

# EXHIBITION CAPABILITY DECK

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Precision-driven execution for high-impact exhibitions.  
End-to-end from CAD to live experience.

**BOOTH DESIGN • ENGINEERING • FABRICATION • LOGISTICS • VISITOR ENGAGEMENT**

Premium Exhibition Partner for Enterprise Brands

# WHO WE ARE

## Premier Production & Marketing Communications Agency

Synergy MarCom is a results-driven agency specializing in high-impact brand experiences. With over **15 years of industry expertise**, we serve as a strategic partner for enterprise brands, delivering precision-engineered exhibitions and activations.

Our end-to-end capabilities span from creating marvelous 3D designs to specialized CAD design and structural engineering leading to state-of-the-art fabrication and on-ground execution. We bridge the gap between creative vision and technical reality.

Trusted by industry leaders for our ability to deliver under pressure, we operate with a commitment to **speed, precision, and safety** across India.



# 15+

Years of Industry Expertise



# 100+

Exhibition Builds Delivered



# PAN INDIA

Multi-City Execution Reach



# IN-HOUSE

Design & Fabrication Ecosystem

# WHY BRANDS CHOOSE US

Certainty of outcome through specialized engineering and rapid execution



## Specialized CAD Workflows

Design + Engineering under one roof. We produce detailed CAD packs including joinery, hardware specs, and load maps for absolute accuracy and speed.



## Structural Audits & Safety

We have empaneled top structural engineers for independent audits and sign-offs, ensuring every build meets rigorous safety standards and venue codes.



## Mezzanine / Multi-story Stalls

One of the few specialists capable of executing complex multi-story structures. We handle the heavy engineering required for safe, impressive elevated spaces.



## Prototype Design & Pre-builds

We de-risk show day by creating prototypes and conducting pre-builds. This ensures fit, finish, and stability are validated before materials ever reach the venue.



## Seamless Tech Integration

Expertise in embedding AV, lighting, digital displays, and interactivity directly into the booth architecture for a polished, wire-free visitor experience.



## Proven Speed & Agility

Proven ability to deliver under extreme pressure. From 28-hour turnarounds to 48-hour multi-city rollouts, we ensure on-time delivery without compromising quality.

# CORE EXHIBITION CAPABILITIES



## Booth Design & Layout

- Cutting-edge technology & 3D visuals
- Creative layouts that command attention
- Strategic material & lighting selection
- Optimized flow for visitor interaction



## Logistics & Setup

- Specialized wooden & metal fabrication
- Advanced tools & skilled workforce
- Precision setup in limited timeframes
- Seamless integration of display systems



## Visitor Engagement

- Dynamic displays & interactive demos
- Memorable brand experiences
- Engaging activities to captivate traffic
- Strategic content programming

## ENGINEERING PRECISION & ASSURANCE



### Specialized CAD Packs

Detailed technical drawings ensuring millimetre-perfect execution on site.



### Prototype Validation

Pre-build mockups to verify finish, stability, and design integrity before expo.



### Structural Audits

Rigorous safety checks for rigging, heavy displays, and multi-story structures.

# ENGINEERING & STRUCTURAL ASSURANCE

## What We Guarantee

### Specialized CAD Packs

Comprehensive GA, joinery details, hardware specs, load maps, and MEP/AV routing plans.

### Structural Engineering Validation

Detailed load calculations, FEM checks, and material certifications for every custom build.

### Empaneled Structural Engineer & Audits

Independent third-party audits and stamped approvals from top empaneled structural engineers.

### Mezzanine & Multi-story Expertise

Specialized engineering for complex multi-story stalls, meeting all venue safety norms.

### Prototype Design & Pre-builds

Physical mock-ups to validate fit, finish, and stability before shipping to the venue.

### Safety & Compliance

Adherence to fire safety, egress, rigging standards, and specific venue guidelines.

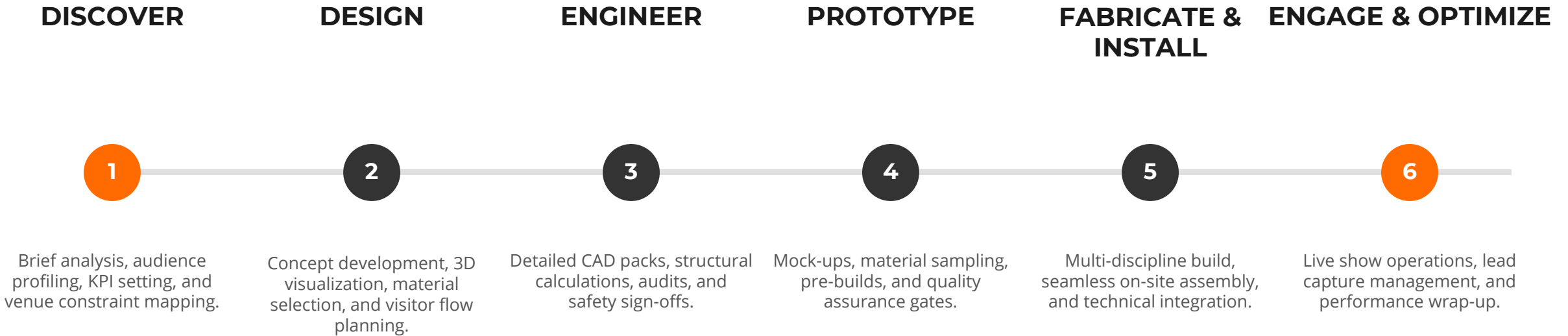


**SAFE, AUDIT-READY &  
RESILIENT STRUCTURES**

Precision engineered to de-risk your most ambitious designs.

# END-TO-END DELIVERY MODEL

A proven 6-step workflow ensuring flawless execution from concept to closure.



## Why this process matters

By integrating engineering and prototyping early in the cycle, we eliminate on-site surprises and ensure that the final build matches the initial 3D render with 100% fidelity.

# FABRICATION & TECHNICAL STRENGTH

Precision craftsmanship and robust infrastructure for flawless on-ground execution.



## Wooden Fabrication

Expert carpentry for custom structures, premium finishes, and intricate joinery details that define luxury stalls.



## Metal Fabrication

Heavy-duty structural metalwork, trusses, and mezzanine supports engineered for stability and load-bearing capacity.



## Premium Branding

High-resolution large format printing, illuminated fascias, edge-lit acrylics, and seamless vinyl applications.



## Modular Display Systems

System framework integration, glass and acrylic detailing, and flexible modular components for versatile booth configurations.



## AV & Lighting Integration

Seamless embedding of LED walls, touchscreens, architectural lighting, and immersive projection mapping.



## Acoustic & Visual Consulting

Specialized design for soundproofing meeting rooms and demo zones within noisy exhibition environments.



## QC & HSE Protocols

Rigorous quality control checks at every stage and strict adherence to Health, Safety, and Environment standards.



## Pan-India Deployment

Robust warehousing and logistics network enabling simultaneous execution across multiple cities and remote locations.

# PORTFOLIO

Delivering high-impact, precision-engineered exhibition experiences for industry leaders.



## SALASAR TECHNO

**Transtech Delhi**

Premium corporate presence with curved frames, LED highlights, and green accents.



## SALASAR TECHNO

**Steel Procurement Expo, Jio World**

Bold angular architecture with vertical louvers and illuminated fascia branding.



## JC GRAPHICS

**WMNC Expo**

Striking design with organized product walls, bespoke rigid box displays, and warm lighting.



## XPAN SOLUTIONS

**FOAID India**

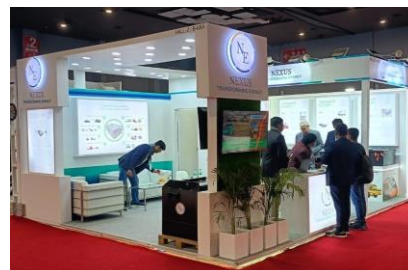
Sleek, technology-focused stall with clean blue-white theme and structured wall displays.



## SINGH WORLD

**Broadcast India, Jio World**

Flawless fabrication with precision finish, leveraging 14 years of broadcasting expertise.



## NEXUS ENERGY

**Bharat Mobility, Pragati Maidan**

Cutting-edge stall showcasing battery innovation, visited by Prime Minister Narendra Modi.



## DHAKSHA DRONE

**Krishi Darshan, Hisar**

High-visibility rural outreach with large-scale displays and interactive demonstrations.



## WEGOFIN

**Global Fintech Finance (GFF)**

Architectural marvel delivered in a record 28 hours, capturing brand essence under extreme pressure.

# FAST TURNAROUND & EXECUTION

When timelines are tight, our precision-driven execution delivers 100% show-ready results.

# 28

Hours

## WEGOFIN @ GFF

Delivered a complete architectural marvel from bare floor to finished stall in record time, capturing the brand essence under extreme pressure.

# 48

Hours

## MYGLAMM 7-CITY ROLLOUT

Executed a stunning multi-city pop-up store campaign simultaneously across 7 locations with flawless synchronization.

# 100%

Show Ready

## HANDOVER GUARANTEE

No last-minute panic. Our parallel fabrication tracks and robust planning ensure every element is finished before doors open.



## THE SYNERGY MARCOM ADVANTAGE

We specialize in high-stakes environments where failure is not an option. Our 15+ years of expertise allow us to compress timelines without compromising quality or safety.

# UNRIVALED DESIGN MASTERY

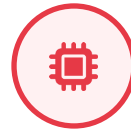
Strategic design thinking translated into powerful on-ground impact

Architecting brand dominance through the perfect synergy of elite creative talent and computational engineering.



## Top 1% Creative Talent

We employ the **best paid designers in the industry**. Our team of award-winning spatial architects and creative directors turn abstract visions into breathtaking realities that competitors simply cannot replicate.



## Cutting-Edge Tech Stack

Powered by **top-of-the-line technology**. We utilize advanced CAD structural simulation and hyper-realistic rendering engines to ensure millimetre-perfect precision before a single component is fabricated.



## High-Impact Execution

We deliver museum-quality fabrication with **absolute precision**. Our designs don't just stand in the hall; they dominate the floor, ensuring your brand outshines every competitor in the vicinity.

**Explore Our Design Vault**

[View Portfolio](#)

Check out some selections of exhibition design in our curated portfolio.

# ADJACENT BRAND EXPERIENCE FORMATS

Extending brand impact beyond the exhibition floor with versatile engagement formats.



## Custom Expo Stalls

Bespoke fabrication and design for maximum brand visibility in crowded halls.



## Pop-Up & Booths

Rapid deployment structures for malls, campuses, and temporary retail zones.



## Conferences

End-to-end management, stage setup, and AV production for large-scale summits.



## Product Launches

High-impact reveal mechanics and immersive setups to drive market buzz.



## Live & Concerts

Turnkey stage design, rigging, lighting, and technical production for live events.



## Influencer Events

Curated "gram-worthy" spaces designed to create viral social media moments.



## Medico Events

Specialized professional forums and exhibitions for the healthcare industry.



## Mall Activation

Direct consumer engagement setups in high-footfall retail zones.



## Roadshows

Mobile brand experiences executed seamlessly across multiple cities.



## Corporate Activation

Employee engagement programs and premium B2B networking events.



## Retail Branding

In-shop branding, window displays, and visual merchandising solutions.



## Future Tech

Augmented Reality (AR), Virtual Reality (VR), and Live Streaming integration.

# WHY PARTNER WITH SYNERGY MARCOM?

We bridge the gap between creative vision and engineering reality.

## Your Premium Exhibition Partner

In an industry where deadlines are non-negotiable and safety is paramount, Synergy MarCom delivers certainty.

**From specialized engineering to seamless tech integration, we ensure your brand stands tall.**



### Specialized CAD Designs

Precision detailing including GA, joinery, and load maps for zero-error execution.



### Empaneled Structural Engineer Audits

Safety-first approach with certified load calculations and independent sign-offs.



### Mezzanine & Multi-Story Specialist

One of the few agencies with deep expertise in engineering complex double-decker stalls.



### Rapid Prototyping

Mock-ups and pre-builds to validate fit, finish, and stability before the show.



### Seamless Technical Integration

Flawless execution of AV, lighting, AR/VR, and interactive digital elements.

**Ready to build your next experience?**

Contact us for a consultation on your upcoming exhibition project.



CALL NOW

**022-456-878-17**

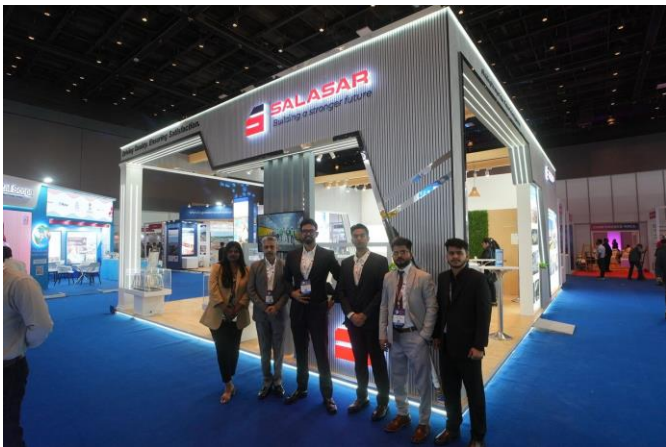
# Visual Journey

Crafting experiences that unfold, engage, and leave a lasting impact.



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Crafting experiences that unfold, engage, and leave a lasting impact.



# Let's Build Your Next Exhibition Experience

From concept to execution, we deliver precision, speed, and impact. Explore our portfolio to see how we've transformed brands across industries.

[VIEW EXHIBITION PORTFOLIO](#)



Click to browse our latest projects

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