

# SYK-2023 DESIGN CRITIQUE



If you crave symmetry, then SYK-2023 may make you uncomfortable... at least at first glance. However, the curves complement one another, and the stair-step footprint gives the inline complexity not found in a typical flat portable display. Lots of branding opportunities and practical accessories.



## STRUCTURE DESIGN

- Upscale curved design.
- Complementary triptych arched panels.
- Full arch with two half arches for an asymmetrical footprint.
- Stair-step layering for depth and visual complexity.
- Smooth, wrinkle-free SEG graphics.

## BRANDING OPPORTUNITIES

- Three distinct backwall zones.
  - Larger arch with monitor for mission and interactive graphics.
  - Two smaller panels for supporting graphics like a vertical logo and product photos.
- Open reception counter for on-aisle branding and product placement.
- Floating circle graphic and hand sanitizer graphic.

## FUNCTION

- Modular construction: (1) 20 ft. or (2) 10 ft. inline booths.
- Two backwall workstations. One with wireless charging pads.
- Double-sided SEG frames. Perfect for lobbies and events between shows.
- Full arch frame supports up to a 43" monitor.
- Refillable liquid hand sanitizing station.
- Bright, long-life LED stem lights.