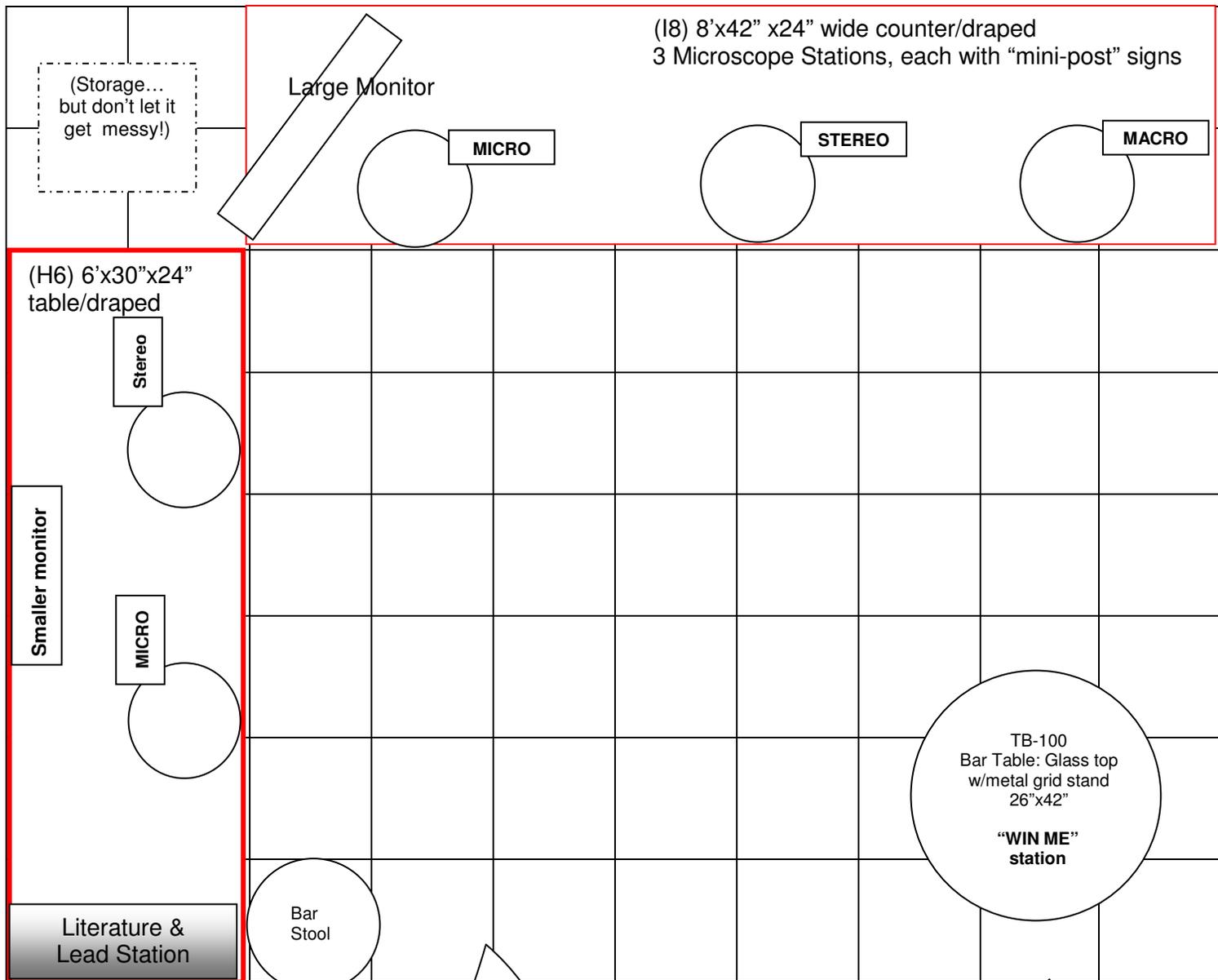
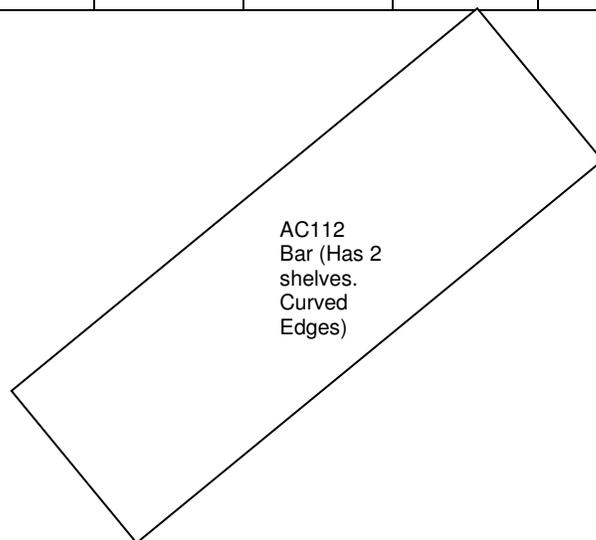
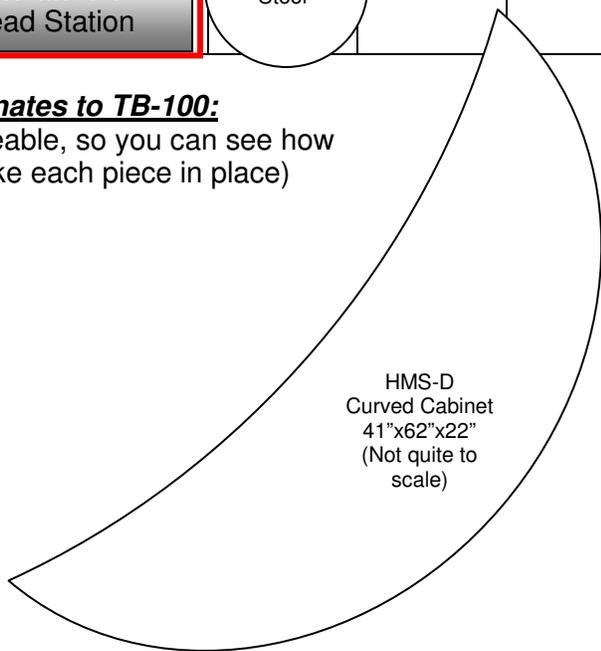


ExoLabs – Booth Design



Alternates to TB-100:
 (Moveable, so you can see how you like each piece in place)



Booth Specifications:

1. Color Scheme: Grey with white and ExoLab orange accents
2. Carpet: Grey
 - a. Order DOUBLE padding. It may cost an extra \$100 or so, but will be well worth the wear and tear on your feet!
3. Draping on tables: Grey
4. Backdrop: ExoLab's banner
5. Electricity
 - b. Make sure that you have adequate plugs to supply BOTH tables. Take an extra 6 socket power strip with you.
6. Wastebasket: Recommend you buy one at a local office supply for about \$12. Location: near Lit/Lead stand
7. Literature:
 - a. Recommend only printing large format postcards in quantity.
 - b. Print about 20 copies of brochure but label "Booth Copy Only". Use to collect their contact info and send them a PDF as a "thanks for visiting us" at the end of the show.
8. Business cards
 - a. Use 4x or 6x business card stands. Bring at least 3 and sufficient cards
9. Other accessories/signage:
 - a. "Mini" sign stands to label microscope stations.
 - 1) Need to print signage prior to meeting
 - b. Brightly colored mini buckets or boxes with LARGE labels for experiments. If they can all be EXOLABS orange, great!
 - 1) Labels should include CHEMISTRY, MATH, BIOLOGY, FORENSICS, EARTH SCIENCE, etc.
 - 2) Confirm that all booth staff are familiar with ALL experiments
 - c. Bright Orange "Placemats" for each microscope station
 - d. Small artist's easels to hold 5x8 postcards

10. Furniture/Recommended

#	Picture P.	Price P.	Price (Early/regular)	Description/Location
I8	P30	P59	\$165/231	8'x42" x24" wide counter/draped
H6	P30	P59	\$127/178	6'x30"x24" table/draped
TB-100	P48	P67	\$275/385	26" round glass table; 42" high, modern metal grid stand
Q		P60	\$72/101	Bar stool

11. Furniture/Alternate

The plan, as outlined, provides a light and airy booth design but gives you very little storage space. There are two other alternatives that I would recommend which would increase your storage space. The curved counter would also increase your branding substantially but is expensive.

#	Picture P.	Price P.	Price (Early/regular)	Description/Location
HMS-D	P34	P60	\$466/652	41"x62"x22 Curved Cabinet with graphics
SB10		P60	\$101/202	Custom graphics for curved cabinet
AC-112	P57	P70	\$275/385	48x16x42 Black Bar counter