

Srixon

20' x 20' Custom Modular



Design Challenge:

The real challenge here was to design a lightweight, affordable booth that fulfilled the ideas that Srixon had already envisioned. There needed to be ample space to display and store their golf products, without making the booth seem cluttered. The booth needed to be durable and versatile as the client goes to many regional shows throughout the year.

Design Solution:

In order to stand out above the rest of the booths at the Golf Industry Show, a large tower with graphics displaying product and industry professionals was created. Most of the product was displayed as if in a retail environment; Nimlok utilized slat-wall, shelving and display units to create this affect. A conference area was placed in the middle of the space so any prospect could meet with the sales staff and still view the entire product line. The open and spacious feel of the booth allowed for easy traffic flow and entry from all sides. To keep the booth versatile and scaleable a 20x20 model was created that could be used as either a 10x20 or a 10x10, this allowed for easy use at many regional or larger shows.



Designer: Mike Cavanaugh Distributor: Design Group



Client's Comments

"We were looking for a scaleable booth we could utilize in the many regional shows we do. The Nimlok System fit our needs perfectly, with one booth being able to fit an application as small as 10x10 or as large as 40x40. The booth itself gives our products a very professional presentation, along with significant storage space on site."

- Marty Olinger, Executive VP, Sales, Srixon Sports, USA