

# Trade Fair Booths

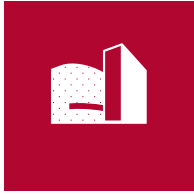
Architecture for Special Brand Moments



Audi trade fair booth, IAA, Frankfurt

With NUSSLI as a partner for the construction of your exhibition presence, the sky is the limit for your exhibition designers. We like things challenging, extravagant and complex.

**NUSSLI**



NUSSLI offices around the world guarantee efficiency and short delivery distances. When particularly outstanding achievements are required on site, we can rely on our tried and tested global network of partners. We advise you closely in all project phases – from the initial concept and construction documents to the implementation of your trade fair presence – and come up with the most cost-effective, high-quality solutions. With our own production facilities, we have the flexibility to be able to tailor our services to your requirements.

## Services for your Brand Moment

We offer individual and innovative total solutions for presenting your brand at trade fairs, exhibitions, and events.



Supporting structures and substructures



Floors, walls, and ceilings



Furniture and equipment



Exhibits and display cases



Basic technical equipment



Lighting installations



Audio/video and multimedia



Graphics and displays



# Comprehensive Service from A to Z

We support you with know-how and foresight through all phases of the project. You will benefit from being able to access many services from a single source, as our range of services includes everything from **partial services** to **complete turnkey service**.

## Coordination of all project phases

### Concept and consultation

- Feasibility studies
- Concept development and visualizations
- Cost analyses
- Tenders with specifications
- Supplier selection
- Logistics and scheduling

### Planning and implementation

- Project management and supervision
- Approval and detail planning
- Interface planning
- Samples and proof-of-concept
- Manufacturing of the system and individual components
- In-house production
- Transport logistics
- On-site logistics
- Coordination of the individual trades
- Set-up
- Inspection and test run

### Operations and management

- Commissioning
- Training and documentation
- Trade fair booth and event support
- Conversions
- Maintenance and servicing

### Dismantling and reuse

- Disassembly and removal
- Storage, retrieval, and interim storage
- Reuse of the whole exhibition booth or the use of parts
- Reusable components
- Revitalization and conversion
- Sustainable disposal

## Experience Brands Live

Convincing arguments in favor of an exhibition appearance? Proximity to and dialogue with clients and the immediacy of the brand experience. Your clients experience your brand and its message three-dimensionally, in-person and with all five senses. The effect? Sustainable and convincing.

- Customized exhibition architecture
- Modular exhibition booths
- Exhibition kits
- Single- or multi-story exhibition structures
- Special exhibitions
- Showrooms
- Lounges
- Shop-in-shop enlargements

# Reference Projects

We make sure that your appearance is just right for your brand and implement spectacular ideas, cost-effectively, while focusing on quality. Our experts are in their element when they are realizing spectacular and complex trade fair booths and can bring all their knowledge and experience to the table.



Party Rent Group, Best of Events, Dortmund



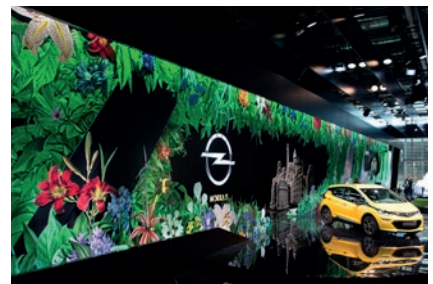
Schindler, Hannover Messe



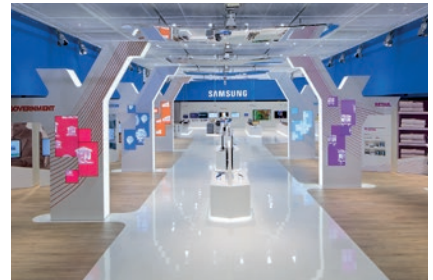
LG, IFA, Berlin



SEIKO, Baselworld, Basel



Opel, Paris Motor Show



Samsung, CeBIT, Hanover



BMW Experience Center, Dielsdorf



Offices McCann World Group, Madrid



Audi Management Conference, Munich