

The background of the slide is a light gray gradient with several realistic water droplets of various sizes scattered across it. The droplets have highlights and shadows, giving them a three-dimensional appearance.

DES185: EXHIBITION DESIGN DMG MORI

BY: QIUSHI WANG & SHUYANG YE

03/15/2016

Company Name :

DMG Mori

Activity :

Mechanical industrial (machine tool)

Product Category :

Milling machine, mechanical manufacturer

Website:

http://us.dmgmori.com/

Annual Expo attendance :

please ask your client how many events they have plan to attend in 2014, and which one is the most important event for them and why?

-CIMT(CHINA)
-IMTS(CHICAGO)
-EMO(EUROPE)
-JIMTOF(JAPAN)

These are the most popular international mechanical exhibition show in the world, and they are equally important.

What are the most important Business objectives that they expect to be archived in their annual trade show attendance :

please ask your client how many events they are expecting to attend in 2014, and which one is the most important event for them and why?

- Selling machines
12000~20000 machines sold per a year &
400~600 machines sold in a 3 days expo.

- Brand marketing

Who do you consider as your VIP guest and Why ?

Beside the VIP guest who are the most important audiences you are expecting to have in your booth.

- Boeing
- Tesla
- John deer
- etc.

Popular industries, because they have a high demand of the high tech machine.

Exhibition information

Trade show Title:

DMG Mori

Location, Time& Date :

Chicago convention center, McCormick Place (Sep 8-13)

Exhibition Hall Number

South Building of convention center

Booth Size/Floor Plan

128*80

Booth type

BUILD and BURN or MODULAR

Island booth Corner Booth End Cap Booth Back wall Booth Double-Decker Flat

Product Stands

Please identify : The number of Products, Their fragility, Size-Dimensions, Weight, Material, Preservation Criteria, Accessibility during the show.

- NHX generation 2 4000
Floor space (width*depth) 2680*4180mm
Machine height 2538mm
- NHX generation 2 5000
Floor space (width*depth) 3078*4784mm
Machine height 2858mm
- NHX 6300 premium
Floor space (width*depth) 39030*5823mm
Machine height 3228mm
- Ecoturn 450
Machine weight 5200kg
- Ecomill 635 V
Machine weight 600kg

VIP and CIP Spaces :

The number of VIP and CIP space and their dimensions. Please Clarify the level of privacy of each including Private or Semi Private. In case you need to double-decker booth, please address the size of the second floor as well.

CIP is located on the 1st floor, a big show room with 4 private room
VIP is located on the 2nd floor (a space structural building) (semi private)

Lighting

Lighting Techniques including Typical or complex lighting methods. Ex : laser technique lighting is classified as the complex method while using regular lighting elements like Halogen and projectors is considered as the typical lighting method)

Normal lighting and outside building's lighting is needed.

Lock-up & Storage

Please identify the number of Lock up and storage and the size of each

No lock-up space in the booth, and a big storage probably needed to temperately store the machines

Information Desk and VIP-CIP furnitures

Please clarify the number of booth staffs who are hosting clients at the age of your booth during the show.

20 machines *1 =20
1 line*2 =2
office 10
technicist 5
total around 35 people

Header (the number of Logo and Graphic elements):

1 logo on the building; DMG Mori

Backlight/Poster/Banners/Steakers

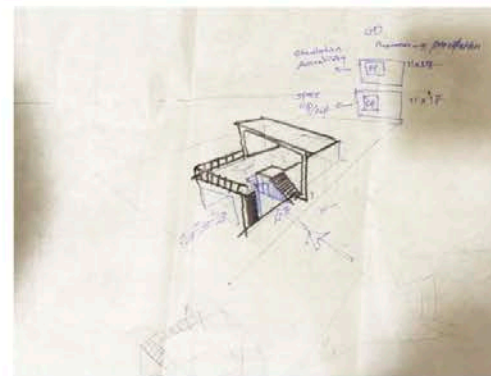
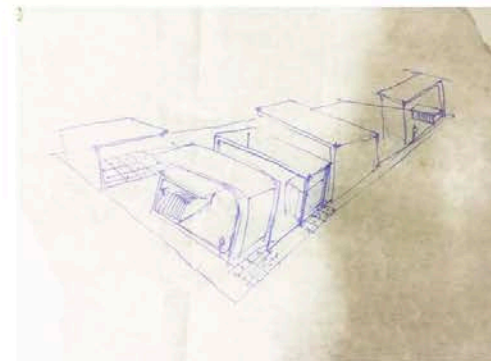
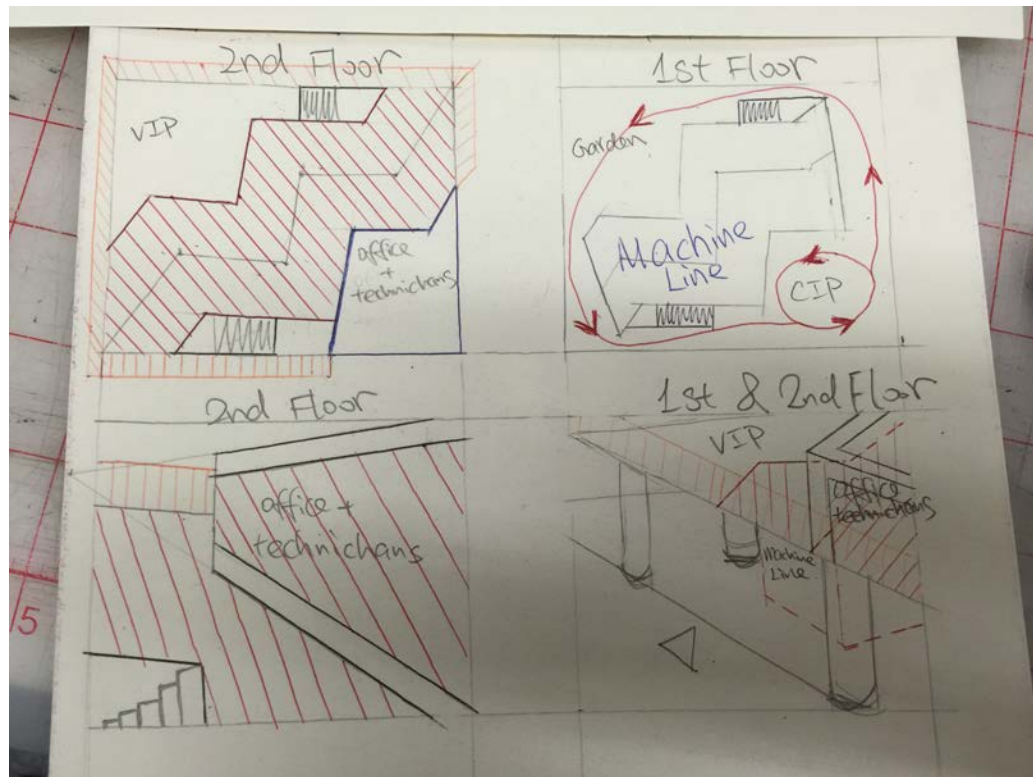
No need

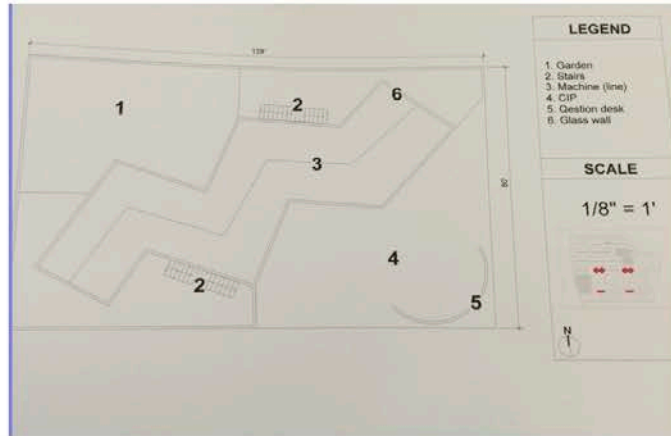
Screen Area

TV/Video Projector

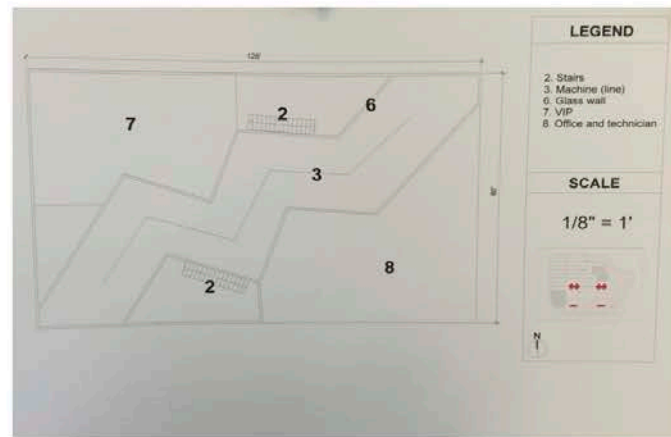
Small screens in the big show room, big screen or projector under the building (on the 1st floor)

Any other Consideratios





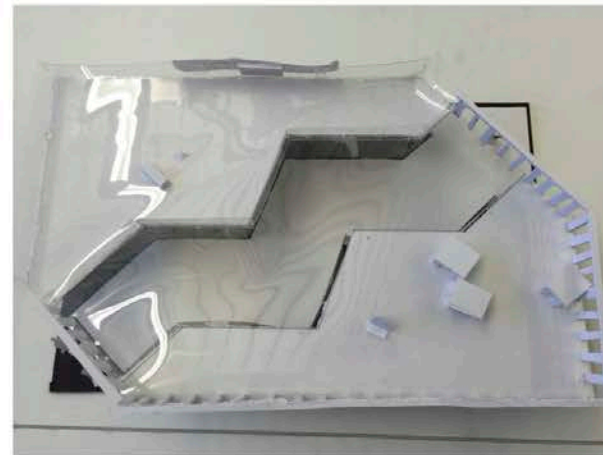
First Floor



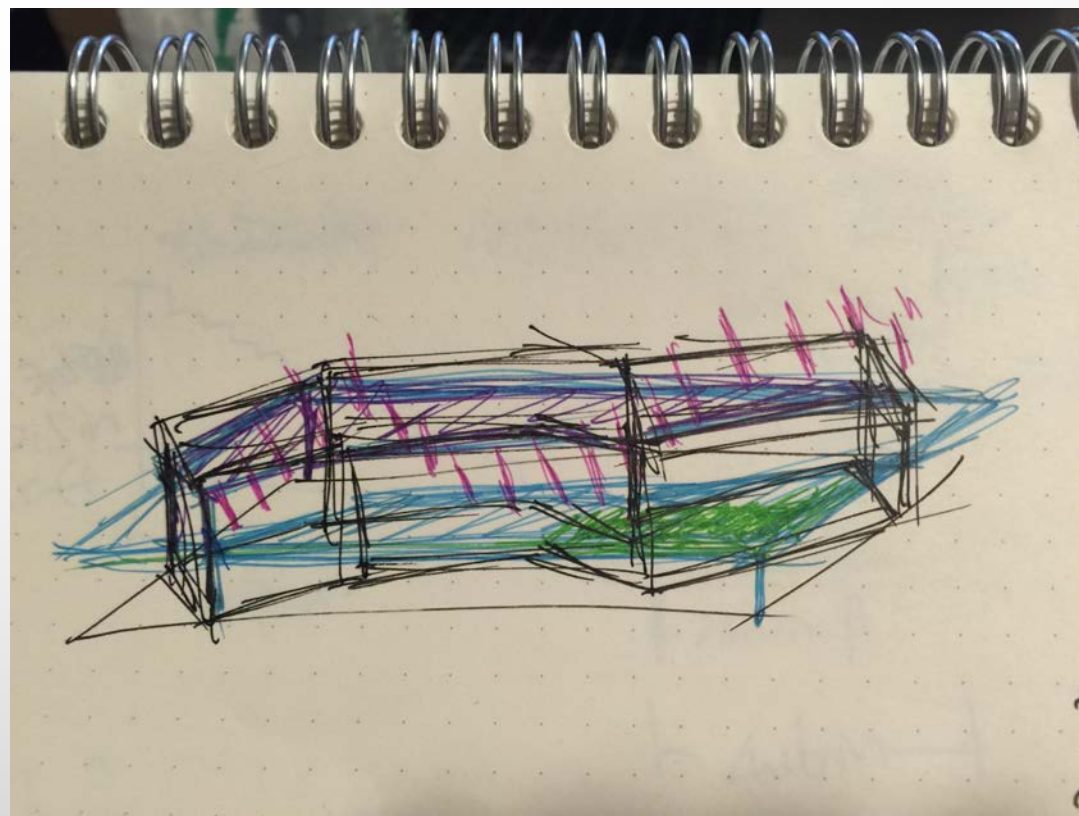
Second Floor

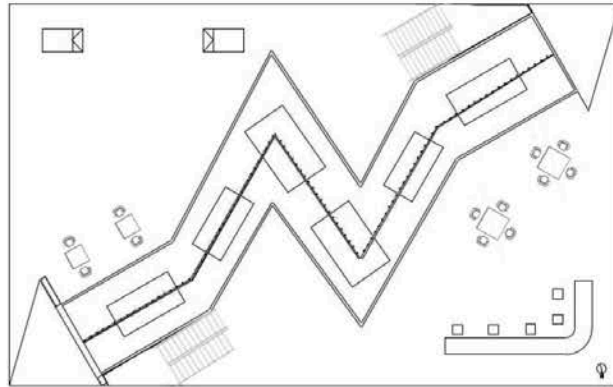


scale: 1:8" = 1'

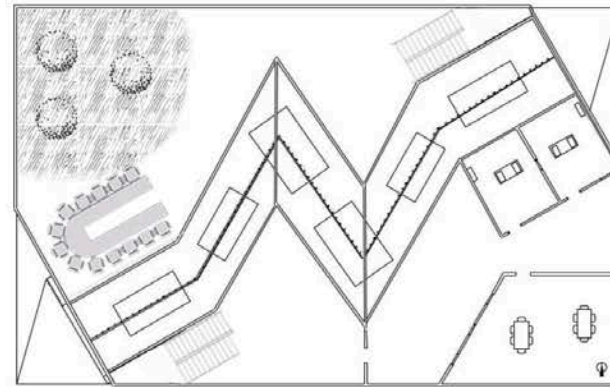


INSPIRATION





1 First Floor
Scale: 1/4" = 1'-0"



2 Second Floor
Scale: 1/4" = 1'-0"



The image features a light gray gradient background with several realistic water droplets of various sizes scattered in the corners. The droplets have highlights and shadows, giving them a three-dimensional appearance. The text 'THANK YOU' is centered in the middle of the page.

THANK YOU

