THREE STRANDS
recovery wear

×

AFFIX
STUDIO

TRADESHOW BOOTH PROPOSAL

Designed *for every recovery.*

A new look for the Three Strands booth, built around the wall and counter you already own.



YOUR BRIEF

What you *asked for*

10×10

Same footprint

One inline booth that works at every conference on the calendar.

Noticed

Draws people in

The pull of the competitor's booth, bright and simple, without copying it.

Real

Your photography

A backlit backdrop built on real Three Strands women.

Product

Something to touch

Room for a screen, a form and bras on hangers.

Portable

One person, one car

Fits in a car, ships easily, and you can set it up alone.

From your "Three Strands Tradeshow Booth" brief, September 29, 2026.



YOUR CURRENT BOOTH

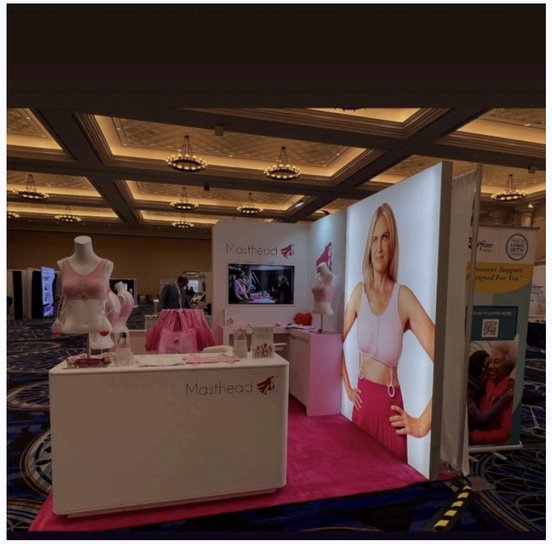
What's working, *what's missing*

1. **The photo wall works.** Real women, bright and clean. We kept that.
2. **The product name gets lost.** From the aisle, the logo is small and the bra isn't named.
3. **The bra isn't on display.** The forms are bare and the rack reads as storage.
4. **The monitor tower sits unused.** It came with your kit and has room for a 32″ screen.

COMPETITOR REFERENCE

What their booth *gets right*





From your brief.

What works

A tall portrait facing the aisle, a bright, quiet background, product at eye level and a colored floor.

What we’d skip

Hard-wall cabinetry that ships in a container, and their pink floor.

How we used it

The same pull, made with backlit real women and your colors, in cases that fit in a car.

DESIGN RULES

Four rules for *the new booth*

DOWN THE AISLE

Readable from 30 feet

The product name and one line, sized for people walking by.

EYE LEVEL

The bra is the second hook

Beige and Black on forms, at chest height, with sizes nearby.

REAL WOMEN

Your photography only

No stock or generated people, and skin tones that look true.

ONE PERSON

Set up in about an hour

Tool-free frames and wheeled cases that fit in a car.

THE PLAN

Refresh what you own, *upgrade later*

PATH A · THIS PROPOSAL

Refresh the kit you own

New graphics for your back wall and counter, a new monitor tower, a garment rack, two stools, a standing form and a light blue rug.

About $3,300–$5,400 with the new tower. Same cases and a one-hour setup.

PATH B · LATER

A bigger system when you need it

A larger modular backlit booth for bigger shows. Your current kit becomes a second booth.

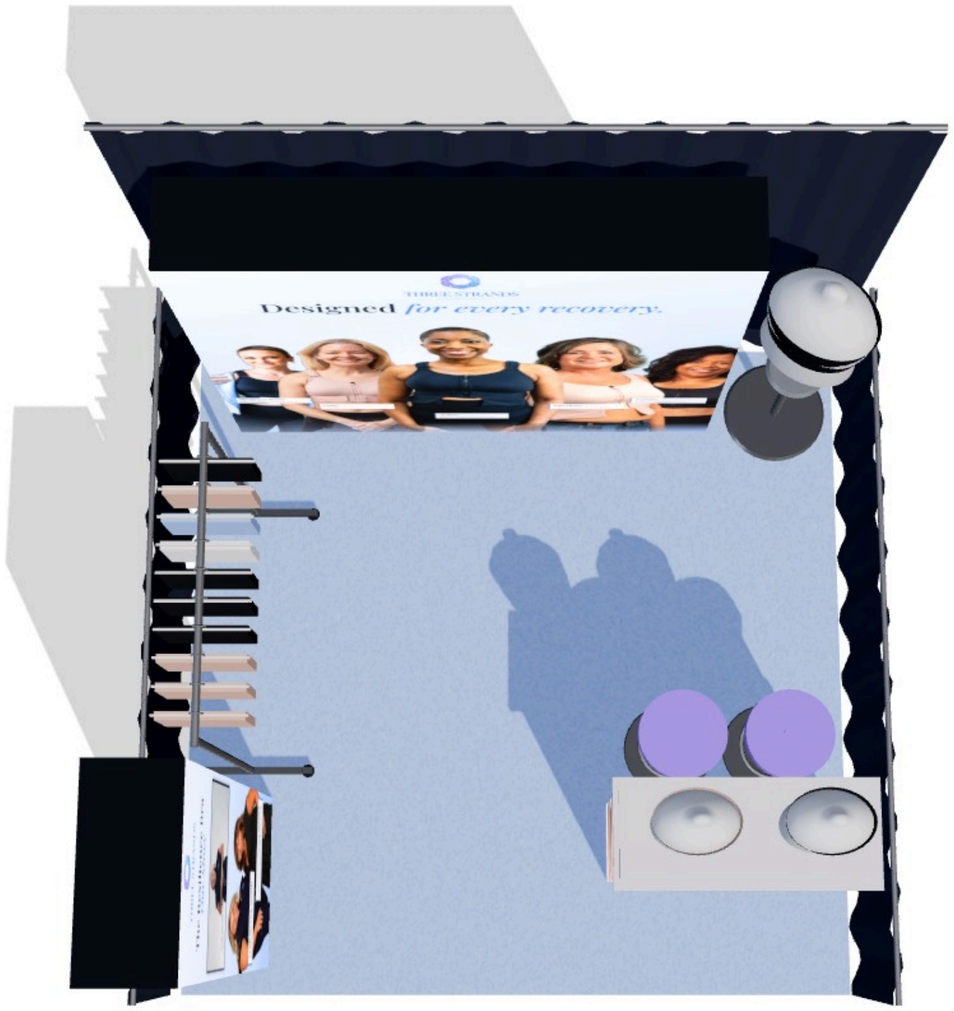
Not part of this proposal. We'll price it when the show schedule calls for it.

THE BOOTH



10′ × 10′ · to scale · walk the 3D booth

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FLOOR PLAN · 10′ × 10′

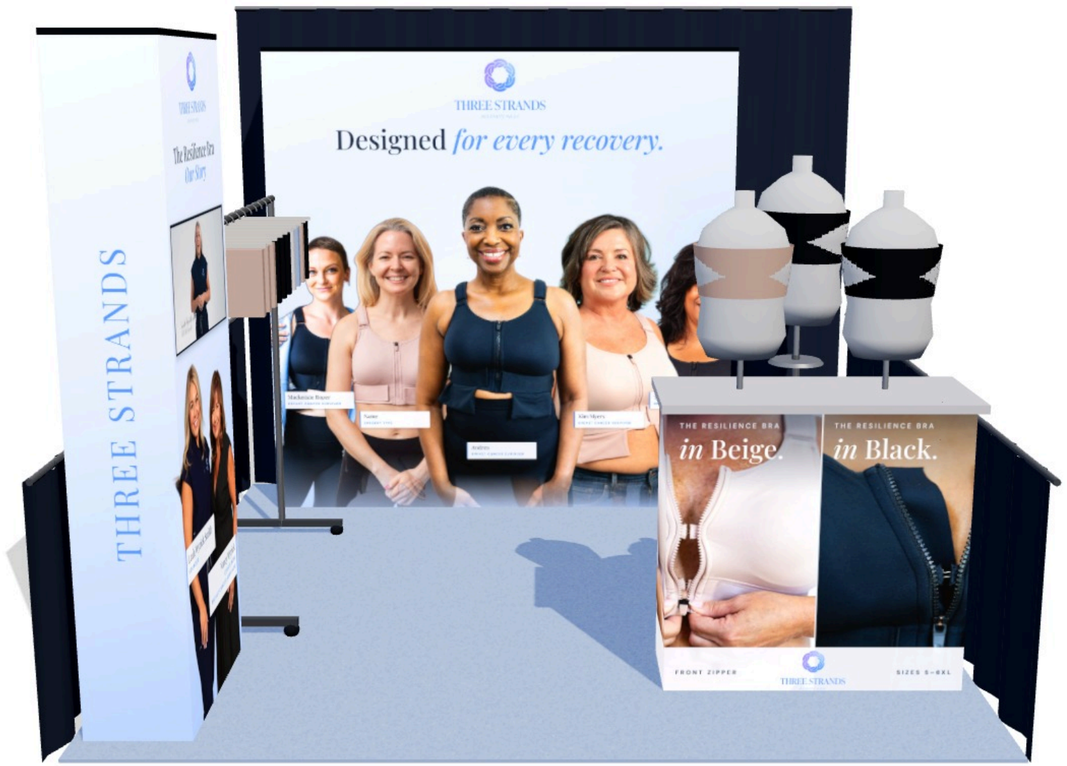
Brand at the back, *story at the door,* product on the right.

1. **Back wall.** The 88″ backlit wall with five real women, near center on the back line.
2. **Monitor tower, front left.** Back against the side wall, facing into the booth. Its edge reads “Three Strands” to the aisle.
3. **Garment rack, left wall.** Both colors on hangers, behind the tower.
4. **Counter and two stools, right.** Beige and Black forms on top, room to sit and talk.
5. **Standing form, back right.** A full bra display tucked in the corner.

Light blue rug in the brand color covers the full 10′ × 10′.

FROM THE AISLE

What people see *walking up*



Straight on. The wall and counter lead; the tower edge reads “Three Strands.”



From the left. The tower frames the way in and the wall stays in view.

INSIDE THE BOOTH

How it feels *once you're in*



Walking in. Leah's story on the left, the bra up close on the right.



From above. An open middle, with everything along the edges.

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OTHER LAYOUTS WE EXPLORED

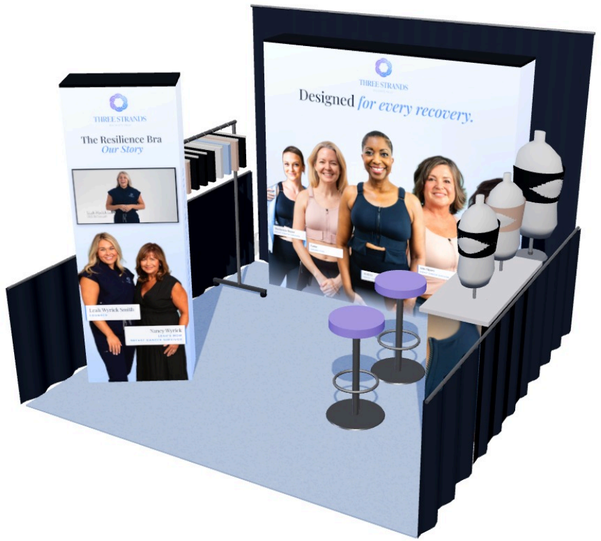
Same pieces, *different floor plans*



Mirrored. Wall shifts right. Tower and rack move to the right side, counter to the left.



One back line. Tower beside the wall, counter centered up front.

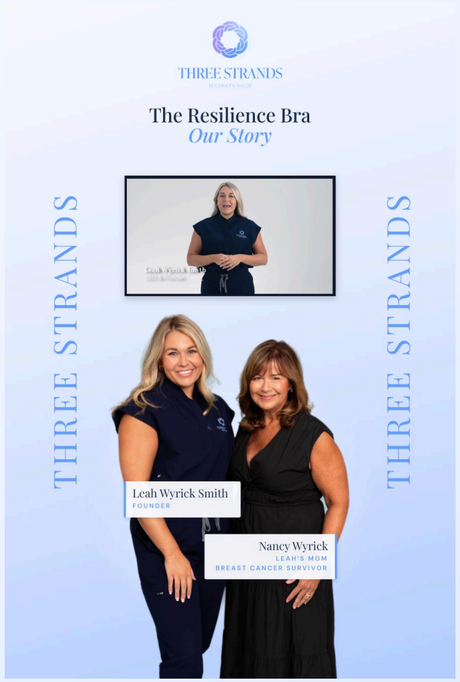


Open front. Tower angled at the corner, counter along the right side.

Every option uses the same wall, tower, counter, rack, stools and standing form.

WHAT WE PRINT

Three pieces, *true to size*



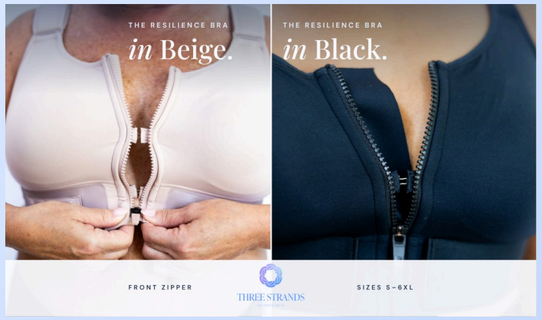
Monitor tower

30″ × 88″ front



Back wall

88″ × 88″ front

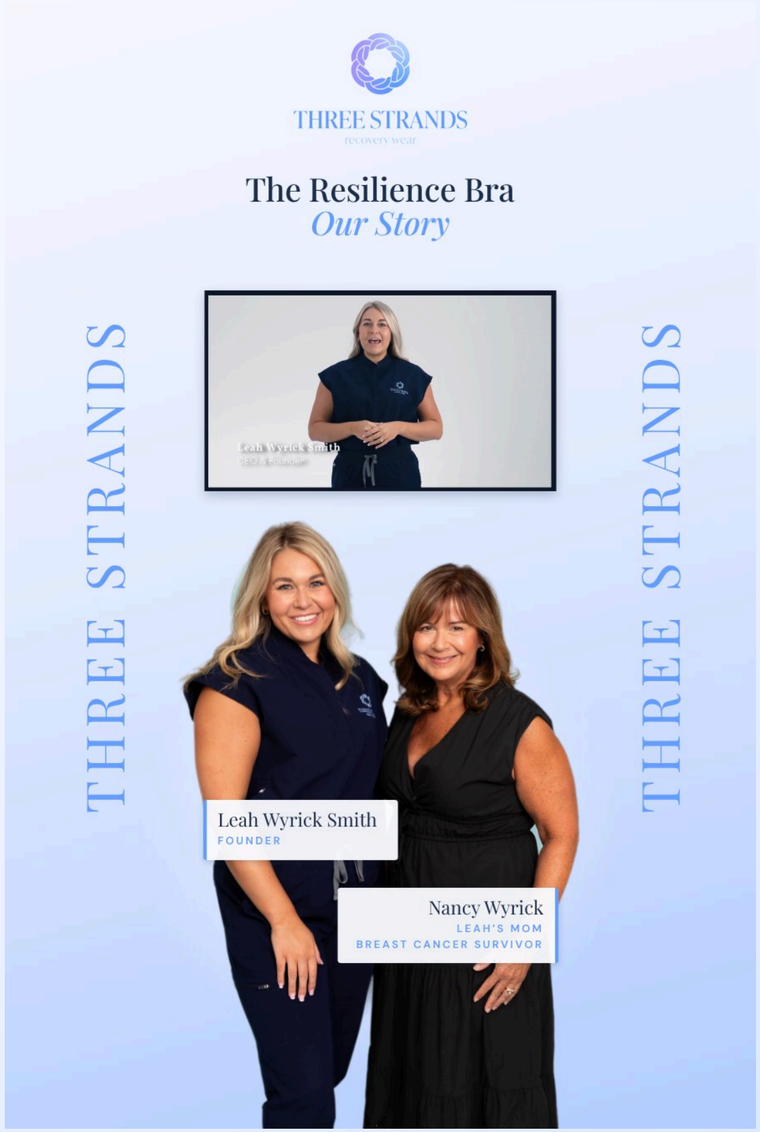


Counter

41″ × 40″ front

Shown at the same scale, including the fabric that wraps each side.

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THE MONITOR TOWER

One piece *to add*

1. **Not in your current kit.** You have the back wall and the counter. The tower is new.
2. **About $1,735.** DisplayIt's 30″ Graffiti backlit stand matches your wall's frame and lights.
3. **Add the monitor mount.** It holds a 32″ screen up to 20 lb. Price to confirm with DisplayIt.
4. **Screen, if needed.** About $150–$300.

Source: displayit.com. Backlit stand listed at $1,735 to $1,910.



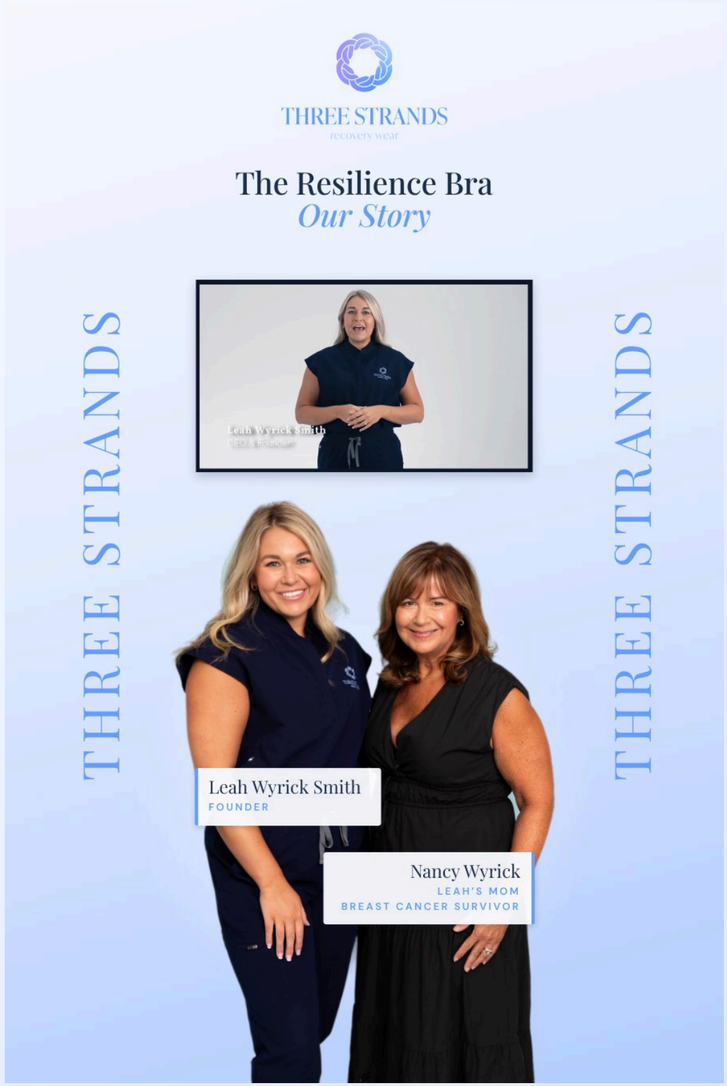
BACK WALL · 88″ × 88″

Five real women, *each with her name.*

1. **Top.** Logo and “Designed for every recovery.”
2. **Group.** Stair-stacked, center tallest, every face clear: Mackenzie Roper, [name], Andrea, Kim Myers, Typhany.
3. **Name tags.** Name and surgery, mirrored left and right, all on the front face.

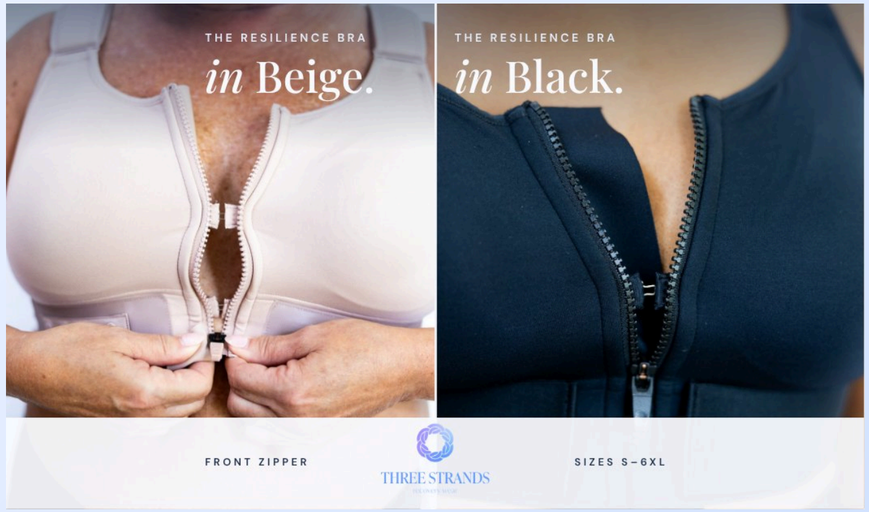
Shown with endcaps. The middle 88″ faces the aisle.

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MONITOR TOWER AND COUNTER

Leah's story, *and the bra up close.*



1 **Tower.** "The Resilience Bra, Our Story" over the screen, Leah and her mom below with name tags. "Three Strands" runs up both edges.

2 **Counter.** Beige and Black zipper close-ups, "in Beige." and "in Black.", logo strip below.

PRODUCT DISPLAY

See it, *then hold it*

FORMS

Dressed, at eye level

Beige and Black on the two counter forms, plus one standing form in the back corner.

RACK

On hangers, in reach

A garment rack on the left wall with both colors by size, so people can browse without asking.

SCREEN

A short loop

The Our Story video on the tower, cut to a silent loop with captions.

TOUCH

One to hold

A sample people can pick up, plus a counter card with a QR code to shop or reorder.

Two stools behind the counter give people a place to sit and talk.

INVESTMENT

Rough ranges, *before quotes*

ITEM	COST
Back wall and counter frames	Already owned
30″ backlit monitor tower with mount	**$1,735–$2,200 est.**
New fabric graphics for all three pieces	**$900–$1,600 est.**
Garment rack, two stools, standing form	**$250–$600 est.**
Light blue rug, full 10′×10′	**$300–$700 est.**
32″ monitor, if needed	**$150–$300 est.**
AFFIX design and print-ready files	Included in retainer
Rough total	**$3,300–$5,400**

Estimates until vendors quote. Tower price from DisplayIt's listing; the mount is still to confirm.

TIMELINE

Four to six weeks *to the show floor*

TODAY

Approve the design

Plus the next show date, so we can work back from it.

WEEK 1

Refine and approve

Final names, photos and copy on the real templates. You sign off.

WEEK 2

Print-ready files

Our designer builds final art to vendor spec: CMYK, bleed, safe zones, full-size resolution.

WK 2–3

Proof

Vendor eProofs, usually within two business days. One round of fixes.

WK 3–6

Print, ship, dry run

One full setup in the studio, photographed, with a one-page setup guide for Leah.

NEXT STEPS

What we need *from you*

1. **Approve the design.** The five-women wall, the Our Story tower and the zipper counter.
2. **Next show.** [Show name], [city], [date]. Inline or corner booth?
3. **Budget.** Comfortable with $3,300–$5,400?
4. **Names and photos.** Each woman's OK to show her name and surgery.

Quick checks

Do you have a screen we can mount?

Name and surgery for the woman second from the left?

Which web address should we print?

How many units do you bring to a show?

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Thank you, *Leah.*

We’re excited to bring this booth to life with you.

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