

CAMS

Exhibition Booth Design Concept



Event Name

GLOBAL FINTECH FEST

Date

🕒 **9,10,11 September 2026**

Location

📍 **JIO WORLD CENTRE , MUMBAI, INDIA**

Booth Specification

📏 **3m x 5m** (15 Sq. Mtr.)

Presented by

 **Synergy MarCom™**
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 www.synergymarcom.in

Redefining Experiential Spaces

Synergy MarCom combines strategic human insight with AI-powered innovation to create immersive exhibition environments that captivate audiences and deliver measurable ROI.



Exhibition & Event Specialists



AI-Powered Design Innovation



Exhibition Specialist

Delivering strategy-to-execution excellence across India with deep expertise in spatial storytelling and visitor flow.



Expert Curated Design

Concept alignment and precision through a creative director's vision



End-to-End Capability

From creative strategy and 3D visualization to engineering, production, and on-site delivery.



Design Excellence

Creating premium environments with layered lighting, high-quality materials, and brand-centric aesthetics.

Trusted Delivery Guarantee

Rigorous QA • HSE compliance • Timeline discipline



Project Overview

Stall No
Cams 

Event Name
GFF

9 - 11September 2026

Jio World Centre, Mumbai

Booth Size

15 Sq. Mtr.

Dimensions: 3m x 5m

Core Objectives

✓

Showcase diverse product range effectively

✓

Enable live demos & technical conversations

✓

Elevate brand presence amidst competition

✓

Capture qualified leads for sales pipeline

Success Indicators

Visitor Dwell Time

Demo Count

Qualified Leads

Brand Recall

Scope of Work

Concept Design & 3D Visualization

Technical Drawings & Materials

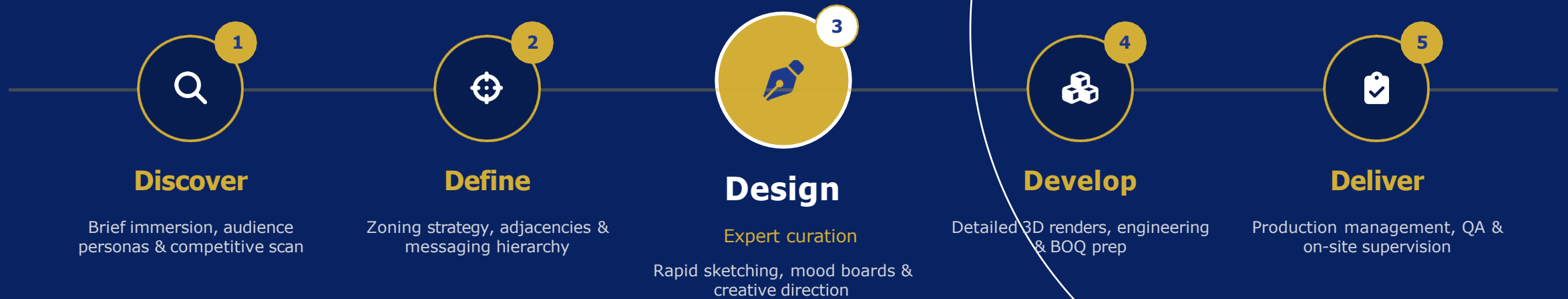
Graphic System & Branding

Fabrication & Installation

Proprietary & Confidential

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Design Philosophy & Approach



Guiding Principles



Technical Specifications

Spatial Layout

Zone 1: Reception

-  Front greeting & demo counter

Zone 2: Product

-  LED and Backlit for product showcase

Zone 3: Space Management

-  Storage room

-  Secondary display zones
-  Discreet storage solutions
-  Branded feature backwall

Structure & Materials

-  Modular frame or custom build
-  Premium laminates, paint, acrylics & glass
-  Non-slip raised flooring system
-  Concealed cable routing paths

Lighting & Power

-  Layered lighting (Ambient, Task, Accent)
-  Energy-efficient LED fixtures
-  Dedicated power points per equipment
-  Safety-first cable management

Graphics & Branding

-  High-resolution Backlit Print
-  Standard Graphic logos and Dimensional (3D) logos
-  Digital screen integration
-  Clear hierarchy for readability

Compliance & Safety

-  Adherence to venue guidelines
-  Electrical & fire safety standards
-  Stable structural fixings
-  Accessible circulation paths



Important Notice

Design Disclaimer

All designs are the intellectual property of Synergy MarCom TM. Unauthorized use, reproduction, or execution without written consent is strictly prohibited.



Curated Visualization

The design visuals shared in this proposal are generated using Synergy MarCom's proprietary AI-powered design sketching software to accelerate conceptual alignment.



Indicative Representation

These visuals are indicative in nature and are intended to represent the overall structure, spatial layout, lighting concept, material treatment, and color theme only.



Production Documentation

Final production drawings, material specifications, engineering validations, and Bill of Materials (BOM) will be prepared specifically post concept approval and site verification.



Fabrication & Reality

Actual fabrication may vary subject to venue regulations, material availability, and value engineering while maintaining the approved design intent and structural integrity.

Design Concept — View 1



📍 Brand Beacon

High-visibility logo placement acting as a primary landmark.

🚶 Visitor Flow

Intuitive pathway leading from entry to demo zones seamlessly.

💡 Layered Lighting

Mix of ambient and spot lighting to highlight key products.

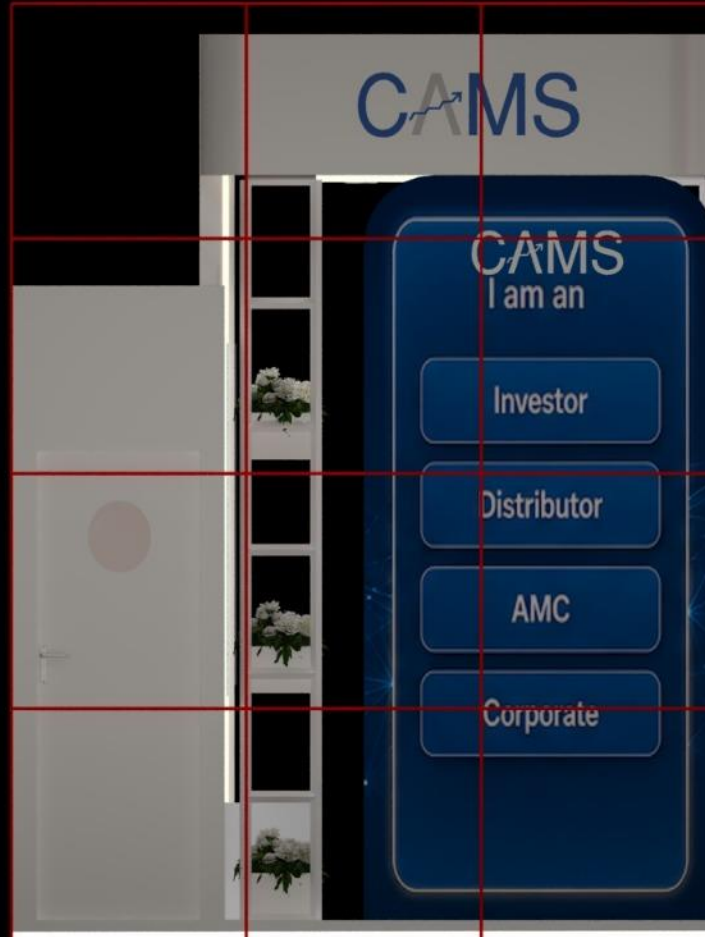
💎 Premium Finish

High-gloss laminates paired with textured accent walls.

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Design Concept — View 2

 Alternate Angle
Side



Design Concept — View 3

Alternate Angle
Side



Design Concept — View 4

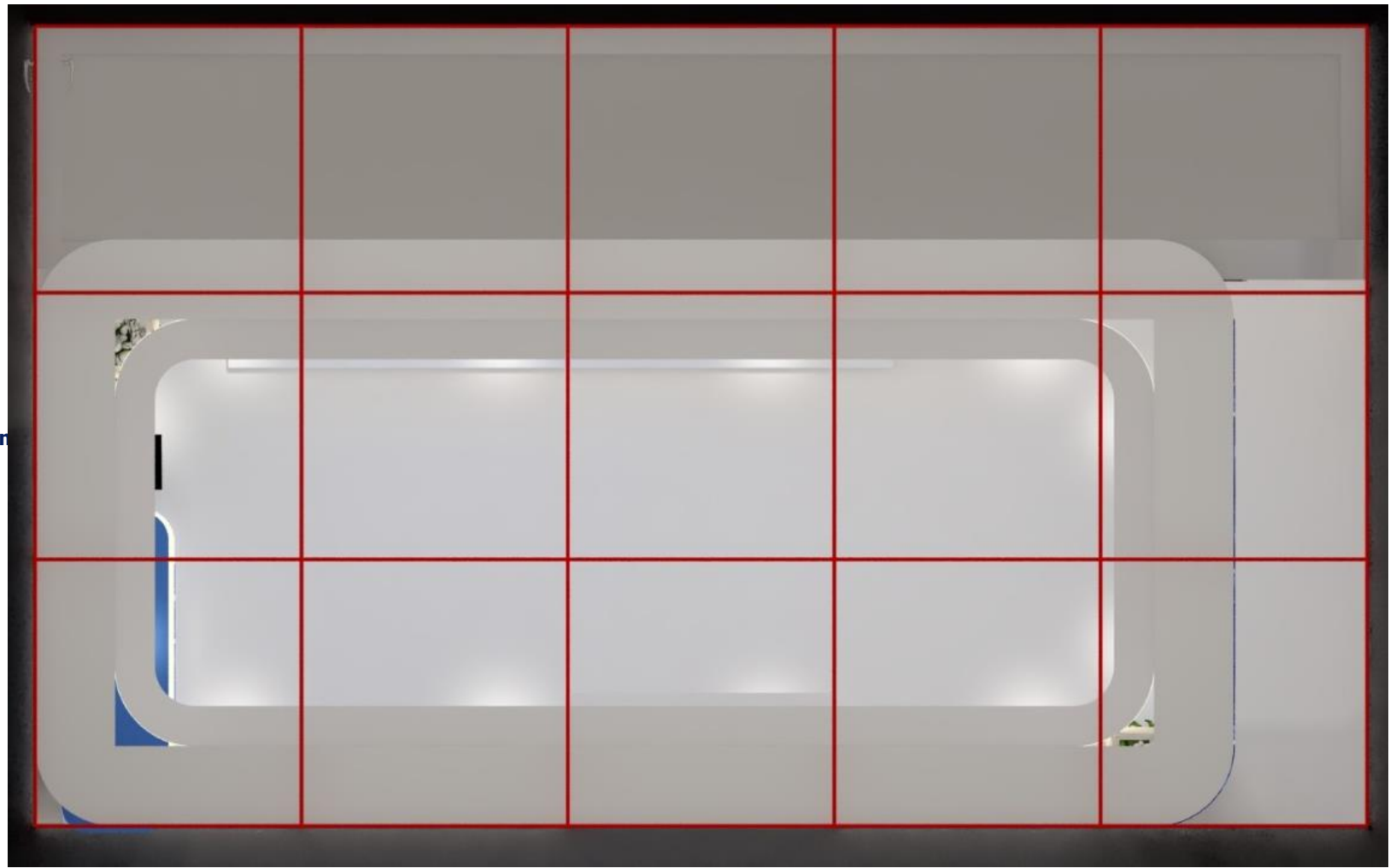
Alternate Angle
Front



Design Concept — View 5

5.00 m

3.00 m



Plan & Specs
Floor Plan / Elevation

Zoning Specs

- Access:** All Side Entry
- Demo:** 1@ LED Screen 1@ TV Screen
- Meet:** Seating for 15 pax (5 Round Table with Chairs and 4 Sofa)
- Storage:** Lockable 3.m x 2m unit

Power & Data

- 4x 15A Sockets (Floor box)
- 3000K LED Strip Ambient
- No CAT6 Line

Symbol Legend

- P** Power
- L** Light
- F** Fire Ext.
- D** DB Box

Note: All structural elements comply with venue height restrictions (Max 4 m). Electrical cabling to be concealed under raised flooring (40mm).

Next Steps



Alignment

Initial workshop to confirm requirements



Refinement

Concept iteration (3-5 days)



Estimate

Budgetary approval & sign-off



Production

Fabrication kickoff & QA



Installation

On-site setup & support

Ready to bring your brand vision to life?

Let's collaborate to create an immersive experience that captivates your audience at your event.

Approve Concept

or request a callback



Your Project Lead

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The Synergy Advantage

Why Synergy?



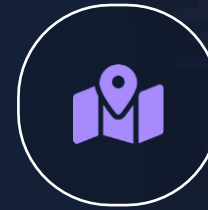
Design Precision

Pixel-perfect execution



Build Certainty

100% In-house fabrication



Pan-India Speed

Nationwide rapid deployment

The Beginning

Let's Build Something Extraordinary.

We look forward to transforming this concept into a tangible reality. Partner with Partner with Synergy MarCom for precision, innovation, and flawless execution.



Presented By

Vanita Mehboobani

CSBD, Synergy MarCom

Get in Touch

Reach out directly to kickstart the project.



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