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# EXHIBITOR

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# Sitting Pretty

When it comes to taking a load off, just about any ol' chair will do. But if you want to send a memorable message about your company and brand, you'll need something a bit more creative than metal folding chairs. Here are six exhibit-seating options that pair typical functionality with atypical aesthetic flair.

*By Linda Armstrong*

## Fashion Forward

**Company:** American Leather

**Show:** Hospitality Design Expo, 2007

**Supplier:** American Leather, Dallas, 800-456-9599,  
www.americanleather.com

Two semi-circle leather couches strike a pose with a circular ottoman on a white-carpet runway, creating a chic and welcoming place for attendees to kick back and relax. The eye-popping pink couches stand out against the exhibit's black and white interior, beckoning to weary passersby.



## Puzzle Piece

**Show:** Healthcare Convention & Exhibitors Association, 2005

**Company:** Exhibit Concepts Inc.

**Supplier:** Inside Innovations, Findlay, OH, 419-424-0878,  
www.insideinnovations.com

Circles and squares are so last year. This free-form stool looks more like an errant puzzle piece than exhibit furniture, which is exactly what the folks at Exhibit Concepts Inc. were going for. Paired with a lava lamp roughly 4-feet tall, this leather bench is just too cool.





## Old Meets New

**Company:** CaesarStone

**Show:** Kitchen/Bath Industry Show & Conference, 2007

**Supplier:** Haziza, Sun Valley, CA, 800-242-8992,

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

A study in contrasts, CaesarStone paired its quartz surfaces with the modern, smooth lines of these Z-shaped chairs. The transparency of the tangerine and light brown acrylic was a perfect companion to the dense traditional materials used in the tables and pedestals.



## Seat Time

**Company:** Qualys Inc.

**Show:** RSA Conference, 2006

**Supplier:** Gee + Chung Design, San Francisco, 415-543-1192,

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

Qualys Inc., a provider of on-demand security audits, is always on guard to protect its customers' networks. These stunning stools — retrofitted stainless-steel planters with built-in clocks — represent 12 international cities and symbolize Qualys' ability to provide 24/7 global network security.



PHOTO: ANDY CAULFIELD

## What a Pill

**Company:** Belupo d.d.

**Show:** Medicine and Technology Fair, 2005

**Supplier:** Studio Rasic, Zagreb, Croatia, 38-51-484-7224,

[www.studio-rasic.hr](http://www.studio-rasic.hr)

Sometimes the obvious is apropos. That's why Croatian pharmaceutical company Belupo d.d. used this pill-shaped bench to draw attention to its new allergy drug. Made of wood, laminate, and plastic cushions, the tablet is the perfect cure for the common booth.



PHOTO: STUDIO RASIC

## Little-Ass Cubes

**Show:** International Air-Conditioning, Heating, Refrigeration Expo, 2007

**Company:** Big Ass Fans Co.

**Supplier:** Design Within Reach, San Francisco, 800-944-2233,

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

With a name like Big Ass Fans Co., simple wooden stools would be a big-ass faux pas. That's why this exhibitor opted for these dramatic yellow cubes. Made of semi-hardened foam and simple polypropylene legs, these knee-high beauties are almost as memorable as the company's name.

