

**CASE №4**  
**GYRUS NATIONAL SALES MEETING**  
**2008**



*Proposal renderings showing the set in its full room and 2/3's configuration*



*The full room set during rehearsals*

Gyrus, a medium sized medical instrument company had an unusual idea for their general session set. They wanted to divide the general session into a 1/3 – 2/3 configuration for breakouts after the opening and then return to the full room for awards and closing. Our solution: a broken line of 3-D graphics panels that could be easily recombined into the two different room formats. The panels themselves are our rental frames with a printed mesh product stretched on them. The printed pattern was developed by us and inspired by the show theme graphic. We added some gatorfoam cutouts for depth. An added bonus was that the mesh product is UV reactive, so some UV instruments added a special glow to the event. Because our rental frames are infinitely adjustable we were able to get exactly the sizes we wanted. Profile cut theme graphics completed the branded look for the room.

