

# 100 EXHIBITION

## STAND DESIGNS

**CLEVER FRAME®**

100



CLEVER  
FRAME®  
MODULAR  
SALVAGE  
SUPPORT  
ARCHITECT-  
TURE



# CLEVER FRAME®

## Every trade show is a new chapter in your company's story – bring it to life with Clever Frame!

"100 EXHIBITION STAND DESIGNS" is a publication born out of our passion for creating exceptional trade show stands. Inside, you'll find a carefully curated selection of designs that seamlessly blend functionality with aesthetics, ensuring a standout presentation for your brand. From sleek, minimalist concepts to bold, show-stopping displays – our collection showcases a diverse range of exhibition ideas to help you bring even the most ambitious visions to life.

As a manufacturer of exhibition systems, we understand how crucial it is to tailor event setups to specific needs and marketing goals. That's why all our designs share one key feature – modular construction. This innovative approach allows you to freely modify and personalize every stand, adapting it to the nature of the event, available space, showcased products, and the unique identity of your brand.

For us, designing exhibition stands goes beyond aesthetics – it's about crafting a powerful and professional brand presence. We invite you to explore our exhibition concepts and leverage our expertise. Whether you're preparing for a small event or a major international trade show, our collection offers a wealth of ideas to help your brand stand out with confidence and impact.

Clever Frame Team

Tell us about your plans and needs, and **we'll create a free custom exhibition stand design just for you.**



CONTACT FORM

**Discover** the versatility of Clever Frame's modular exhibition systems.



WWW.CLEVERFRAME.COM

# Clever Frame® – Exhibition Stands 3.0

Modular exhibition systems trusted by brands worldwide



PORSCHE

ROYAL CANIN

swatch



JAGUAR



SONY

Canon

Deutsche Bank



KIA

Johnson&Johnson



sanofi

MOËT & CHANDON  
CHAMPAGNE

LONGINES

Lilly



SEPHORA

Glenfiddich

GLENMORANGIE

CHIVAS REGAL

NESPRESSO

KÄRCHER

SKANSKA

PHILIPS

xerox™

Deloitte

Raiffeisen Bank  
International

FedEx®



All trademark rights are the property of their respective owners.



# 100 EXHIBITION STAND DESIGNS

## **CLEVER FRAME®**

### **01. Discover the Clever Frame System**

---

4

Explore what sets Clever Frame's modular exhibition stands apart and how they can transform your trade shows, events, and conferences.

### **02. Trends in Exhibition Stand Design**

---

16

Wondering how to create a stand that leaves a lasting impression? Discover the latest design trends and learn how to blend modern materials with functional aesthetics.

### **03. 100 Exhibition Inspirations**

---

28

Need inspiration for your stand? Discover ready-made designs that fuse cutting-edge technology with creative design, ensuring every event is a marketing success!





CLEVER  
FRAME

CLEVER  
FRAME





# 01

**Discover the Clever Frame System**

# Exhibitions of the Future: Blending Design and Sustainability



*Founder & CEO  
of Clever Frame*  
**Philip**

In the fast-paced world of trade shows and industry events, where competition is fierce and standing out is essential, modular exhibition stands are gaining popularity as one of the most preferred solutions. But what makes them so remarkable, and why are so many companies choosing this approach? We discuss the advantages of modular systems with Filip Grudziński, the founder of Clever Frame.

## **Why are Clever Frame's modular exhibition stands so popular among exhibitors?**

Their popularity stems mainly from their unmatched flexibility. With a modular design, exhibition stand elements can be easily reconfigured and adapted to various event spaces. Whether working with a small booth or a large exhibition area, these systems enable quick and seamless adjustments, ensuring a perfect fit for any occasion.

This versatility is particularly beneficial for companies that frequently attend trade shows and need to tailor their stands to constantly changing requirements. Beyond exhibitions, many businesses repurpose their stands for other uses, such as showrooms, retail spaces, or office interiors. The possibilities are virtually endless.

## **What about personalization? Isn't working with pre-made modules restrictive in this regard?**

Absolutely not. Clever Frame exhibition systems offer full customization. Every square meter of the stand can be enhanced with a variety of elements tailored to the unique needs and vision of the client. The structure can incorporate all signature brand features, such as logos, patterns, and corporate colors. Additionally, there's a wide selection of finishing materials and accessories to choose from. These options ensure that every Clever Frame stand is truly one of a kind, perfectly reflecting the brand's identity while maintaining top-tier functionality and aesthetics.



***With a modular design, exhibition stand elements can be easily reconfigured and adapted to various event spaces.***

---



**Let's talk about costs. Why is investing in a modular stand more cost-effective than purchasing a traditional exhibition setup?**

Because it delivers long-term savings. By reusing the same components multiple times, companies can significantly reduce the costs of creating new stands for different events. Additionally, the ease of assembly and disassembly shortens setup time, allowing for more efficient resource management and lower operational expenses. What's more, the use of durable, reusable materials helps minimize waste and supports sustainable business practices. This gives our clients a competitive edge, appealing to consumers who increasingly prefer brands committed to environmental responsibility.

“

***Designing with the future in mind means creating solutions that are not only visually appealing but also environmentally responsible – benefiting both people and the planet.***

---

**Reusability, waste reduction, and a commitment to the less-waste philosophy – can we say that Clever Frame designs with the future in mind?**

Absolutely. Designing with the future in mind means creating solutions that are not only visually appealing but also environmentally responsible – benefiting both people and the planet. By promoting this approach, we develop innovative, high-value products that set new industry standards while helping our clients achieve both marketing success and a strong brand image. ■



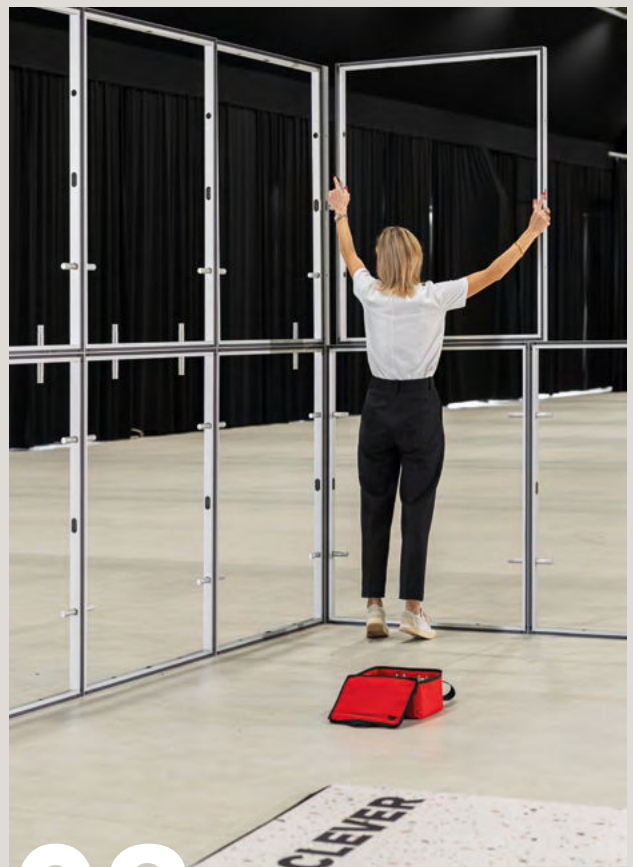
# Modular Stands – A Smart Marketing Strategy

Clever Frame's modular exhibition systems offer versatility in design, functionality, and configuration. Made up of individual modules, they can be effortlessly transformed into both expansive trade show stands and compact promotional walls. With complete flexibility in layout and visual branding, they provide limitless opportunities to elevate brand presence.



# 01

The structure of stand is built from frames – the more you have, the larger the setup you can create



# 02

Aluminum frames are incredibly lightweight, making logistics easier and enhancing workflow efficiency.



Watch the animation

👁️ **Did you know that** Clever Frame exhibition stands offer endless reconfiguration possibilities? Thanks to their flexible, modular design, all components can be quickly and easily rearranged, replaced, or combined into new setups. The more frames you have, the more layouts you can create!

**Watch the animation and see for yourself – it's as easy as building with blocks!**



03

Assembling the stand is incredibly effortless – no tools or technical expertise required!



04

Magnetic panels shape the stand's visuals – installation takes only seconds!



# From Design to Implementation

## See How We Work

Bringing an exhibition project to life is a complex process that requires meticulous planning and coordination. In our case study, we showcase how we manage each stage of the project to ensure success and effectively support our clients' business goals.





## About the Project

---

**Client:** Wałbrzych Special Economic Zone  
"INVEST-PARK"

**Event:** Business Mixer Networking Conference

**Scope of Work:** Design and installation of  
a media zone

**Installation:** Clever Frame

Over the years, our team has completed thousands of exhibition projects. Our portfolio includes trade show stands, event structures, exhibition designs, and commercial space arrangements. The diversity of our projects is vast, exemplified by the press room we designed and installed for the Wałbrzych Special Economic Zone "INVEST-PARK."

### Background of the Collaboration

To enhance its visibility and improve media communication, WSSE "INVEST-PARK" entrusted us with designing and delivering an exhibition stand serving as a press room. The primary goal was to create a space that would not only facilitate journalists' work but also strengthen WSSE's image as an innovative leader in the region.

### Project Goal

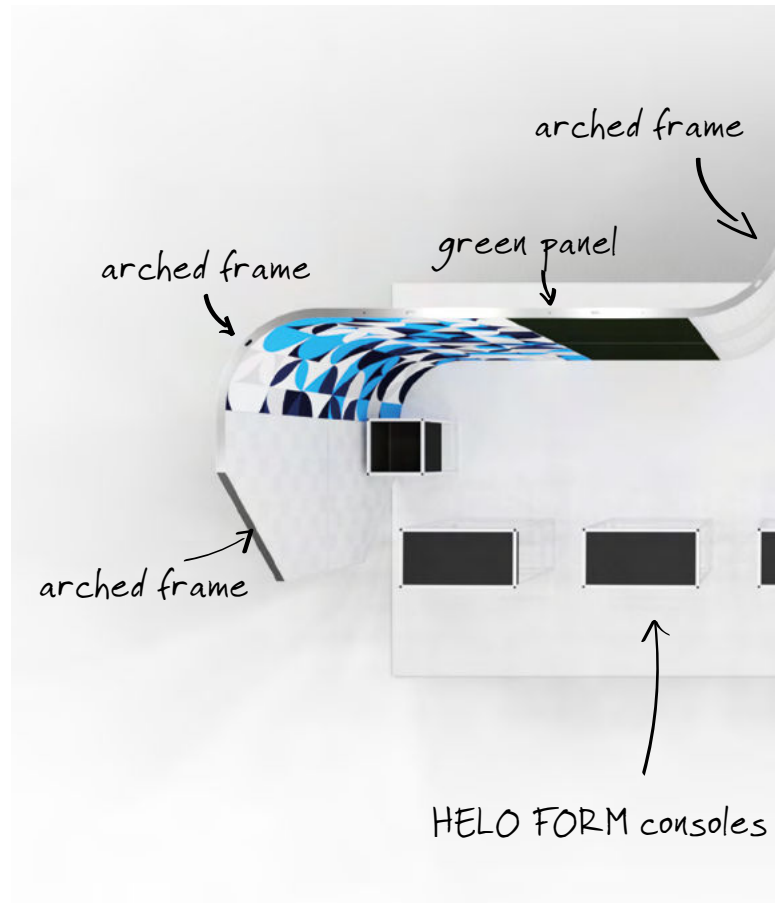
**1. Functionality:** Create a comfortable workspace for journalists with a striking backdrop for photo and video coverage. This press room zone will not only streamline media work but also enhance brand visibility through professional and visually compelling content.

**2. Brand Image:** Strengthen WSSE "INVEST-PARK"'s brand through a professional, branded stand designed to capture the attention of event participants. This setup will not only boost brand recognition but also highlight its commitment to creating modern, investor-friendly spaces.

**3. Communication:** Facilitate effective media engagement and provide a platform to showcase key information about WSSE "INVEST-PARK."

## Phase I: Crafting the Project Brief

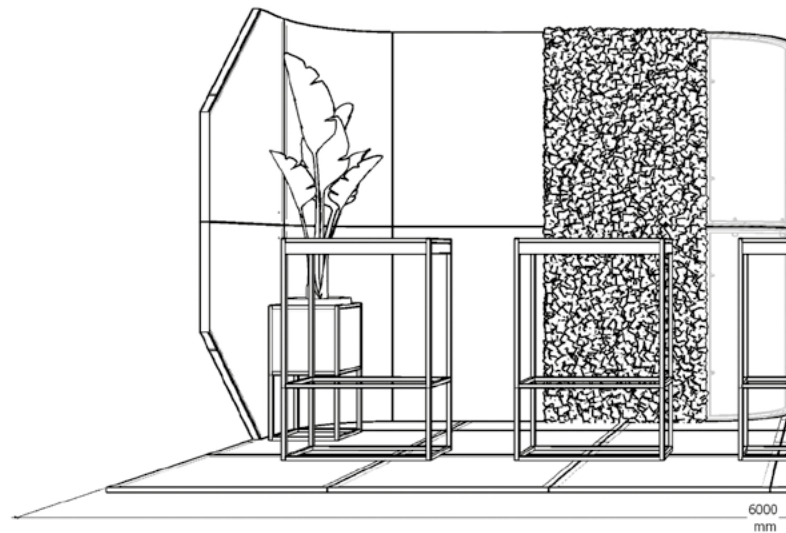
As we kicked off the project, we conducted an in-depth analysis of the organizer's requirements – identifying journalists' essential needs, WSSE "INVEST-PARK"'s communication goals, and the venue's spatial opportunities. Based on these insights, our team outlined the key elements for the media zone, including dedicated interview stations, designated areas for promotional displays, and impactful branding features.



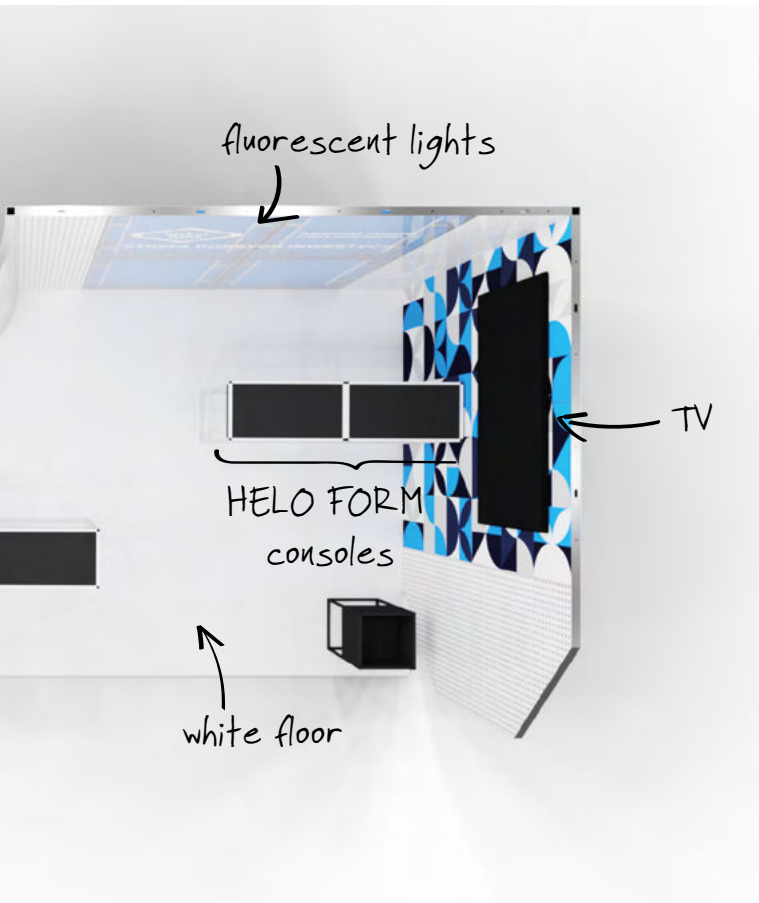
3D Visualization, Clever Frame Design Studio

## Phase II: Design and Visualization

With a comprehensive project brief in hand, we developed an initial concept for the structure. At this stage, photorealistic visualizations played a crucial role, enabling us to depict the spatial layout, ergonomics, and aesthetics of the press room in fine detail. By precisely illustrating the project, the event organizer could visualize how our design would materialize, ensuring confidence in the choice of colors, materials, furnishings, and accessories. In line with WSSE "INVEST-PARK"'s visual identity, our project's primary color scheme centers on rich shades of blue, artfully contrasted by a glossy white floor and structural panels reminiscent of boxwood. We enhanced the design with transparent inserts featuring a subtle frosted pattern, along with panels showcasing the motif from the event's graphic design. The overall look was completed with mini



Exhibition Stand Build-Out, Clever Frame Design Studio



malist furnishings from the HELO FORM line, an LCD screen for displaying promotional and educational content, sleek linear fluorescent lighting, and carefully chosen plants that add a natural, sophisticated touch.

After the design was approved, we assembled a comprehensive set of supporting documents that included the following elements:

- **Technical Drawings:** Detailed measurements and layouts of the space, designed to meet both functional and spatial requirements.
- **Material Specifications:** Comprehensive information on the construction and finishing materials used, ensuring both aesthetic appeal and lasting durability.
- **Installation Plans:** Clear guidelines for connecting electronic equipment and lighting.

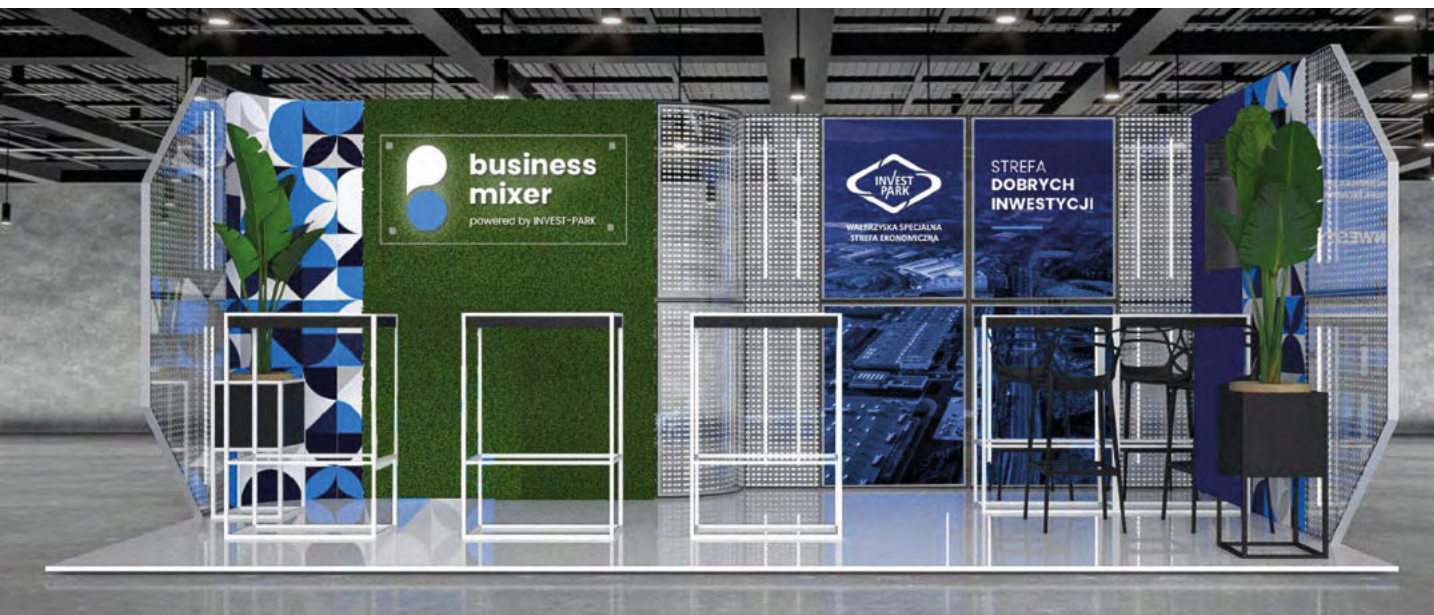


“

*In the design process, truly understanding the client's vision and needs is essential, as is transforming them into solutions that are both functional and visually appealing. This attentive approach not only meets expectations but often goes beyond them.*

Chief Designer  
**Mason**





3D Visualization, Clever Frame Design Studio

### Phase III: Production, Logistics, and Assembly

Our team handled every aspect of bringing the project to life. Beyond precise manufacturing – essential for crafting a functional and visually striking setup – we managed comprehensive logistical support. This included coordinating transportation and ensuring all components arrived promptly at the

event venue. Our team then oversaw the assembly, meticulously attending to every detail to align perfectly with the design. After the event, we efficiently dismantled the setup, safely and swiftly reconfiguring all elements. This thorough process allowed the event organizers to focus on their core tasks, confident that every facet of their press room was managed with professional precision. ■



Installation by Clever Frame





Installation by Clever Frame









# 02

## **Trends in Exhibition Stand Design**

# Nature & Technology in Perfect Balance

Exhibition design is a dynamic field that continuously adapts to evolving needs, cutting-edge technologies, and the latest architectural trends. It's an exciting world where classic ideas are reborn in a refreshed form, seamlessly merging with innovative concepts to redefine modern design. Today's trends build on familiar styles rather than discarding the past – they fuse tradition with modernity, creating spaces that offer visitors so much more than just an exhibition area.

It's important to remember that designing a trade show stand goes beyond aesthetics – it's about creating a strategic marketing asset meant to capture attention, evoke emotion, and craft memorable experiences. Effective design harnesses space, color, light, and technology to tell your brand's story and engage visitors on multiple levels.





Project no. CF638, 8 m<sup>2</sup>



*Graphic Designer*  
**Caroline**

## Triumphal Arches

Arches are a hot trend in exhibition design. Their soft, curved shapes give trade show stands a more dynamic and visually light feel. These constructions work beautifully on their own or as part of a larger design, interwoven with bolder shapes and complementing cubic forms. While modern setups often lean toward simplicity and sharp angles, arches show that modernity can also be approached in a friendlier, more unconventional way. Beyond their visual appeal, arched structures offer practical benefits by streamlining space organization and delineating functional areas.



Project no. CF224, 36 m<sup>2</sup>









Project No. CF216, 49 m<sup>2</sup>

## Catching the Color Wave



*Director of Sales Support*  
**Damien**

Using transparent elements is a proven strategy for crafting modern exhibition designs. Depending on the desired impact, they can be applied in a single tone or blended into vibrant, multicolored arrangements. For those who favor a more subdued aesthetic, clear, uncolored panels with custom prints offer an excellent solution – perfect for showcasing your logo, tagline, or any unique pattern. An innovative approach is to create three-dimensional effects by arranging panels in a wave-like form, adding depth and an engaging spatial dynamic to the stand. With endless possibilities to achieve a striking visual effect, the only limit is our imagination.



*Key Account Manager*  
**Matthew**

# Urban Jungle

Concrete is often perceived as a cold, stark material that needs to be hidden behind a more appealing facade. Not long ago, it was synonymous with construction sites, but today it has emerged as one of the most sought-after materials in design. Its raw, minimalist character can be softened in numerous ways – by pairing it with wood, luxurious velvet touches, gold or brass accents, or even vibrant green walls. For example, green structural panels that mimic boxwood not only deliver a striking visual effect but also create an illusion of expanded space. This adaptability makes concrete equally suitable for expansive exhibition areas and the intimate layouts of small trade show booths.



Project no. CF639, 48 m<sup>2</sup>





Project no. CF640, 50 m<sup>2</sup>







Project no. CF641, 90 m<sup>2</sup>



*Chief Designer*

**Mason**

## Wood? Naturally!

Few materials exude as timeless and universal an appeal as wood. If you've ever believed that wood is exclusively for Scandinavian décor, it's time to update that notion. Wooden panels shine just as brilliantly in classic exhibition stands as they do in modern or industrial settings. They effortlessly blend with concrete, aluminum, or glass – softening stark edges and adding a warm, inviting touch. Modern design is all about balance, and wood is a key ingredient in achieving that harmony. It fits seamlessly into a variety of exhibition styles, particularly those that celebrate authenticity and enduring elegance.





*Key Account Manager*  
**Alexandra**

# Digital Content

Leveraging advertising screens at trade show stands has become a cornerstone of modern marketing strategies. In today's digital era, where visual communication is key, these screens play a vital role in capturing visitors' attention, showcasing products and services, and building brand awareness. They serve not only as dynamic advertising mediums but also as educational tools, presenting complex processes, technologies, or product stories in an accessible and engaging way. Moreover, digital content can be effortlessly updated and tailored to various target audiences, allowing exhibitors to personalize their messaging and boost its effectiveness.



Projekt no. CF642, 18 m<sup>2</sup>





CARGO

ship with us







# 03

## 100 Exhibition Inspirations



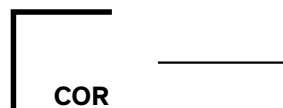
Less is more



# Shape Your Stand

One of the initial, crucial steps in planning your trade show booth is selecting the perfect structural shape. This choice profoundly influences the booth's functionality, visual appeal, and the overall impact of your presentation at the event.

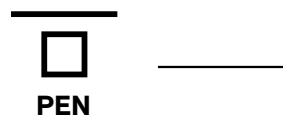
Choosing the right structural design depends on several key factors: your objectives for the trade show, the layout of the exhibition space, and your priorities for engaging with visitors. The perfect booth shape can elevate your brand's visibility, maximize the use of space, and improve the flow of foot traffic.



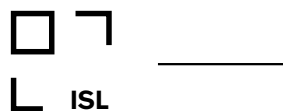
**CORNER STAND:** The L-Shaped Format. Featuring two open sides, it ensures enhanced accessibility for visitors.



**ROW STAND:** The U-Shaped Format. This exhibition design features three walls with an open front, creating an inviting space for visitors.



**PENINSULA STAND:** This exhibition setup features three open sides and is attached on one side to another booth or wall.



**ISLAND STAND:** A stand design where every side is bordered by aisles – available in open, semi-open, or enclosed configurations.



COR



10 m<sup>2</sup> ▶

Project no. CF562

COR



24 m<sup>2</sup> ▶

Project no. CF537



Project no. CF643

◀ 24 m<sup>2</sup>



Project no. CF644

◀ 24 m<sup>2</sup>



Project no. CF333

◀ 64 m<sup>2</sup>





6 m<sup>2</sup> ▶

Project no. CF093



56 m<sup>2</sup> ▶

Project no. CF515

PEN



◀ 25 m<sup>2</sup>

Project no. CF645

COR



◀ 20 m<sup>2</sup>

Project no. CF646





Project no. CF649





78 m<sup>2</sup> ▲



PEN



36 m<sup>2</sup> ▶

Project no. CF076

COR



30 m<sup>2</sup> ▶

Project no. CF449

ISL



40 m<sup>2</sup> ▶

Project no. CF396



ISL

◀ 100 m<sup>2</sup>

Project no. CF647



PEN

◀ 72 m<sup>2</sup>

Project no. CF648



COR

◀ 20 m<sup>2</sup>

Project no. CF672



ROW



30 m<sup>2</sup> ▶

Project no. CF083

PEN



30 m<sup>2</sup> ▶

Project no. CF481



COR

◀ 49 m<sup>2</sup>

Project no. CF468



ISL

◀ 30 m<sup>2</sup>

Project no. CF480



COR



60 m<sup>2</sup> ▶

Project no. CF650

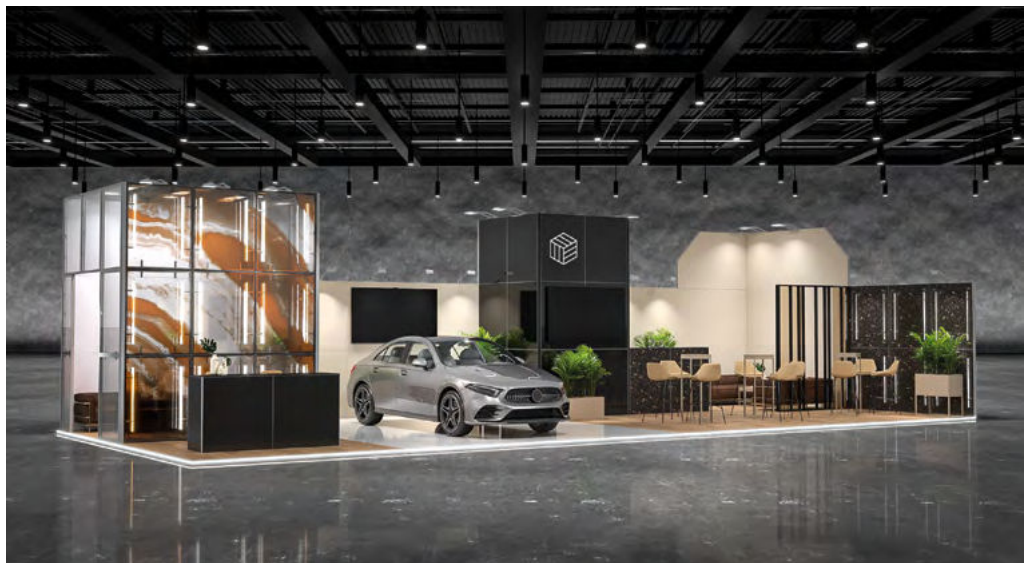
COR



65 m<sup>2</sup> ▶

Project no. CF651

COR



78 m<sup>2</sup> ▶

Project no. CF652



ISL

Project no. CF653

◀ 77 m<sup>2</sup>



COR

Project no. CF053

◀ 24 m<sup>2</sup>



PEN

Project no. CF654

◀ 60 m<sup>2</sup>





Project no. CF550



120 m<sup>2</sup> ▲





64 m<sup>2</sup> ▶

Project no. CF474



48 m<sup>2</sup> ▶

Project no. CF180



COR

◀ 120 m<sup>2</sup>

Project no. CF491



COR

◀ 100 m<sup>2</sup>

Project no. CF261



COR



8 m<sup>2</sup>

Project no. CF258

PEN



24 m<sup>2</sup>

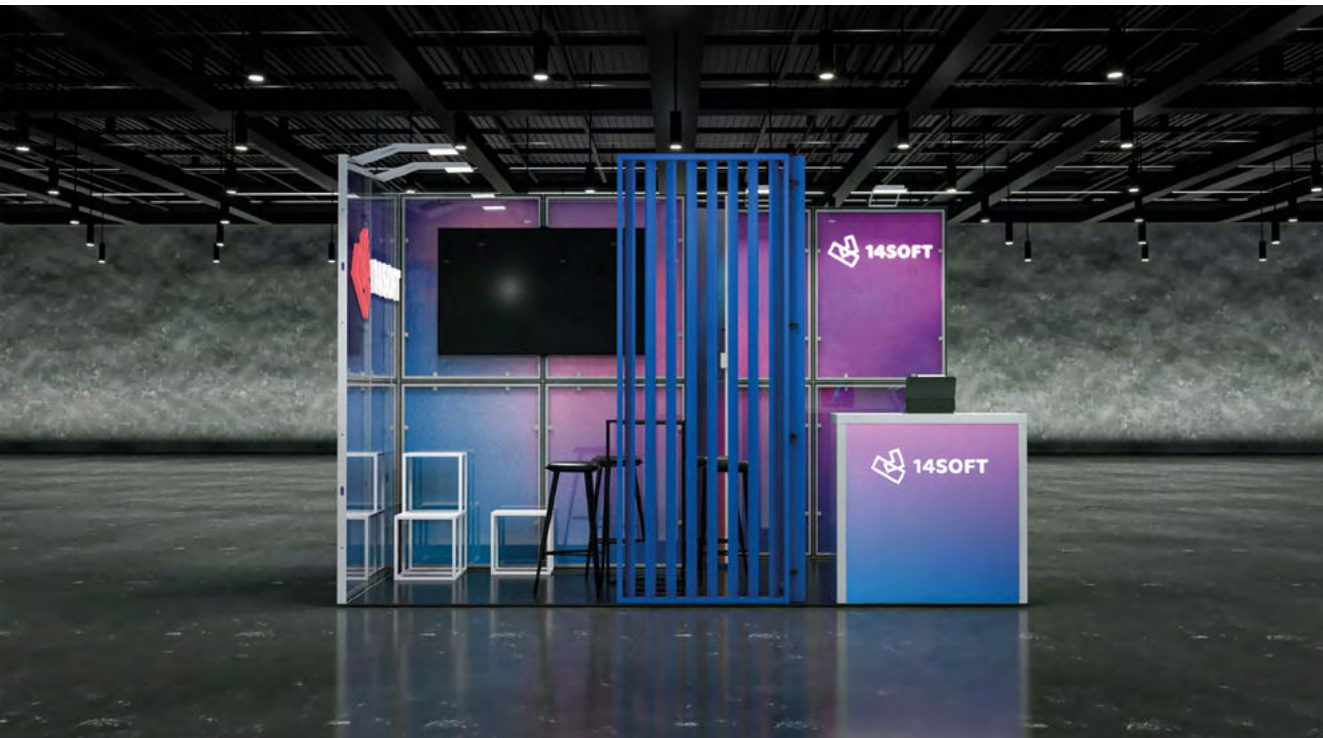
Project no. CF299



COR

◀ 20 m<sup>2</sup>

Project no. CF266



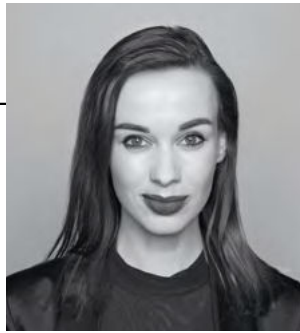
COR

◀ 12 m<sup>2</sup>

Project no. CF324



# Think outside the box



Chief Marketing Officer  
**Alexandra**

These words might sound cliché, but they're the key that opens many doors – and definitely unlocks access to new customers. In the competitive world of trade shows, where every brand battles for attention, standing out isn't just an option – it's a necessity. Think about how many times you've walked through a trade show hall, passing by dozens of stands with plain white walls barely touched by branding. They all blur together, right? In a sea of identical setups, an ordinary stand simply fades into the background, and your brand risks getting lost in the crowd.

“

***A well-designed, innovative stand is a tool that lets you fully harness the potential of trade shows, attract new customers, and build a strong market presence.***

That's exactly why you need to think outside the box. A creative, unconventional stand is your chance to make a striking, unforgettable first impression. It's a space where you can tell your brand's story, showcase its unique features, and forge meaningful connections with visitors. When you're up against the competition, simply being present isn't enough – you have to be noticed, intriguing, and inspiring.

Thinking outside the box is more than just aesthetics. It's a strategy that makes customers stop at your stand instead of getting lost among rows of white, indistinguishable walls. A well-designed, innovative stand is a tool that lets you fully harness the potential of trade shows, attract new customers, and build a strong market presence.

Don't let yourself be pushed to the sidelines. Invest in creativity, dazzle your audience, and think outside the box. After all, in a world where first impressions count, "stand out or perish" isn't just a catchphrase – it's a real rule governing the trade show arena. ■







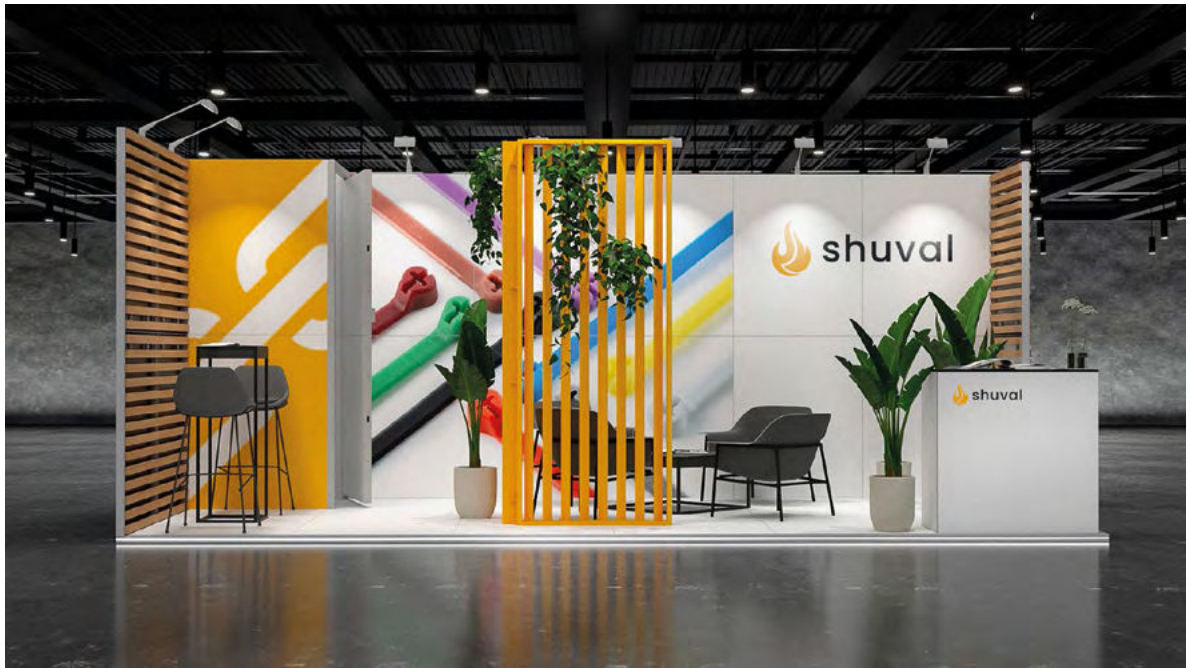
Project no. CF655



256 m<sup>2</sup> ▲



COR



18 m<sup>2</sup> ▶

Project no. CF514

ROW



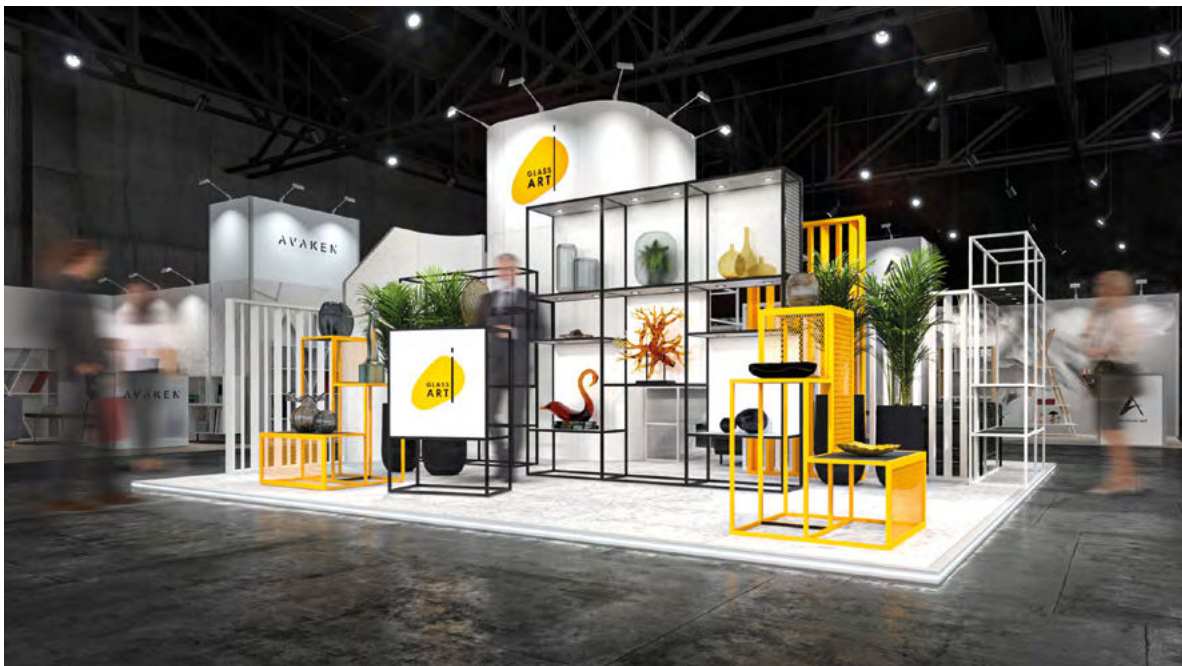
100 m<sup>2</sup> ▶

Project no. CF466



◀ 50 m<sup>2</sup>

Project no. CF483



◀ 48 m<sup>2</sup>

Project no. CF664



PEN



50 m<sup>2</sup> ▶

Project no. CF657

ROW



24 m<sup>2</sup> ▶

Project no. CF254

ROW



18 m<sup>2</sup> ▶

Project no. CF530



COR

◀ 60 m<sup>2</sup>

Project no. CF209



ISL

◀ 77 m<sup>2</sup>

Project no. CF589



PEN



16 m<sup>2</sup> ▶

Project no. CF658

ROW



9 m<sup>2</sup> ▶

Project no. CF372



ISL

◀ 2 m<sup>2</sup>

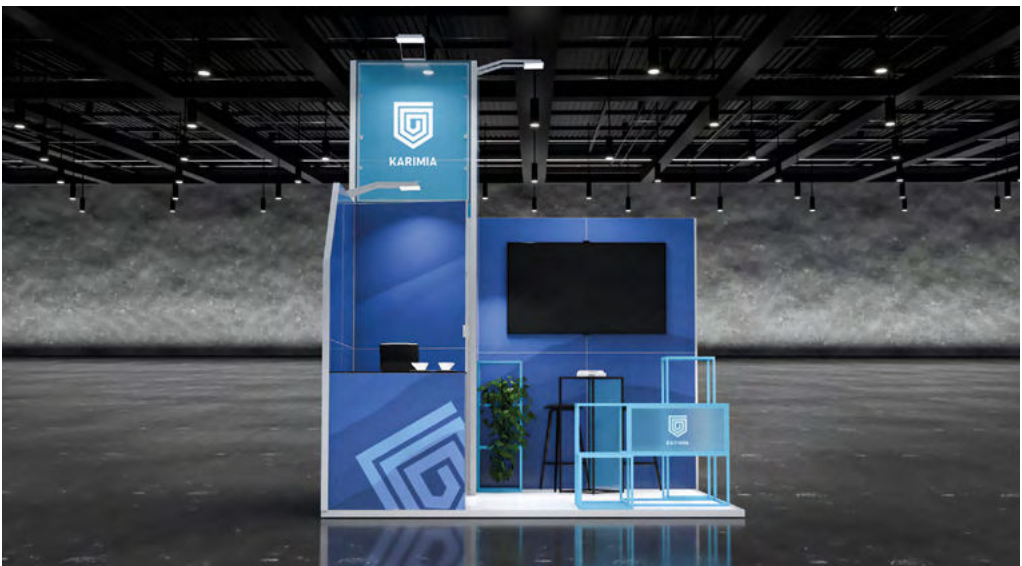
Project no. CF011



COR

◀ 4 m<sup>2</sup>

Project no. CF341



COR

◀ 6 m<sup>2</sup>

Project no. CF487





Project no. CF659





375 m<sup>2</sup> ▲



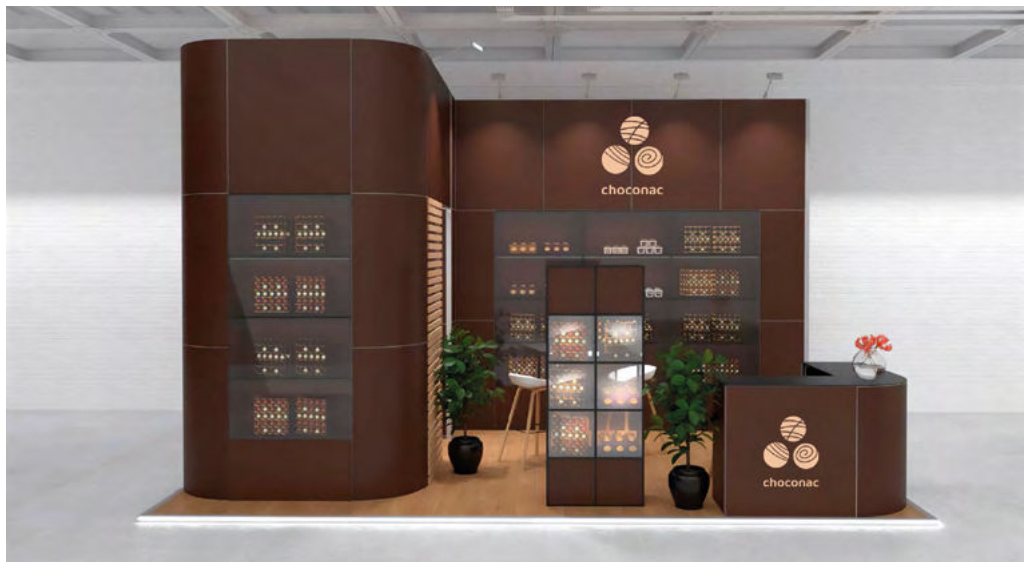
COR



6 m<sup>2</sup> ▶

Project no. CF378

COR



24 m<sup>2</sup> ▶

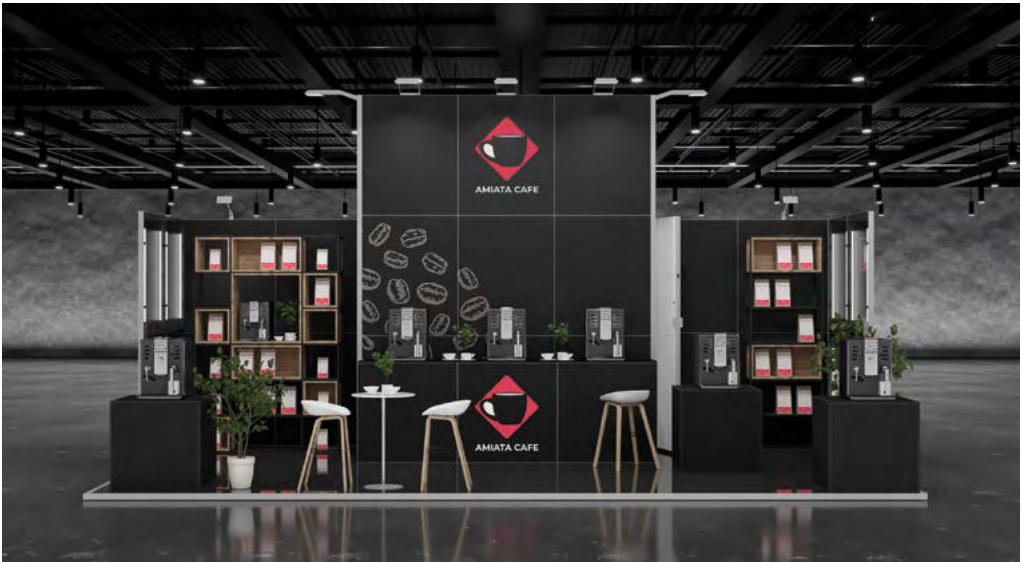
Project no. CF286

ISL



20 m<sup>2</sup> ▶

Project no. CF167



□  
PEN

◀ 28 m<sup>2</sup>

Project no. CF281



□  
COR

◀ 48 m<sup>2</sup>

Project no. CF660



□ □  
L ISL

◀ 120 m<sup>2</sup>

Project no. CF352



COR



64 m<sup>2</sup> ▶

Project no. CF295

PEN



63 m<sup>2</sup> ▶

Project no. CF169



◀ 66 m<sup>2</sup>

Project no. CF661



◀ 56 m<sup>2</sup>

Project no. CF662



□ 7  
L ISL



100 m<sup>2</sup> ▶

Project no. CF607

┌ COR



40 m<sup>2</sup> ▶

Project no. CF663



COR

◀ 150 m<sup>2</sup>

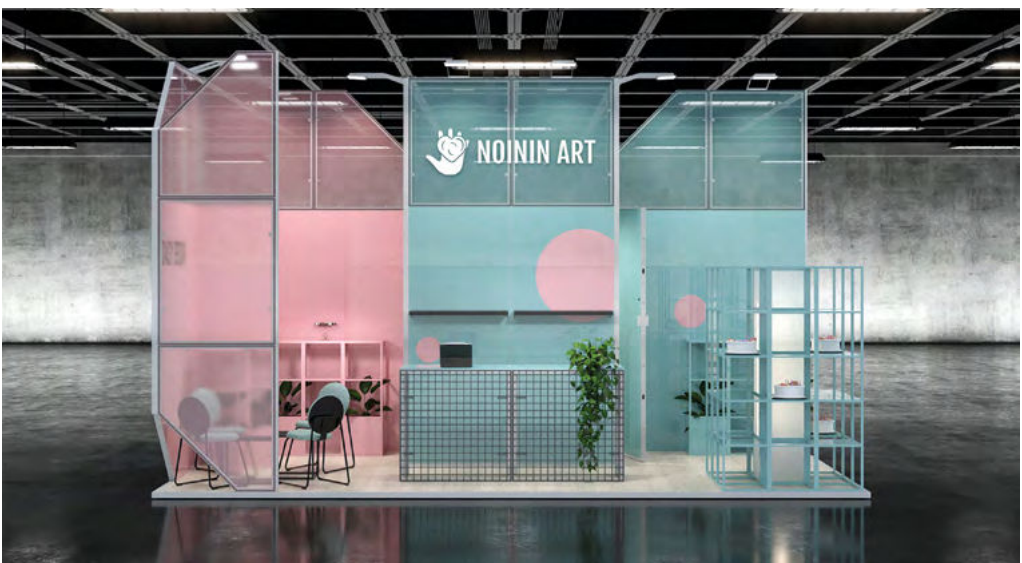
Project no. CF605



ISL

◀ 35 m<sup>2</sup>

Project no. CF545



COR

◀ 18 m<sup>2</sup>

Project no. CF306



# Start, Stop, Continue!



*Managing Director*  
**Stephen**

## Analyze the Success of Your Trade Show Participation

Participating in trade shows represents a significant investment of time, resources, and energy – but it's also an incredible opportunity to build relationships, showcase your brand, and generate fresh leads. Yet, once the event concludes, it's crucial to assess the impact of your presence and determine whether you've met your goals. Why is analysis indispensable? Evaluating your trade show results allows you to critically examine what worked well and what needs refinement. Without a thorough review, it's all too easy to repeat the same mistakes at future events. Consider asking yourself these key questions:

- Did we meet our objectives?
- Did our strategy attract the right customers?
- What were our costs compared to our benefits?

One of the most effective, versatile, and straightforward methods for evaluating our exhibition efforts is the Start, Stop, Continue approach. It categorizes feedback into three segments, helping us organize our thoughts and draw actionable conclusions.

### **Start: What New Initiatives Should We Embrace?**

After each trade show, it's valuable to reflect on potential new strategies to improve outcomes. Could innovative technologies enhance customer engagement? Might a fresh approach to showcasing your products or services differentiate your company from competitors? Or perhaps it's time to implement more automated data collection systems? Every new initiative offers a chance to manage resources more effectively and boost your sales performance.

### **Stop: What Should We Eliminate?**

Not every component of your strategy is delivering the desired results. A thorough analysis should critically assess the activities that haven't added value. Are some marketing efforts costing too much relative to their im-

pact? Have certain actions failed to generate the right quality of leads or the engagement you anticipated? Identify what isn't working so you can redirect your resources towards initiatives that truly drive success.

**Continue:**  
**What Should We Keep Doing?**

When reviewing trade show outcomes, it's easy to overlook the elements that contributed to our success. Perhaps it was a standout promotional campaign, a well-organized stand, or the seamless collaboration between your marketing and sales teams. Successful strategies can be replicated and even scaled, directly boosting your sales figures. By consistently applying

proven methods and enhancing them with new, innovative elements, you'll pave the way for sustained success at future events.

After applying the Start, Stop, Continue method, it's time to create an action plan. Transform your analysis into tangible steps that pave the way for a better future. It's crucial that every team member is involved, collaboratively deciding which changes are worth implementing – this ensures that your solutions are perfectly aligned with real needs. Your plan should cover both short-term objectives and your company's long-term strategy, with each new initiative being regularly monitored and adjusted as necessary. ■







Project no. CF665





160 m<sup>2</sup> ▲





12 m<sup>2</sup> ▶

Project no. CF672



225 m<sup>2</sup> ▶

Project no. CF667



COR

◀ 15 m<sup>2</sup>

Project no. CF023



ISL

◀ 234 m<sup>2</sup>

Project no. CF668





30 m<sup>2</sup> ▶

Project no. CF406



45 m<sup>2</sup> ▶

Project no. CF424



20 m<sup>2</sup> ▶

Project no. CF255



◀ 40 m<sup>2</sup>

Project no. CF577



◀ 30 m<sup>2</sup>

Project no. CF416



◀ 15 m<sup>2</sup>

Project no. CF358



COR



12 m<sup>2</sup> ▶

Project no. CF080

ROW



36 m<sup>2</sup> ▶

Project no. CF089

ROW



◀ 48 m<sup>2</sup>

Project no. CF451

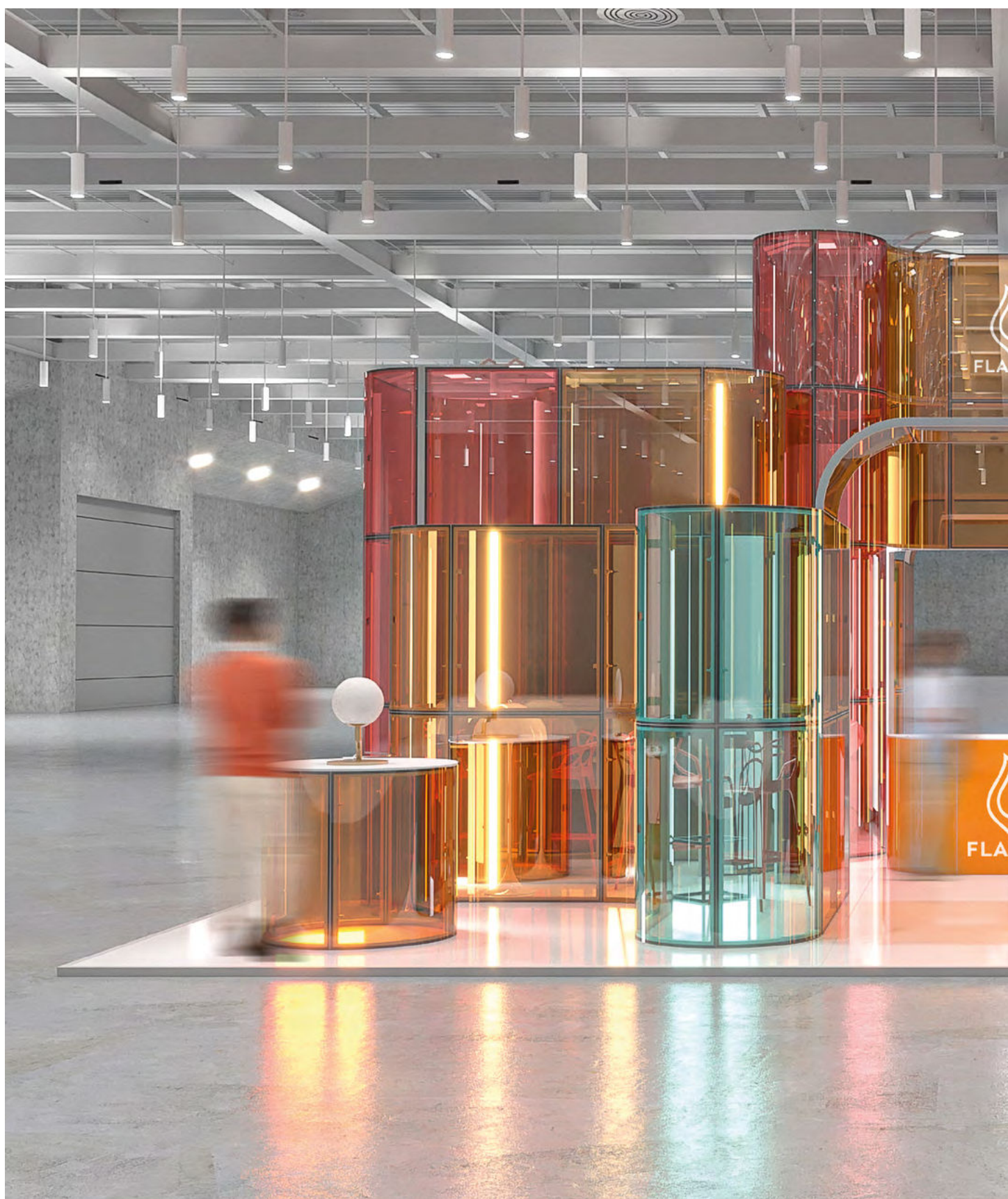
ISL



◀ 60 m<sup>2</sup>

Project no. CF585





Project no. CF602

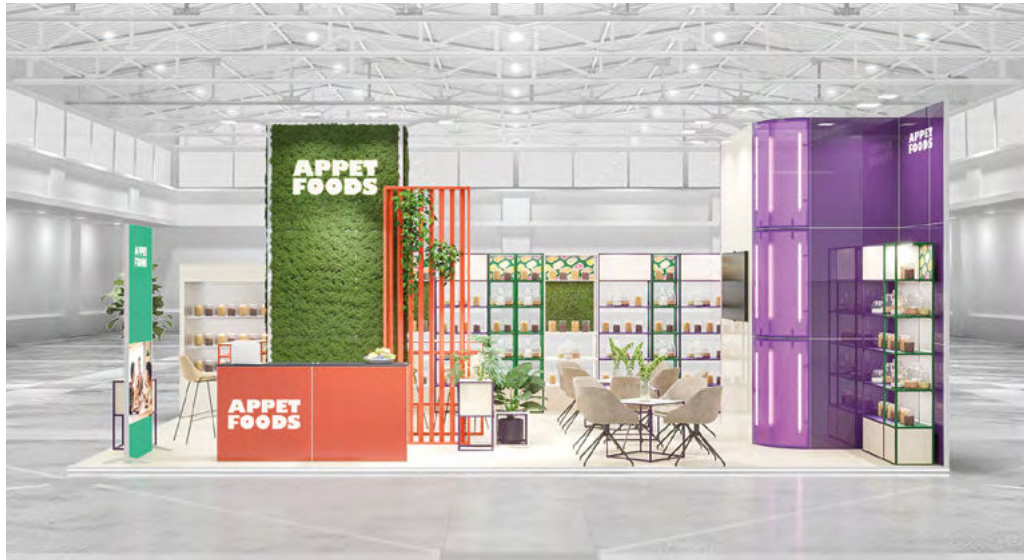




120 m<sup>2</sup> ▲



COR



54 m<sup>2</sup> ▶

Project no. CF283

COR



40 m<sup>2</sup> ▶

Project no. CF131

PEN



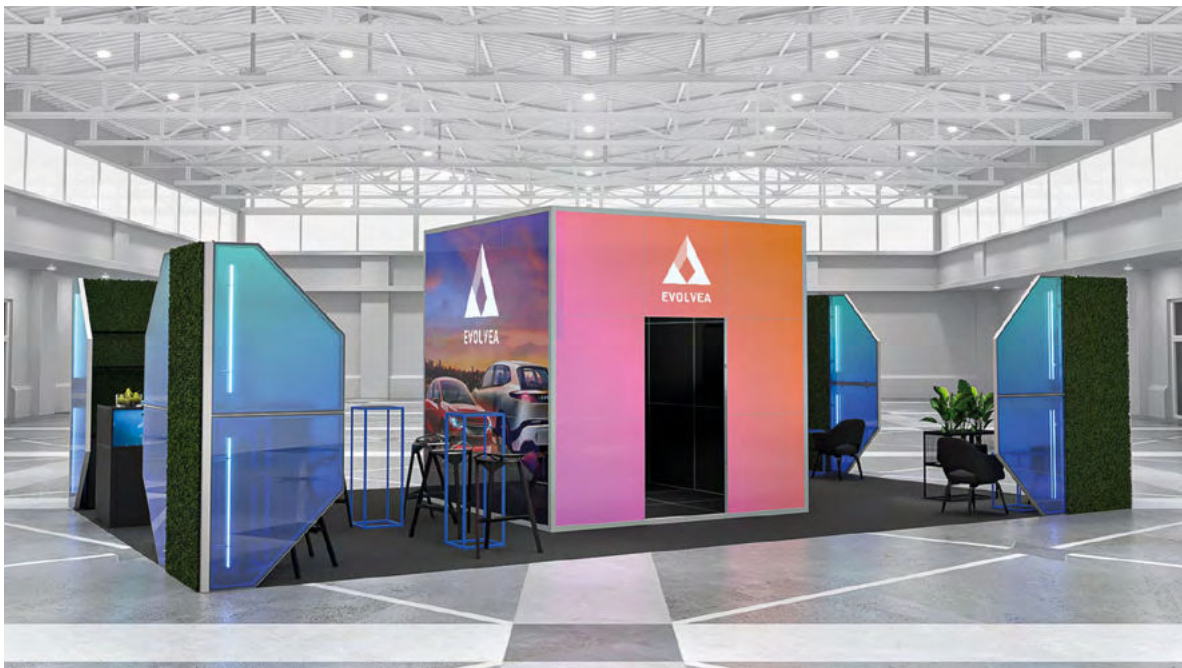
48 m<sup>2</sup> ▶

Project no. CF436



◀ 28 m<sup>2</sup>

Project no. CF317



◀ 60 m<sup>2</sup>

Project no. CF123



PEN



48 m<sup>2</sup> ▶

Project no. CF019

COR



30 m<sup>2</sup> ▶

Project no. CF120



ISL

◀ 50 m<sup>2</sup>

Project no. CF160

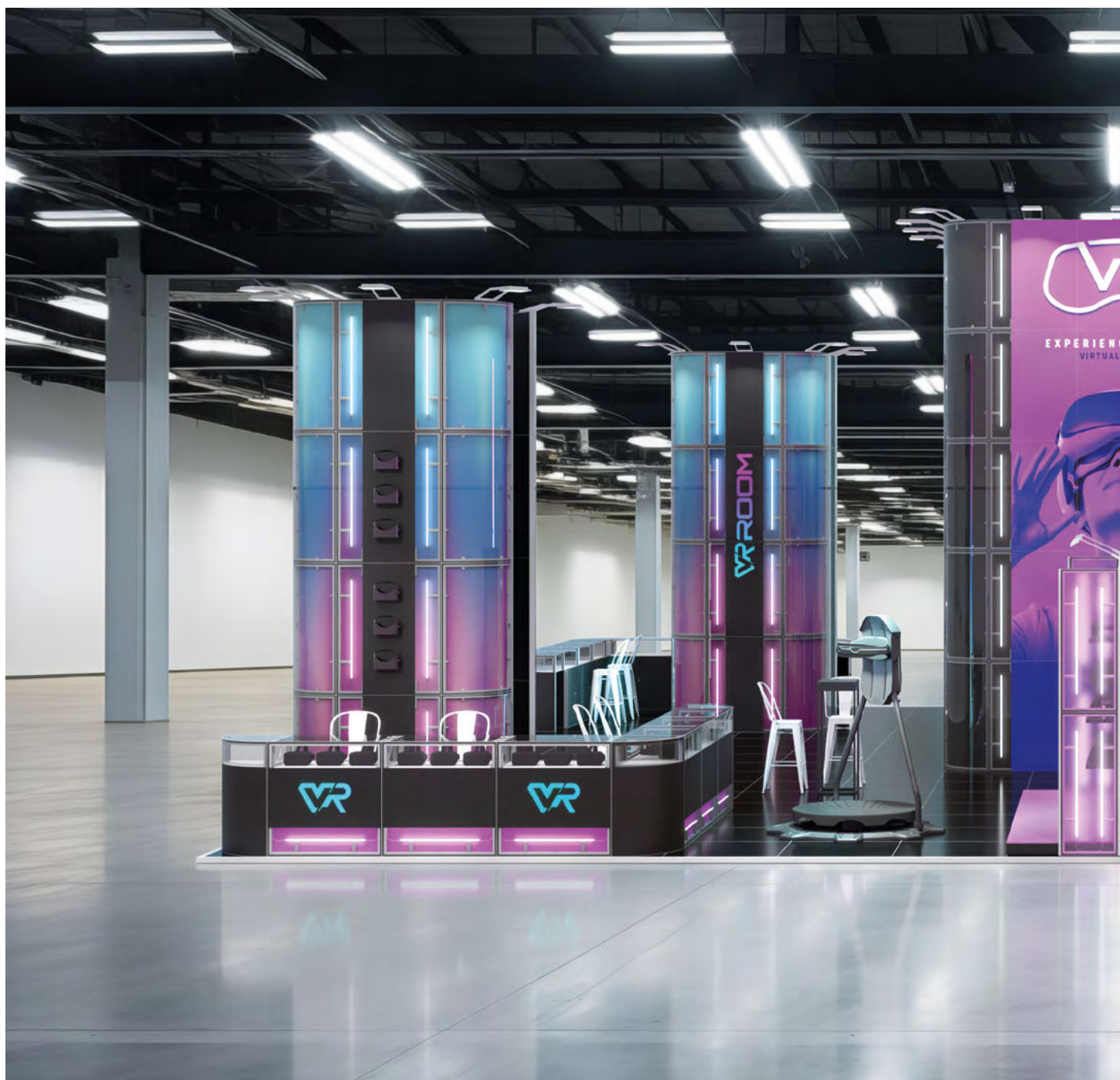


COR

◀ 30 m<sup>2</sup>

Project no. CF184





Project no. CF669



Discover More Trade Show Stands



256 m<sup>2</sup> ▲



COR



6 m<sup>2</sup> ▶

Project no. CF375

ROW



18 m<sup>2</sup> ▶

Project no. CF635



□  
PEN

◀ 24 m<sup>2</sup>

Project no. CF161



□  
ROW

◀ 8 m<sup>2</sup>

Project no. CF171



PEN



28 m<sup>2</sup> ▶

Project no. CF670

COR



50 m<sup>2</sup> ▶

Project no. CF560



NAR

◀ 36 m<sup>2</sup>

Project no. CF547



COR

◀ 36 m<sup>2</sup>

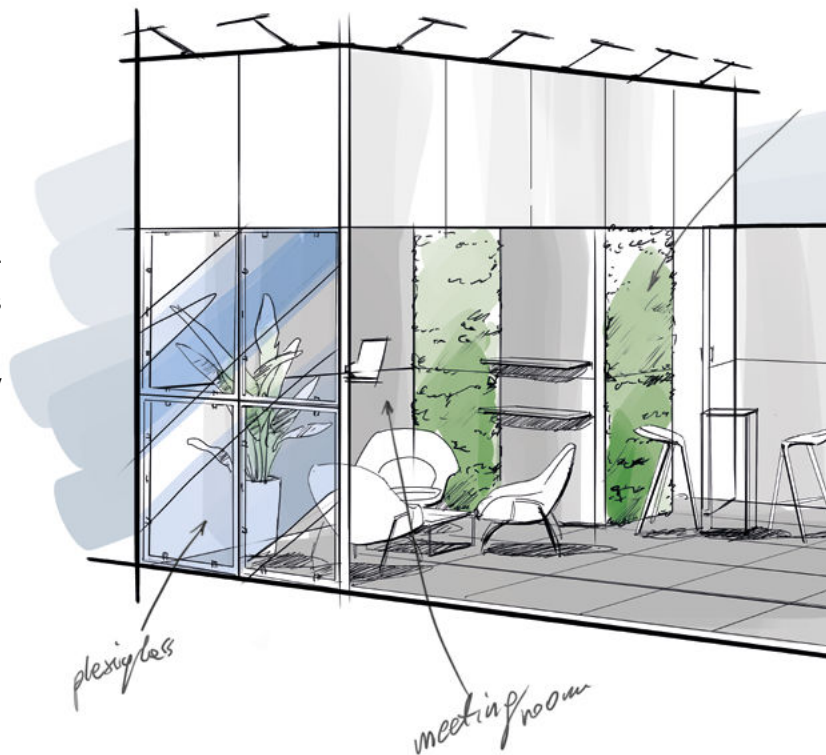
Project no. CF671



# Collaboration at its Best:

## Why You Should Kick Off Your Project Six Months in Advance

Designing a professional trade show stand is a multi-stage process that ideally spans 4 to 6 months. This timeframe gives you the opportunity to create a stand that's not only visually captivating and functionally smart, but also fully aligned with your marketing goals.



## Additional Benefits

### Access to a Wide Range of Solutions

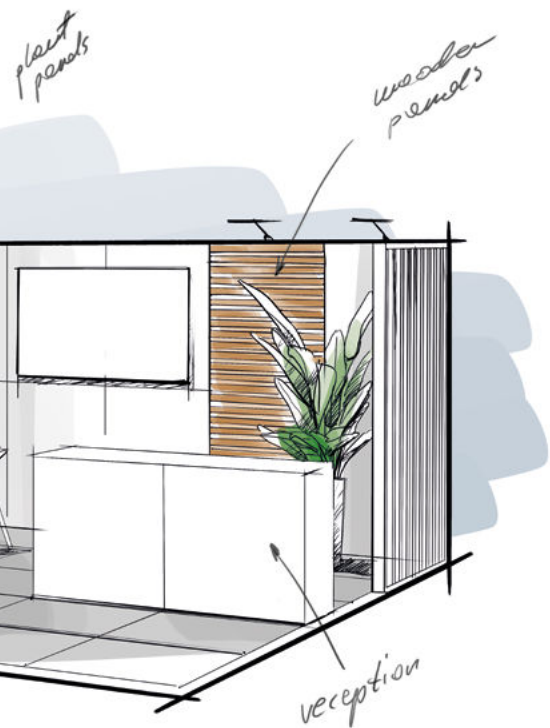
By starting your project early, you gain access to a wide selection of finishing materials, accessories, and custom elements. Some of these, particularly custom-made items, require extra production time, making it essential to begin planning well in advance.

### Full Personalization

With more time on your side, you can also tailor selected design elements to better align your stand with your brand's unique character. For example, you could opt for a custom furniture color scheme that seamlessly matches your visual identity, or even commission us to create bespoke decorative elements.

### No Time Pressure

A six-month preparation period removes the pressure to make rushed decisions. This allows the entire design and production process to unfold smoothly and methodically, ensuring you work with us according to a meticulously planned schedule.



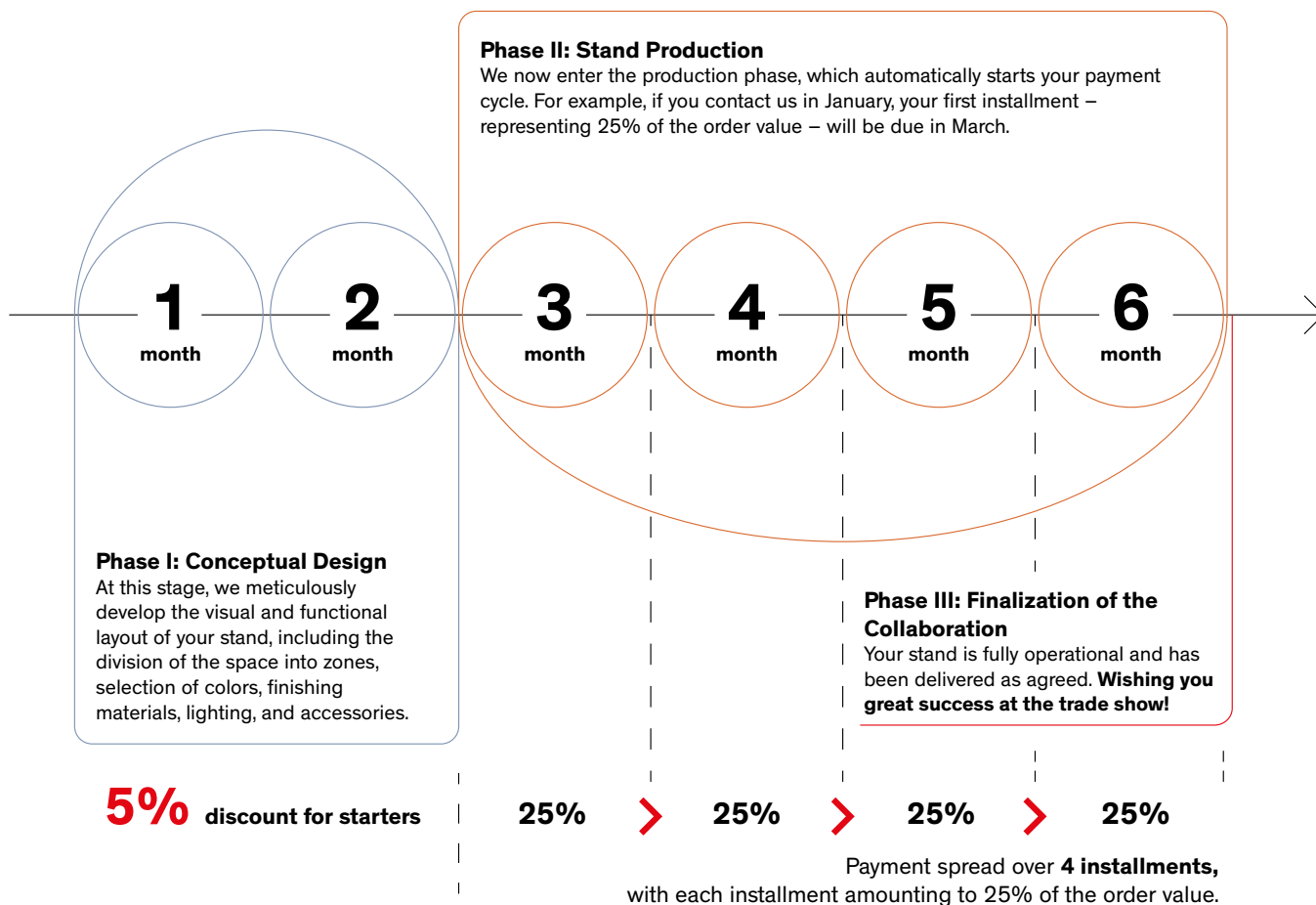
Starting your project six months in advance guarantees a professional final outcome while unlocking exclusive benefits. For first minute orders – those submitted six months ahead of the event – we provide **flexible financing (4 installments of 25% each) along with an extra 5% discount** that can be combined with other offers.

**What if you can't plan six months ahead and your order needs to be completed last minute?**



**Just reach out to us.**

With years of experience and thousands of successful projects behind us, we're ready to tackle even the toughest challenges and jump into your organizational sprint. Just tell us what you need, and we'll handle the rest!





# CLEVER FRAME®

## EXHIBITION STANDS 3.0





Get inspired by the spaces we create  
See our projects







# Build, Transform, Promote: Your **Clever Frame**, Your Rules

