

CASE №3
SMALL TRADE-SHOW
BOOTH AT BUILDER'S SHOW
IN LAS VEGAS



3-D CAD model used for early proposal. This helps avoid size and space problems later on.



The early proposal: This helped Colwell begin to visualize their booth and how they would use it.

Colwell, an international color management company wanted to experiment with a presence at the Builder's Show in Las Vegas. They had a small booth space and were unsure about whether they would keep attending more trade-shows like this. As a result they were reluctant to go to a large full-service display company. After a few informational meetings with us they felt comfortable enough to go forward with a design/build.

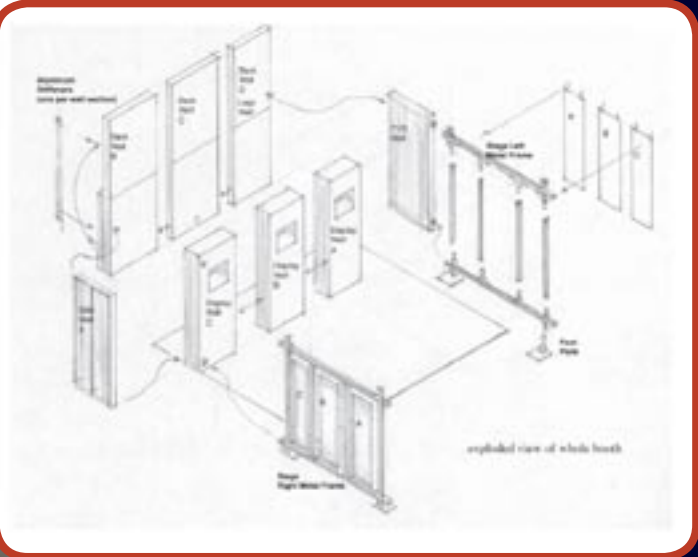
Based on use and space Dayworks came up with a preliminary design that in turn helped Colwell further develop their needs and expectations for the booth. With a little more input from Colwell we finalized the general structure of the booth. Because Colwell also

specializes in color styling, they designed all paint treatments while fabrication was in progress. Dayworks used paint manufactured by Colwell's clients.

Colwell opted to not have on-site supervision from Dayworks, instead we coordinated all tradeshow services for them, met all booth specifications, arranged shipping to and from the Builder's Show as well as local labor.

Show attendees were drawn to the unique design and color of the booth. As one Colwell representative who worked the show remarked "Not a minute went by that our booth wasn't full of people!" Ultimately, Cowell decided not to exhibit at other trade shows. The booth was used as a display in their Indiana manufacturing headquarters for some time afterwards.

Dayworks provided complete instructions for easy set-up. Both hard copies and PDF files were sent to all concerned parties.



The booth ready for inspection at our shop before we broke it down and shipped it to Las Vegas for the Builders Show.

The logo for Dayworks Inc. features three circular icons: a lightbulb, a compass, and an arrow, all in white on a dark blue background. Below the icons, the text 'DAYWORKS INC.' is written in a bold, sans-serif font, followed by 'Environments for Events' in a smaller, italicized font. At the bottom, the words 'DESIGN', 'CONSULT', and 'EXECUTE' are listed in a smaller, bold, sans-serif font, separated by vertical lines.