

# NRA 2023

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## Booth Design



## ISSUE

Needed a custom 20x30 booth to display the Food Service Technology divisions product line. Company wanted to have an open style booth that would fit the food industry.

## RESULTS

I created a booth with a food boutique design in mind. The booth was created with a central archway that would welcome the attendees to walk freely into the booth. Once inside, I developed a double sided counter that would display the product line of the Food Service Technology division. With the back of the booth I include a counter with multiple workstations to give the attendees a hands-on demo of the software.

By using wood grain texture, this would give a more calming atmosphere in a busy expo.



# Booth Design

Front Left View





# Booth Design

Left View





## Booth Design

Back Left View





# Booth Design

Front Right View





# Booth Design

Right View





## Booth Design

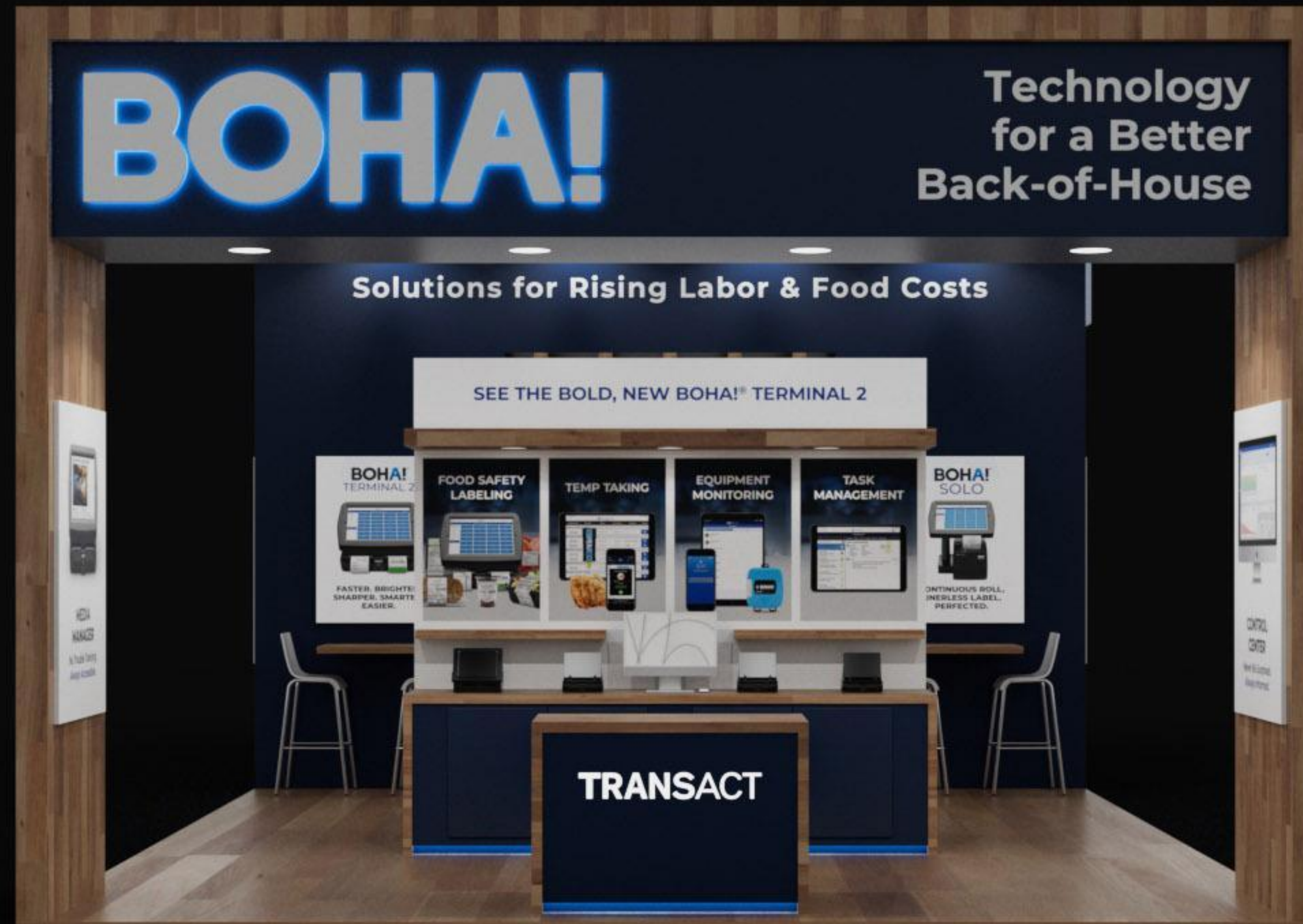
Back Right View





## Booth Design

Front View





## Booth Design

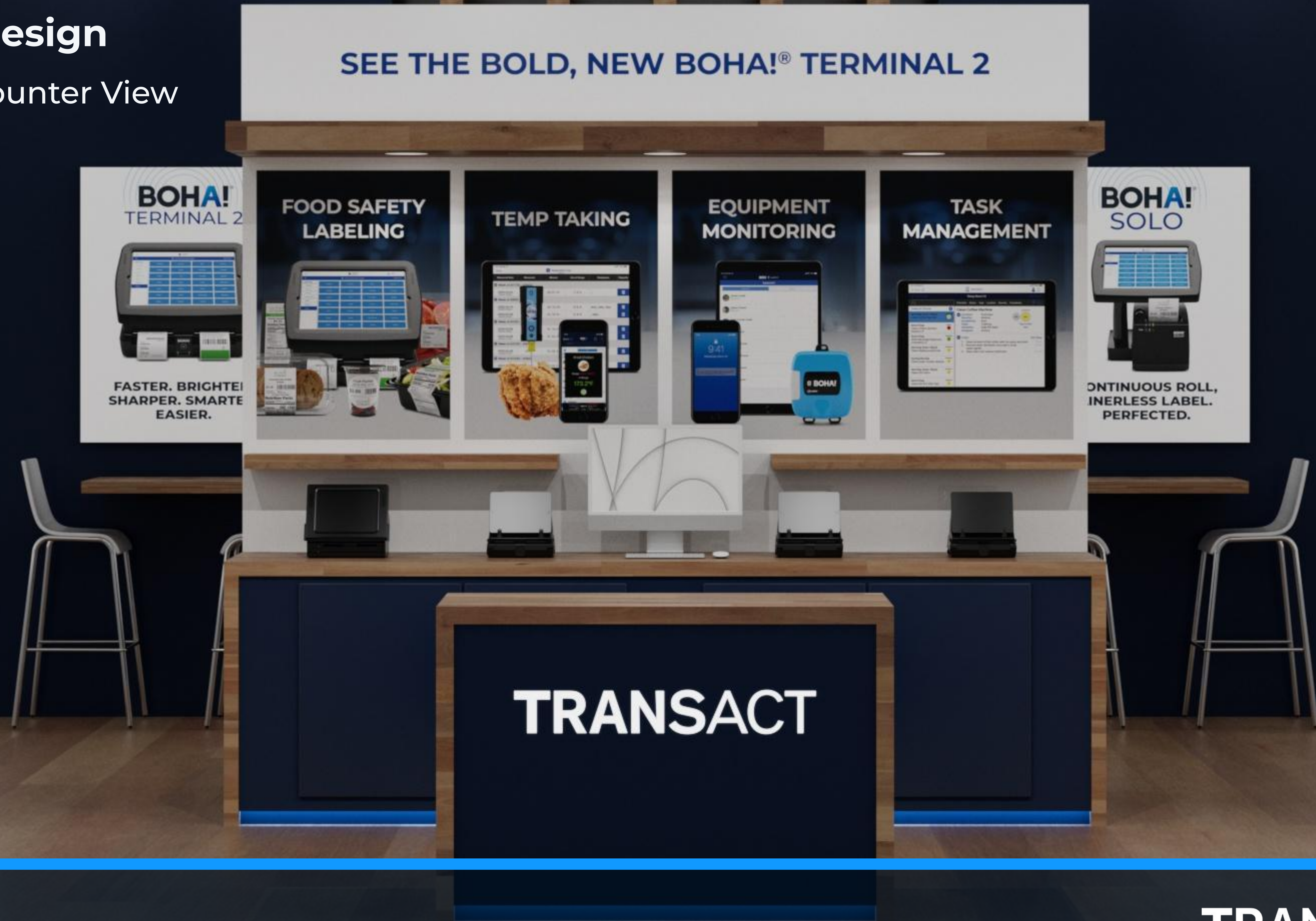
Back View





## Booth Design

### Display Counter View





## Booth Design

"Back-of-House" View

