

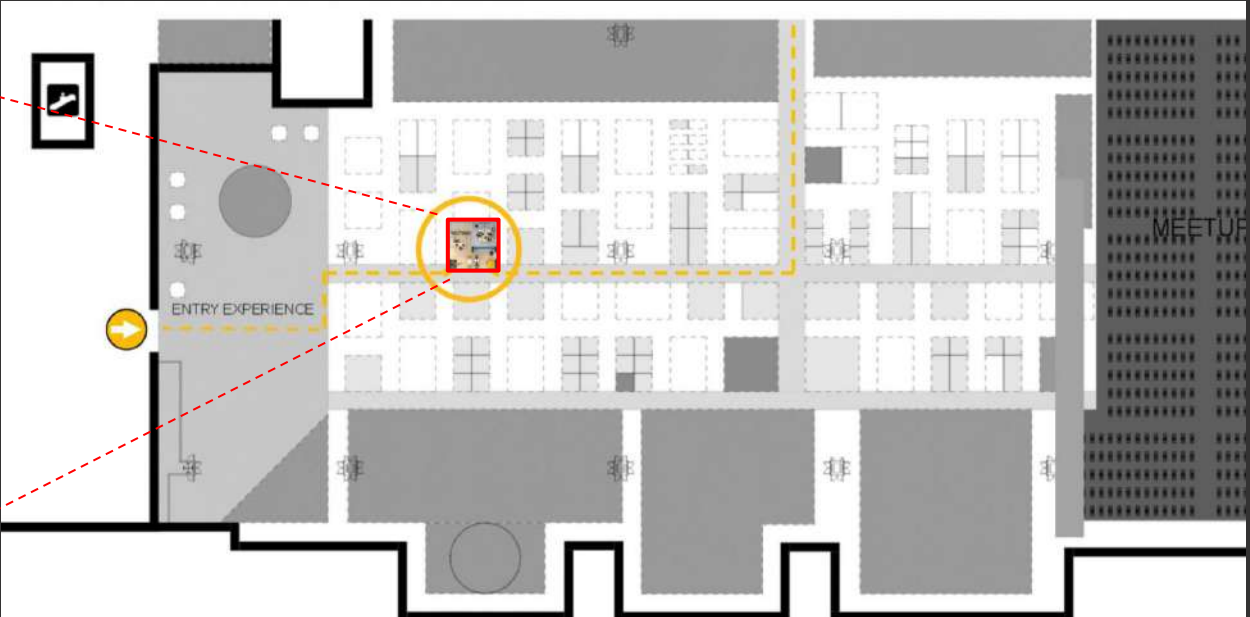
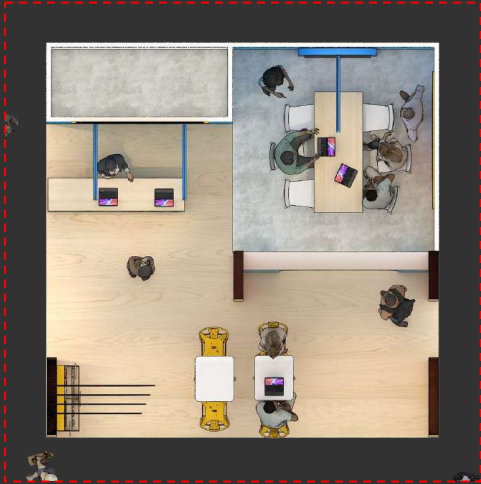
Creative Design

# Cordial 20x20 Exhibit Design

MOOD BOARD

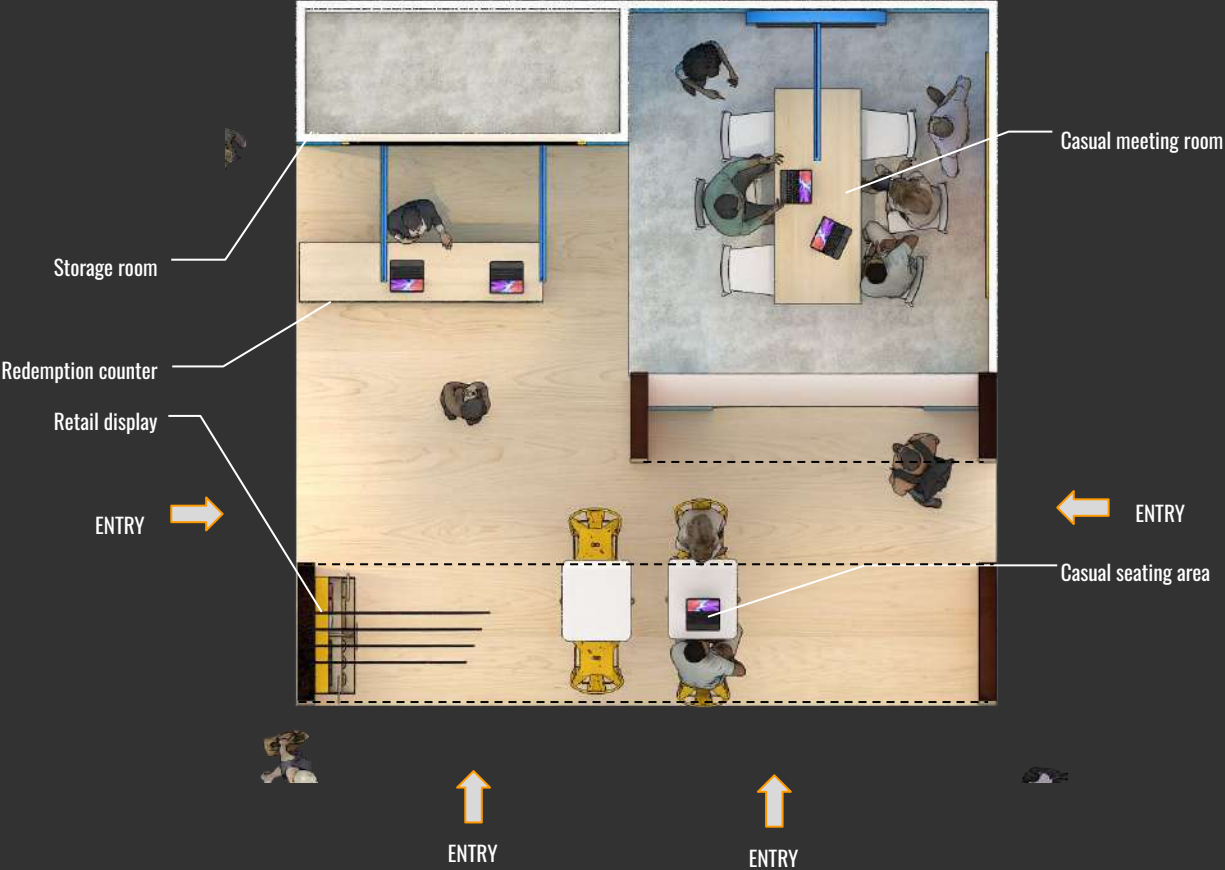


HALL PLAN



\*please note Abex Exhibit Systems owns the right to this 3D rendering and this can't be shared or used to an additional third party.

FLOOR PLAN



FRONT VIEW



Fabric wave banners  
w/brand key colors

Key brand messaging  
on circular disks

Tier 2 messaging

Pop up retail display  
w/brand stories on  
circular disks

cordial

Tier 1 brand Logo

Tier 2 messaging

cordial

Pssst! Do you know  
the best-kept secret  
in martech?

cordial

(abex)  
EXHIBITS

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# Cordial

Pssst! Do you know  
the best-kept secret  
in martech?

# cordial

**232%**  
better  
conversion

**<60**  
days to  
implement

**50%**  
increase  
in RPM

cordial





A 3D architectural rendering of a trade show booth. The booth features a bright blue wall on the left with a large arched opening and a white wall on the right. A long, thin, blue light fixture is mounted on the blue wall. On the white wall, the word "cordial" is displayed in a black, lowercase, sans-serif font on a light-colored wooden sign. A woman in a white short-sleeved shirt and dark trousers stands on the left, pointing at a large digital screen. The screen displays a man's portrait, a bar chart, and the text "Contact Identified Potential". Three people are seated at a light-colored wooden table in the center: a man in a green sweater, a woman in a light pink top, and a man in a light blue polo shirt. A man in a light blue button-down shirt and khaki pants stands behind the table. The background features a large yellow and orange circular graphic. The floor is a light gray carpet.

cordial



Thank you!