Synergy MarCom™
BUILD
Bespoke Fabrication & Design

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Synergy MarCom™ BUILD

EXHIBITION DESIGN · ENGINEERING · FABRICATION · EXECUTION

INTRODUCTION

An exhibition design and fabrication practice built for complex builds.

Synergy MarCom™ BUILD is the specialist exhibition design, engineering and fabrication division that takes a custom exhibition environment from concept to completion. Creative design, 3D visualisation, CAD and engineering, bespoke fabrication, logistics, installation and on-ground execution sit with one team.

Fifteen years in the exhibition industry, more than a hundred builds and a pan-India execution footprint. Shown here: the Salasar Techno Engineering stand.



BUILD IN NUMBERS

Fifteen years. More than a hundred builds.

15+

Years in the exhibition industry

100+

Exhibition builds delivered

Pan-India

Execution and installation footprint

In-house

Design, engineering, fabrication, installation



TYPOLOGIES

What we build.

Eight recurring typologies, engineered to the plot, the product and the show.

01 Custom exhibition stalls

02 Large format stands

03 Mezzanine & double-decker stalls

04 Pavilions

05 Product demonstration zones

06 Technology-led booths

07 Meeting & hospitality zones

08 Interactive experience areas









Salasar Techno Engineering · Dhaksha Drones · Perfios · Vibe FX

PROCESS

From idea to built experience.

What we design is what we deliver.

01BRIEF	02CONCEPT	033D DESIGN	04CAD	05ENGINEERING	06FABRICATION	07INSTALLATION	08LIVE EXPERIENCE





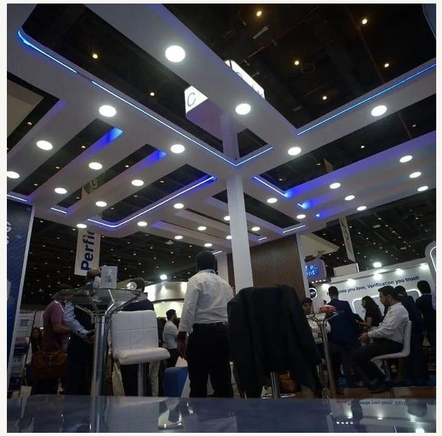
LEISTERIndustrial heating demonstration desk
SALASARMeeting and demonstration interior

CAPABILITY

Design and engineering, drawn before it is built.

01 3D Design	02 CAD Packs
03 GA Drawings	04 Joinery Details
05 Structural Engineering	06 Load Calculations
07 MEP / AV Routing	08 Prototype Validation
09 Pre-builds	10 Structural Audits
11 Mezzanine Engineering	12 Safety & Compliance







Photographs: Salasar Techno Engineering - structural framework · CAMS Studio - ceiling grid and lighting · Salasar - product integration.



PORTFOLIO

Recent Projects



MANUFACTURING & EPC

Salasar Techno Engineering

EXHIBITION

A curved overhead arch in yellow and white frames an open corner plot, with wood batten cladding, illuminated identity panels and integrated planting along the perimeter.

PROFILIC SEATING & FURNITURES



EXCLUSIVE MEETING LOUNGE



MANUFACTURING & EPC

Salasar Techno Engineering

EXHIBITION · MEZZANINE BUILD

Supports: curved canopy · timber slats · mezzanine lounge

A two-storey build: a curved golden canopy crowns an upper-deck balcony that overlooks the ground floor, carried on timber flooring with integrated planters and a backlit identity mark at the corner.







FINTECH & BANKING

Wegofin

EXHIBITION

A circular overhead brand structure sits above a cylindrical digital display, wrapped in green LED cove lighting, with key offerings and compliance messaging running on screen.

CYBORG THEMED



MEZANNINE STRUCTURE





DRONE & DEEP TECHNOLOGY

Dhaksha Drones



Yellow and black brand architecture defines an open-plan layout: a TV display pillar, open meeting zones and a custom reception counter, with graphic pylons carrying the drone product story.

EXHIBITION

Supports: reception counter · graphic pylons · canopy detail



FINTECH & BANKING

Perfios

EXHIBITION

A backlit overhead header anchors the stand, with LED columns, glass partitions and integrated digital solution walls defining the walk-through.

LED TICKERS



HUB PILLARS

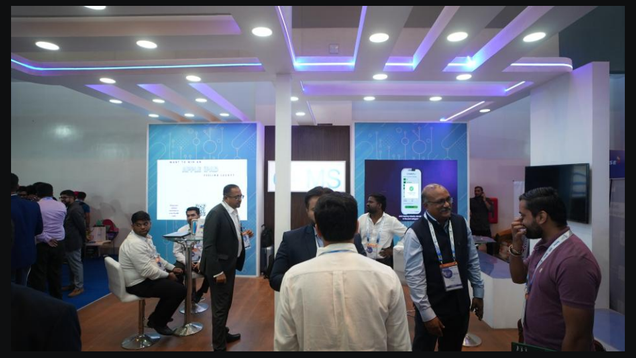


FINTECH & BANKING

CAMS | Think360

An L-shaped plot built around lightbox pillars and an open-front walk-in layout, with backlit graphics and hospitality counters. Think360 AI and CAMSPay brand environments sit within the same stand.





EXHIBITION

Supports: lightbox pillars · walk-in layout · hospitality counters



FINTECH & BANKING

Finarkein

EXHIBITION

An illuminated canopy carries the identity over an open-front booth, with a branded claw machine turning the stand into an engagement point rather than a display wall.

ILLUMINATED FASCIA



ON-STAND GAMIFICATION





ELECTRICAL & INDUSTRIAL EQUIPMENT

Axiom Controls

A suspended cylindrical header carries the brand into the aisle above a circular red product display. Glass meeting tables and a curved counter keep the island open on all sides.

EXHIBITION · STALL H1C2

Supports: island layout · circular display · glass meeting tables





ELECTRICAL & INDUSTRIAL EQUIPMENT

EMR Tap Changers

EXHIBITION

A curved red and white canopy is carried on a central pillar, with wood-texture wall panels, an integrated LED screen and a nitrogen injection fire-protection display as the technical centrepiece.

CURVED FASCIA



IN LIT BRANDING



FOOD & CONSUMER BRANDS

Sankalp Foods

EXHIBITION · STALL H433

A curved white arch on red pillars carries a backlit identity over product display shelving and a seating layout, with the brand line running the full height of the corner.

CORNER ARCH



CURVED ARCH
BACKLIT IDENTITY
DISPLAY + SEATING



Industrial and electrical showcases.

Control systems, power equipment and precision instrumentation - stands where the product has to be touched, explained and demonstrated.

GOGATE / G'LEC



LEISTER



Leister - industrial heating demonstration desk.

SEQUENCE

From render to reality.

Concept models and CAD drawings are produced in-house and issued for client approval.

01DESIGN

02ENGINEERING

03BUILD

04LIVE









CAMS · Salasar Techno Engineering · Leister · Datasutaram

Fabrication and technical strength.

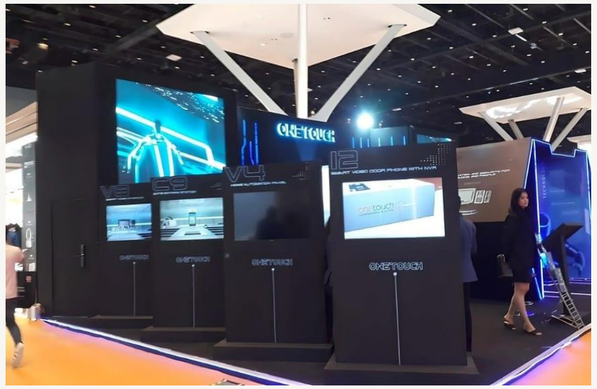
Wood Fabrication	Metal Fabrication	Acrylic & Glass	Premium Finishes
Graphics	Illuminated Branding	LED Screens	Architectural Lighting
Touchscreens	Interactive Technology	AV Integration	Structural Frameworks
Rigging	Mezzanine Structures	Quality Control	Installation

Structural framework · metal and wooden fabrication · architectural lighting · kiosk and LED integration







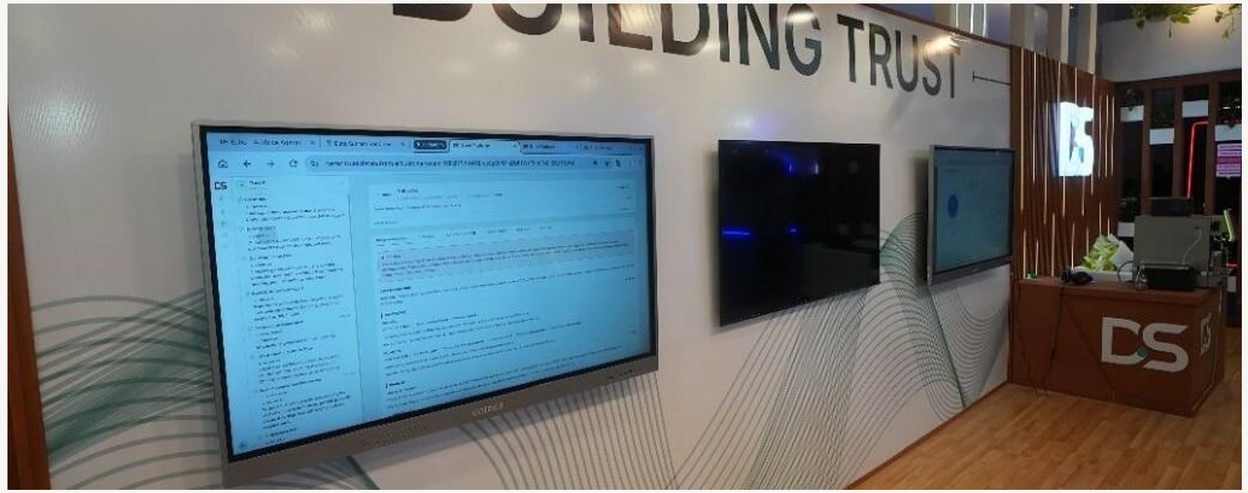


TECHNOLOGY

ENGAGEMENT · PRODUCT DEMONSTRATION · LEAD GENERATION · VISITOR EXPERIENCE

Technology integration.

Touchscreen Experiences	Digital Product Demonstrations
LED Walls	Interactive Displays
Lead Capture	QR Experiences
Gamification	Motion-based Engagement
Integrated AV Systems	









Screens, kiosks and interactive surfaces are specified, integrated and tested before the show floor opens, so the technology reads as part of the architecture rather than an addition to it.

DATASUTARAM- three-screen digital wall · CAMS- demonstration screens · FINARKEIN- on-stand gamification · LEISTER - Cobot technology.

SPEED & EXECUTION

Built to perform under demanding timelines.

48

HOUR TURNAROUND - WEGOFIN STAND

The Wegofin stand was executed in a 48-hour turnaround. Fast and complex on-ground execution is a core strength - engineered, pre-planned and delivered on a fixed show date.



PAN-INDIA EXECUTION

Delivered across India.

Multi-city execution	Fabrication
Transportation	Installation
Project Management	Technical Coordination
Show Support	Dismantling

Fabrication, transport, installation and show support are coordinated by one project team, from the first drawing to the last crate.



SCHEMATIC - NOT TO SCALE

OUR DELIVERY MODEL

One team, seven stages, one date.

01 Discover

02 Design

03 Engineer

04 Prototype

05 Build

06 Install

07 Deliver



One project team owns the programme from discovery to handover - design, engineering, fabrication and installation under a single agreement.

SALASAR TECHNO DOUBLE DECKER STALL – SEATING LOUNGE

INDUSTRY EXPERIENCE

Sectors in this deck.

FinTech & banking Perfios · CAMS · Think360 AI · CAMSPay · Wegofin · Finarkein · Data sutram

Drone & deep technology Dhaksha Drones

Electrical & industrial equipment Axiom Controls · EMR Tap Changers · Gogate & G'LEC · Microtek · Leister · V.K. Industrial Corporation

Manufacturing & EPC Salasar Techno Engineering

Food & consumer brands Sankalp Foods

Events & live experiences Vibe FX

Every sector listed is backed by an exhibition build documented in this portfolio.

CLIENT INDEX

Some of the clients we build for.

Salasar Techno Engineering	Gogate & G'LEC
Dhaksha Drones	Topan
Wegofin	Leister
Perfios	Data sutram
CAMS	Asus Technologies
Think360 AI	Panasonic
CAMSPay	OneTouch
Finarkein	JC Graphics
Axiom Controls	Xpan Solutions
EMR Tap Changers	Singh World
Sankalp Foods	Nexus Energy

Eight reasons why a complex stand gets built at Synergy MarCom™.

01 Integrated design, engineering and fabrication
02 Complex exhibition build capability
03 Mezzanine and multi-storey expertise
04 Technology integration
05 Technical precision
06 Rapid execution capability
07 Pan-India delivery
08 15+ years of experience





VibeFX | Complex truss-based exhibition structures, with meticulous planning of **load-bearing capacities, rigging payloads, lighting and AV loads, weight distribution, and structural safety** to deliver high-impact environments safely and efficiently





FOR BRAND MANAGERS & BRANDS

Your exhibition build partner.

If you are producing a stand any where in India, we can be the production and execution arm behind it: local fabrication, engineering sign-off, on-ground installation and show support, working to your drawings and your brand standards.

01 India exhibition production partner

02 Local fabrication partner

03 Experiential execution partner

04 On-ground exhibition build partner

Design, engineering and fabrication under one team, executed on Indian show floors.

Synergy MarCom™
BUILD
Bespoke Fabrication & Design

We don’t just design exhibition stands.
We engineer brand presence.

Let’s build your next exhibition experience.

www.synergymarcom.in

DESIGN TO DELIVERY REFERENCE

www.synergypromedia.com