

# ICE 2023 – LONDON

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## Booth Design

## ISSUE

Needed to create a custom booth within a 10x40 space. The space is extremely tight do to the 10ft depth. The booth needs to have a counter for products, demo area, sitting area, and open floor plan.

## RESULTS

I created a booth that is open to allow the attendees to walk right in. A large enough counter to hold all the Gaming and Casino division's product line along with a large canvas for imagery. With the small space, I was able to place a table with a half wall to separate the aisle from the booth. The demo area was built with TV for the monitor and a counter to hold materials and product. The wood grain was used to keep inline with the Company's style guide.



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