

**Approach:**

Echelon Resorts, a confluence of five luxury hotel brands, 5,000 new premium guest rooms, gaming space, over 30 restaurants, bars, lounges and nightclubs, a retail promenade, meeting and convention space located in Las Vegas, approached GIRVIN to assist in developing an exhibit booth for The Meeting Center at Echelon. The Meeting Center sales team needed an iconic presence that communicated Echelon's personality of contemporary luxury that is intimate and welcoming.

**Result:**

Drawing inspiration from the interior design of The Meeting Center, GIRVIN created an exhibit booth that draws onlookers in to experience the Echelon space and brand in a warm, residential-like atmosphere. At the center of the booth is a new no-touch display technology that offers interactive exploration of the anticipated venue. The booth met Echelon's need for a space that has a commanding presence from a distance and yet up close offers intimate one-on-one conference capabilities. The booth components are designed to be reconfigurable for different exhibit dimensions, and still offer interesting opportunities for discovery via art and literature in architecturally placed nooks.

| Environment