



Population4

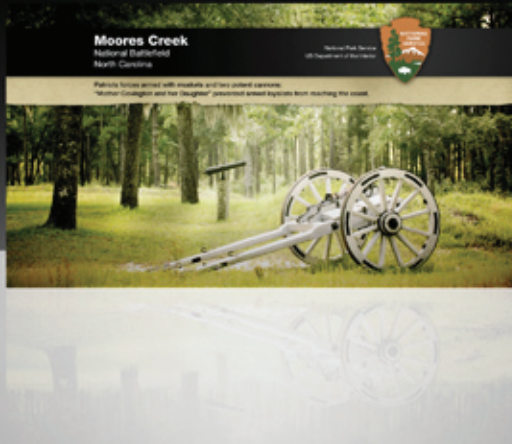
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EXHIBIT DESIGNS





#### NATIONAL PARKS SERVICE

This is a 10' extended panel exhibit design we created for the National Parks Service. The goal of the design was to convey the heritage that the NPS organization protects. Using a supplied image, we enhanced the look to give an aged feel as well as created the effect of awe using various lighting effects.

This theme was tied into the header portion of the design as well.



### **FUNTRAPTIONS**

This 10' exhibit design was created for a company that designs, builds and installs amusement park attractions. Using fun, bright colors and elements from the clients logo, we tied the design together to create a visual piece that stands out at a tradeshow.



### **ITAVOS**

This is a technology company that creates several types of IT and server related computer products. Using an image of a high-tech server room we enhanced the design by making the company product image large and created light effects streaming from their product to the servers in the background. To help tie in the company's logo, we utilized elements from it in the header portion of the design. This coupled with additional light and shading effects really helped the exhibit stand out.



## INCENTIVE TARGETING

This client produces marketing hardware for grocery chains country-wide. At most of the tradeshows they attend, they expressed that all of the exhibits look the same - they all use some type of picture featuring a crowded grocery store - so we created a design that did indeed stand out.

Using white space to create a clean background for the featured image of our “happy shopper”, we enhanced this by tying in barcodes and laser effects to quickly grab attention and convey where their business fits into the buying experience.



## NATH

Our client here produces software used in the health care industry so the design goal was to create a clean, fashionable look that would appeal to their target audience.

The larger-than-life images of professional health care workers helps to make a connection with passers-by and helped our client to stand out.



**CDA**

Community Development Associates, LLC.  
www.cdafinance.com

#### Arbitrage Rebate Services

- Origination
- Arbitrage Rebate Consultation
- Value Realization Calculations
- Spreading Revenues Calculations
- Recordkeeping (801 forms)
- NOC Preparation

#### Tax-Exempt Bond Consulting

- Origination Tax-Exempt Private Activity Bonds
- Negotiate 501(c)(29) Financing
- Governmental Issue Advisory Services
- Non-Market Tax Credit Recovery
- Issuance and Sale of Bonds
- Arbitrage Rebate Calculations

### COMMUNITY DEVELOPMENT ASSOCIATES

This client is a consultant for various types of large scale development contracts in the state of Texas. The design here was to use their supplied image (a requirement from the client) and enhance the color and shading to make it pop more.

The pertinent information is always kept at the top of the design (where it will be visible above heads) and the overall look was exactly what the client was looking for.



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## INNOMETRIX

Our client here designs and manufactures rugged biometric scanning devices. One of their top features is that they can withstand severe weather conditions and so can be used effectively outdoors. Combining several image elements together we created a design that features a range of weather conditions.

The products are large and the design as a whole received very positive feedback.



[www.cococorp.com](http://www.cococorp.com)

### Networks without Boundaries

- Self Forming Networks (MANET)
- Radio Interoperability
- Outdoor Network Extensions
- Video Surveillance
- CoCo Inside (OEM Partner)



### COCO COMMUNICATIONS

This company creates radio and network products specifically for front-line applications such as law enforcement, fire fighting and the military. After reviewing their current print collateral and web design, we created a look that fits very well within their existing marketing materials and helped them stand out during their show.

Creating cohesive designs such as this is one, is one reason our client base is so loyal. We take into account all aspects of your project to look for ways to better convey your message.



#### **BLUE BRICK TECHNOLOGIES**

This client creates enterprise class communication tools. Using the image they supplied as the primary background, we tied in the color scheme from their logo and used waves as a backdrop for the header portion of the exhibit.

Our client was very pleased with the design direction and they received many positive reviews at their show.



**HOLLYWOOD BED & SPRING**  
MANUFACTURING COMPANY, INC.  
www.hollywoodbed.com 1 800 231 8531

YOUR GUESTS WON'T EVEN KNOW IT'S THERE,  
BUT YOU'LL BE GLAD IT IS....



#### **HOLLYWOOD BED & SPRING**

Our client here manufactures bed frames for the hospitality industry. Using an image of a beautiful hotel suite we enhanced the image further using various lighting and focusing effects to help draw attention to the main focus of the exhibit.

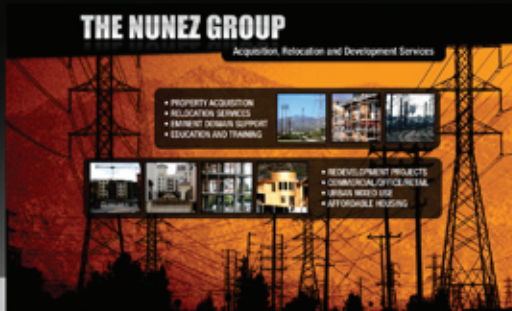
Our client loved the direction and was very pleased with the results.



## FEDERAL DEFENSE INDUSTRIES

Our client here is a leading FMS (Foreign Military Spares) supplier so we created a design that conveys this process - which they had been experiencing difficulty in doing prior to using Population4.

Depicting the procedure of order requisitions, to front-line delivery to multiple branches of the military we provided a clear outline of their ultra-efficient process which has given them an unparalleled reputation in their industry.



## THE NUNEZ GROUP

This is a 10' full panel exhibit design we created for the Nunez Group. The goal of this design was to break away from the typical imagery used for acquisition and development companies. We accomplished this by focusing on their core market - Commercial and urban development projects. Using a bright and contrasted color scheme, the design really made an impact at the show.

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