

# Culligan Water™

Tradeshow Hardware | March 2019

# BOOTH LAYOUTS



## 10 Foot Booth – Layout 1

There are a lot of items to fit in a 10x10 foot booth. All six retractable banners are contained within this layout, as well as the tension counter, table top display, TV, and water cooler (the water cooler is just a suggested item... nice to be able to show your product/service off and offer a free beverage to interested parties).



## 10 Foot Booth – Layout 2

This second layout for the 10x10 foot booth removes the two larger retractable banners, and places the four smaller banners in a semi-circle. The Culligan logo is still represented on the tension counter and TV, but the layout feels a lot more open.



## 20 Foot Booth – Layout 1

As you can see, placing all four smaller retractable banners next to each other takes up a space just over 10 feet, which means they can't be placed on the shorter ends of the booth. All six banners will, however, fit in the back, long edge of the booth, which leaves plenty of walking space.

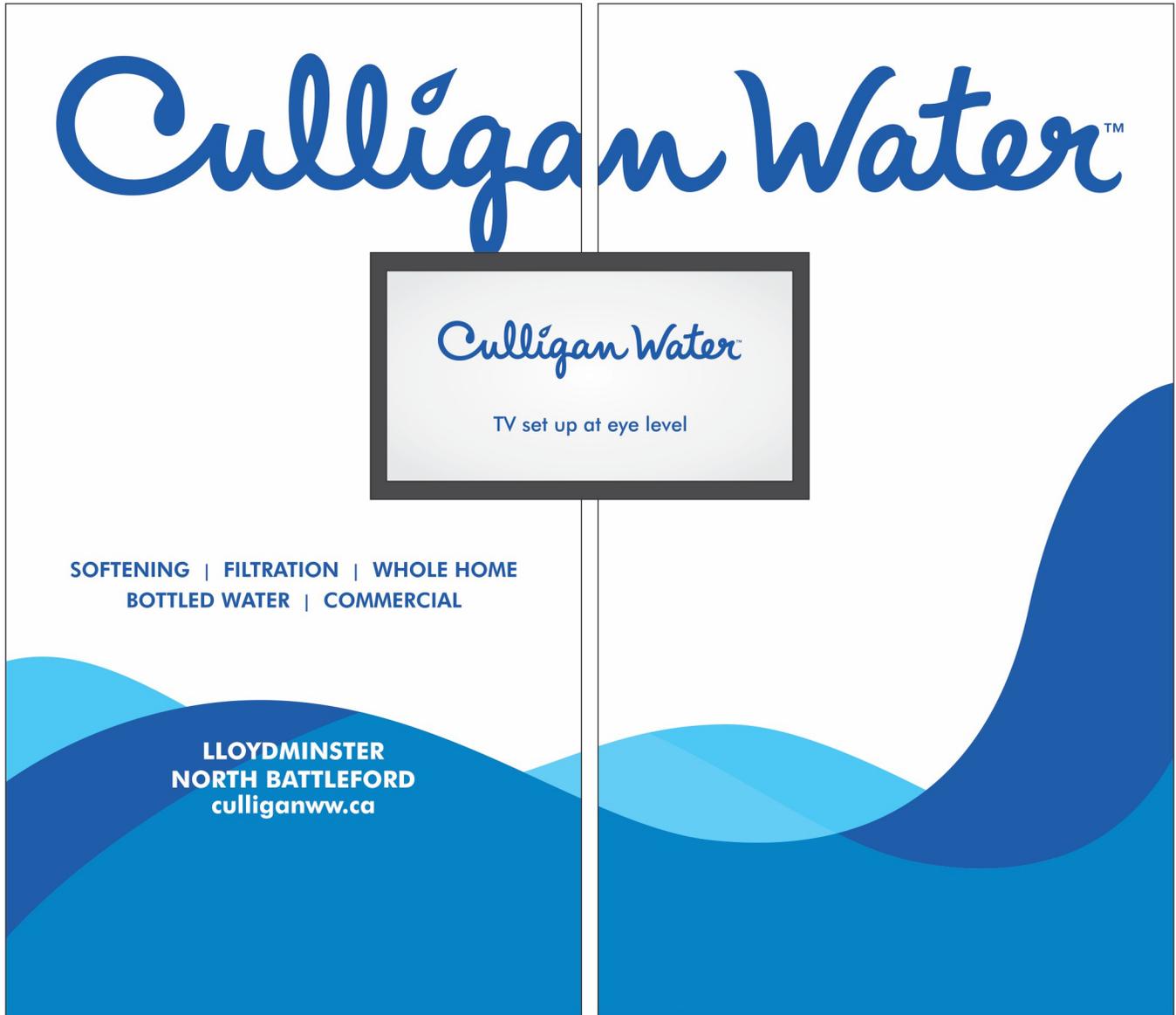


## 20 Foot Booth – Layout 2

This second layout for the 20x10 booth places the four smaller retractable banners in an arc, which leads nicely into the larger banner. There is a corner of the booth (behind) the banners that isn't accessible, but it could be used for storage. The overall feel of the booth is more flowing as it gently leads the visitor into its space.

\*The translucent cylinder represents a water cooler.

# BACKDROP: BLADELITE 1200 R.BANNERS



These large, retractable banners are 47.25 x 83.25” each, and can be closely spaced to fill the 10 foot backdrop space neatly.

A 3 foot wide TV is shown here, as well, to show how it could be (optionally) placed a little lower than eye level to engage the viewer.

# BLADELITE 800 R.BANNERS

Banner 1



Banner 2



Banner 3



Banner 4



These four, smaller 31.50 x 83.25” retractable banners can be arranged in various shapes and, when presented together, create a unified design.

The pictures are from the Culligan Marketing Central website, and were selected as replacements for the requested artwork, as none of those images seem to be available any more.

# TENSION FABRIC COUNTER



This 17" diameter cylindrical counter has a frame comprised of a circular base and top, with three shafts between. The fabric is stretched around the frame, with the seam placed towards the back. The overall height is approximately 38".

The design is similar to the backdrop banners, using the flowing water graphics, Culligan logo, and product/service list.



# BREEZE BANNER (TABLE TOP DISPLAY)



This table top display is 11 x 19", with the bottom 2" hidden by its base (viewable graphic is 11 x 17"). Ideal for inexpensive campaign messaging changes, it can be placed on top of the counter to draw people in.

Another option is to use the display to highlight a giveaway or promotion.

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