

imagine. experience. nimlok.

It starts with an idea. From there, with the right essentials, the roots of an exhibit concept are established, serving as the foundation for something remarkable to evolve from.

Key elements play a vital role in the development process. And then, one day the idea is transformed into a truly unique and spectacular exhibit solution,

perfectly suited to thrive in the environment for which it was designed.

This is the Nimlok Custom Exhibit Design Process.

company & target market

Describe your company's products, services and target market.

marketing objectives & positioning

What are your marketing objectives? How is your company positioned in the industry?

challenges & opportunities

What is the biggest challenge you face with this exhibit? What have you seen in other exhibits that you like?

decision criteria & decision makers

What are the key factors in this exhibit that will drive your decision? Who will handle this purchase?

timelines & deadlines

By what date will you need this exhibit built? Shipped? Installed?

competitors & competitive advantage

Who are your main competitors? What competitive advantages do you have?

the look & feel

Conservative, elegant, high-tech, innovative, open, airy - What is the look and feel of the exhibit that you strive to achieve?

don't forget requirements

Traffic flow, storage, graphics, registration, media, product displays, corporate branding - What specific requirements do you have?

