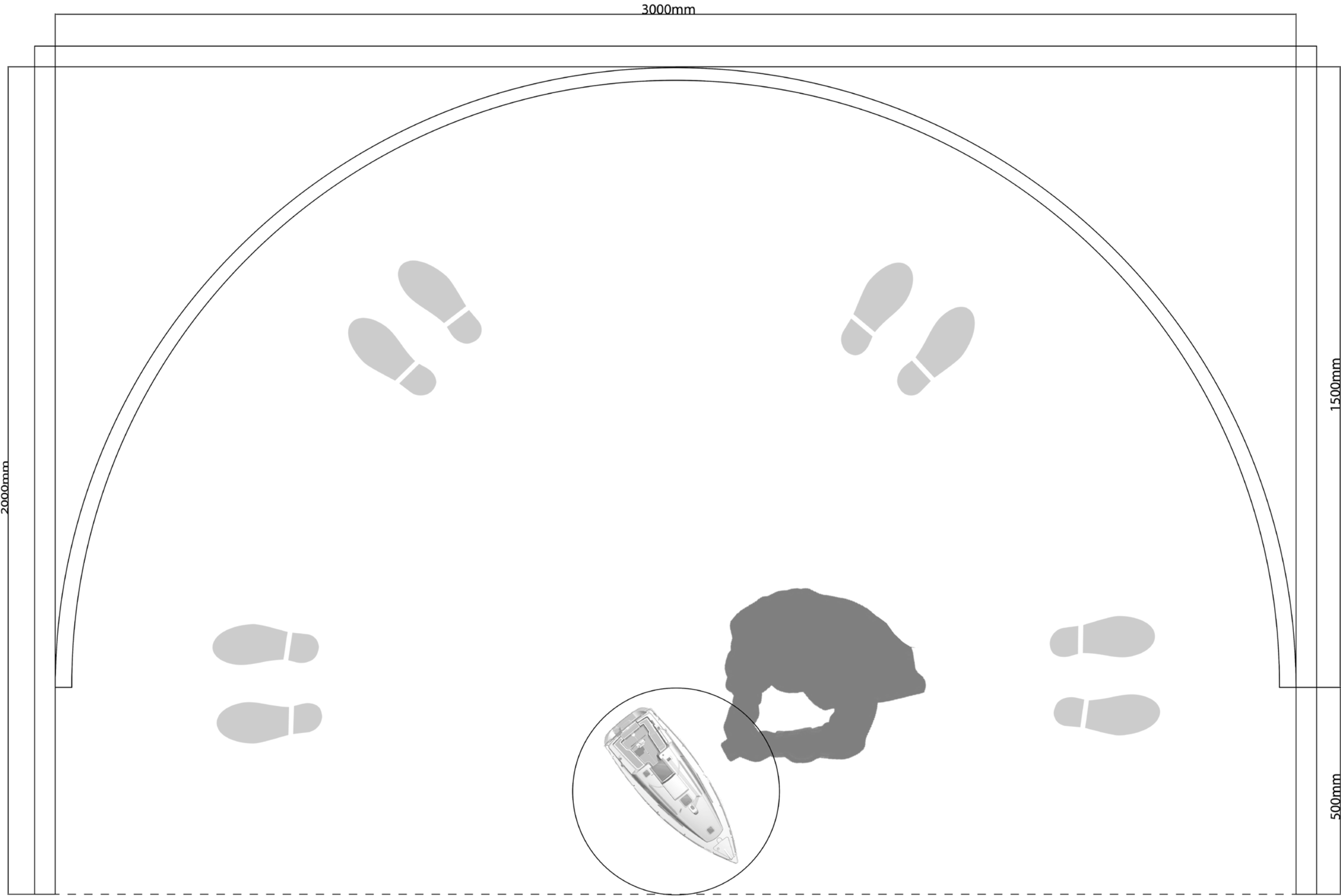


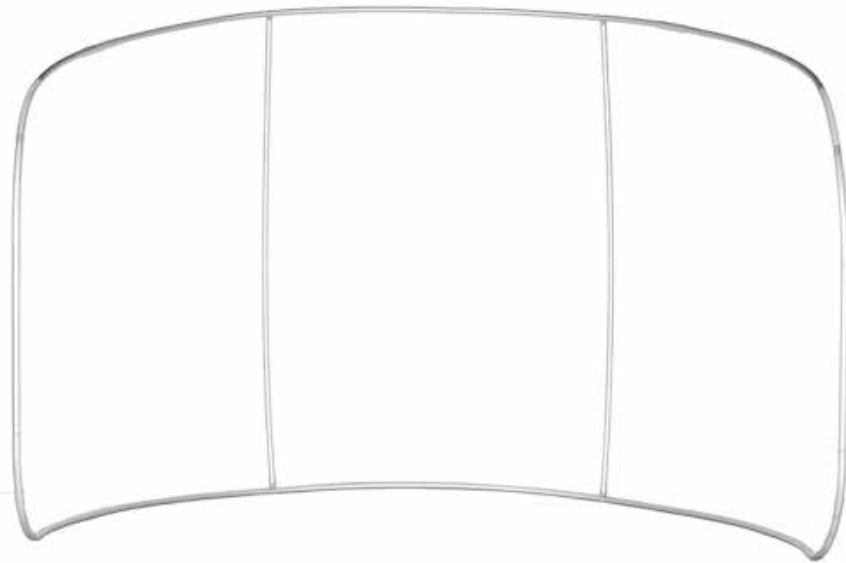
Banner option 2

The cards can be printed straight on to the banner: the top section of the back of the card and photo and it's match. Then the second half of the back can be hinged on. This means the flip up to reveal the answer. The price will be the cost of an additional banner, at £45.

DESIGN CONCEPT 3







website: <https://www.printing.com/uk/group/fabric-booth>

Price: £995

Size: 2300(h) x 3000(w) x 2000(d)

Material: Dye-sub printed on 260gsm 100% 'Stretch' polyester, Aluminium frame

- Dye-sub printed on 260gsm 100% 'Stretch' polyester
- Assembled size(mm): 2300(h) x 3000(w) x 2000(d)
- Full colour print on both sides
- Washable at 30° with everyday detergent
- Fire retardant and fade resistant
- Supplied with aluminium frame and carry bag
- Clip the aluminum frame together and stretch the fabric graphic over the frame. Zip it up and you've got an eye-catching one-piece, ready formed stand, printed on all sides.



website: <https://www.cokerexpo.co.uk/plinths/round-graphic-display-plinth>

Price: £175

Size: 1000mm x 500mm diameter

Material: wooden top and base, laminated graphic wrap, metal poles most likely aluminium

- You can also store items inside of these podiums to get the items simply peel part of the graphic wrap away
- Components consist of top, base, 4 x poles and a body graphic wrap
- Aproximate weight 10 kgs
- An interal shelf can be bought, to help store the objects
- A canvas carry bag can also be bought to help with transportation
- Hand bolt the legs to the base of the plinth and tighten the smart chromed top studs
- can support a product display weight load of 60kg

EMAIL CORRESPONDENCE

This shows emailing between ourselves and Nettl of Exeter, this was to find out how feasible the idea is and price of the banner

To whom this my concern,

Your company was recommend to us by our lecturer Jonathan Forster you might know him from the Business Network Exeter. He suggested we speak to Ashley Scott. We are designing an exhibition stand, and the client would like a curved banner that goes all the way around the space. Preferably, they would like a full semi circle curve. The space we have been given is 2m x 3m. However, the client doesn't want a banner with scaffolding behind supporting it. It also needs to be easily erected and transportable when packed away. Is this something you could help us with ?

Best wishes,
Caroline Pile & Feyisara Odunuga



Hi Caroline,

Thank you for your email, Ashley is still around but only occasionally. More than happy to help out though :)

I think we have the perfect solution for your requirements, we can print 2m x 3m curved fabric booths that consist of one simple light weight tubular frame and a single fabric cover that slides over and zips up.

They break down into one carry bag so are very transportable, and only take around 5 mins to put up. We have a U shaped booth which has a footprint of 3m x 1.5m - perfect for your 3mx2m stand.

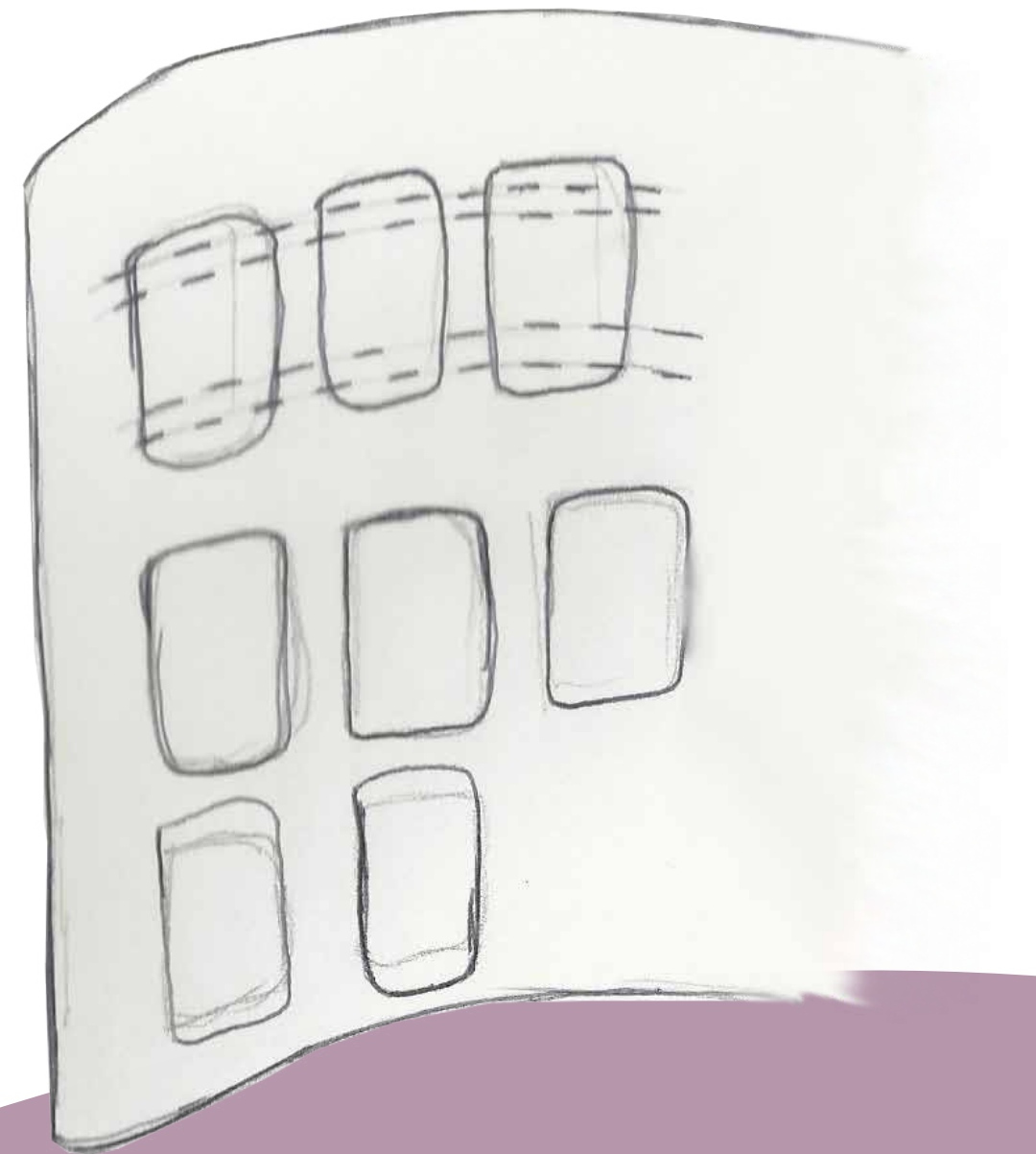
<https://www.printing.com/uk/group/fabric-booth> - for more info

I have attached some images of this so you can take a look, however if you're in Exeter, we have one on display in our studio so you can see it for yourself - photos really don't do them justice. If you'd like to give us a call, please do and would be happy to explain over the phone - quite hard to over an email.

Look forward to hearing from you.

Many thanks,

Tom



Banner option 3, with space for the game

A flexible magnetic strip will be sewn on to the back of the fabric, by a seamstress which cost £8.16 an hours. The playing cards will be A5 and printed on magnetic card.