

LIOR TAYLOR

Senior Experiential Designer

Exhibit Design | Environmental Graphics | Brand Experiences



Flagship Exhibit Environment

A large-scale exhibit environment was developed for RSNA 2019 to support product launches, live clinical scanning demonstrations, and global brand visibility within one of the healthcare industry's premier imaging conferences. The exhibit integrated environmental graphics, branded architecture, and interactive product demonstration areas to create an immersive customer experience.



System Across Shows

In collaboration with Mindray's evolving global brand direction, I developed a scalable North American exhibit graphics system designed for consistency across healthcare conferences, booth formats, and product categories.

The modular visual language unified architectural graphics, messaging, and digital content integration while allowing each exhibit environment to adapt to specific audiences and show objectives.

Implemented across multiple national conferences and custom exhibit environments.



System Across Shows



RSNA 2024



ACEP 2024



10' x 30' Modular Exhibit



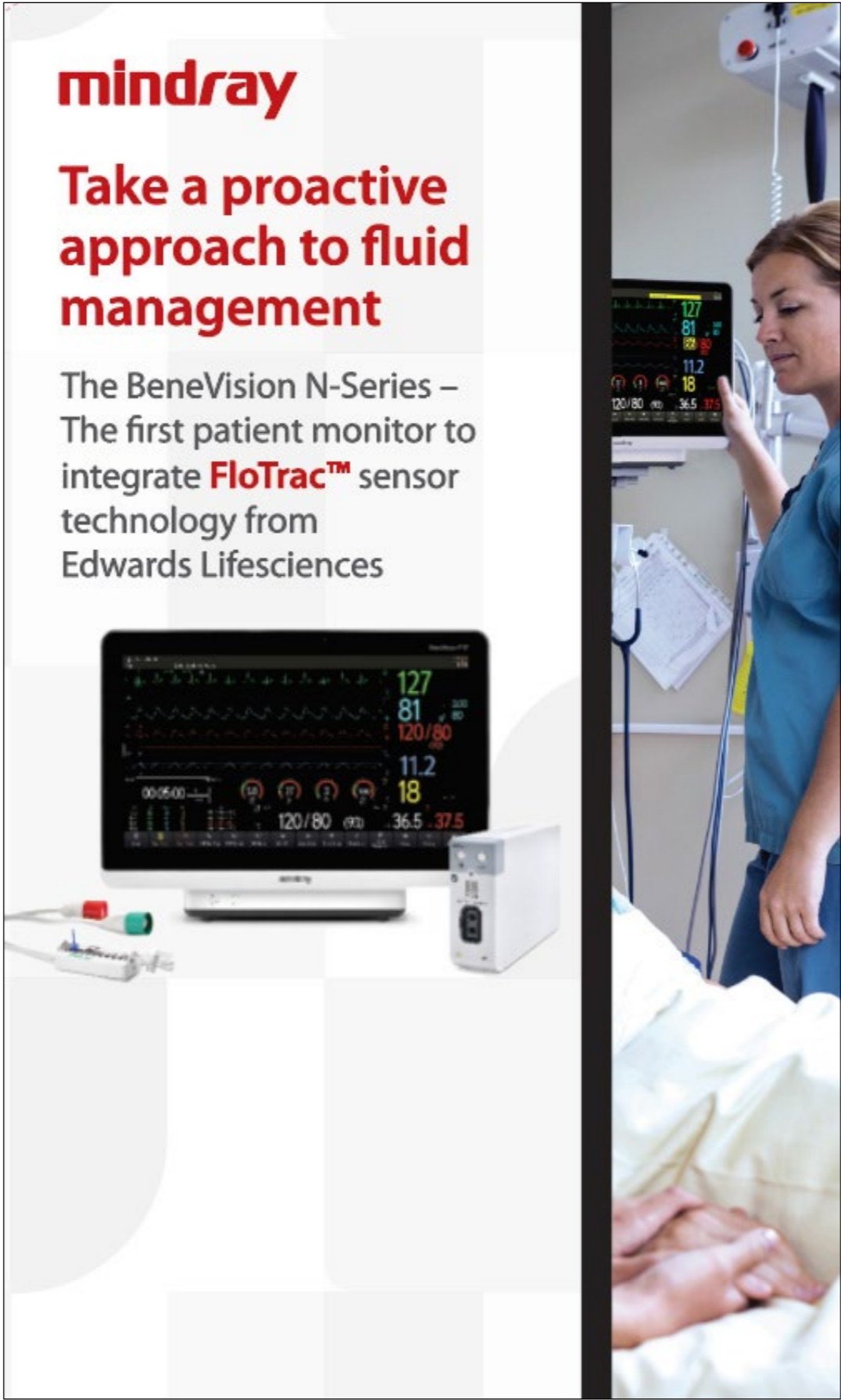
HIMSS 2024

The modular graphics system was adapted across multiple healthcare conferences, exhibit footprints, and product categories while maintaining a cohesive North American brand presence.

Exhibit Graphic Applications

Supporting graphics extended the exhibit brand system across educational programming, product messaging, hospitality activations, and attendee engagement throughout multiple healthcare conferences.

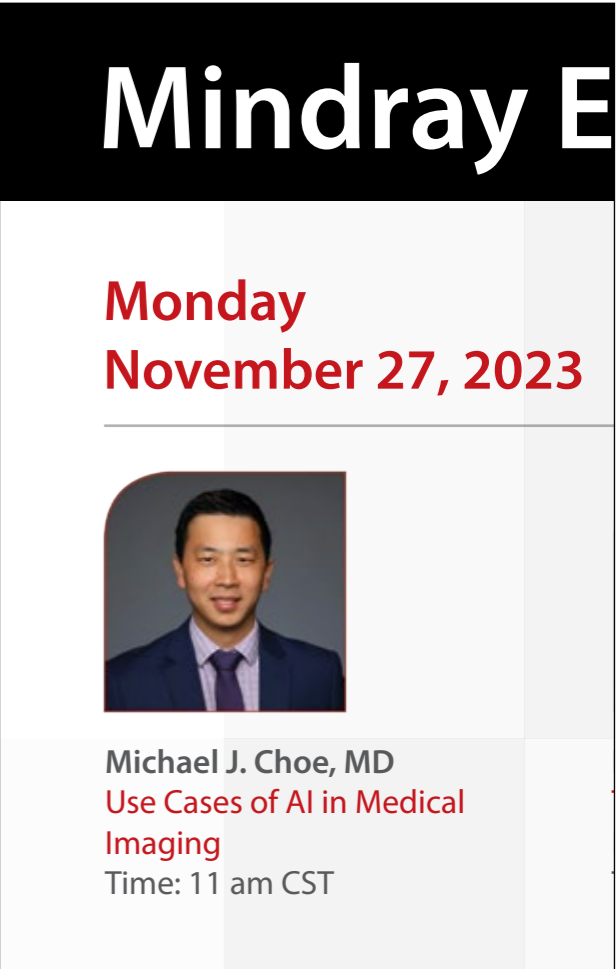
Applications included large-format signage, informational graphics, branded experiences, and environmental communication elements designed to maintain visual consistency across varied exhibit environments.



Product Messaging System



Hospitality Activation



Educational Signage Detail



Environmental Recognition Plaque

Experiential Activations

Experiential activations were developed to increase audience engagement, brand visibility, and product awareness within high-traffic trade show environments. Projects included themed presentations, live magician-led demonstrations, promotional merchandise, and interactive branded experiences designed to attract attendees and create memorable audience interaction.



Interactive Booth Activation



Promotional Giveaway



Branded Client Gift



Camtek | Exhibit Concepts

Objective

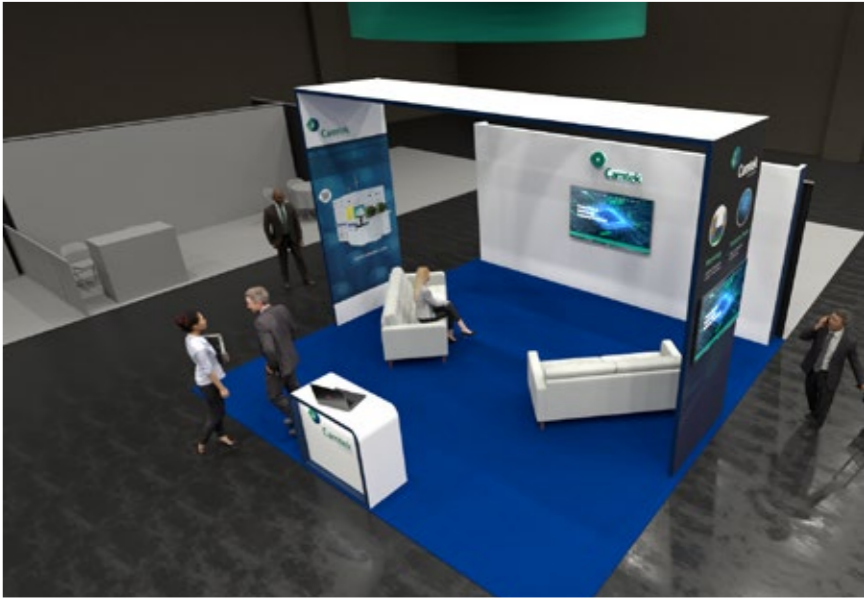
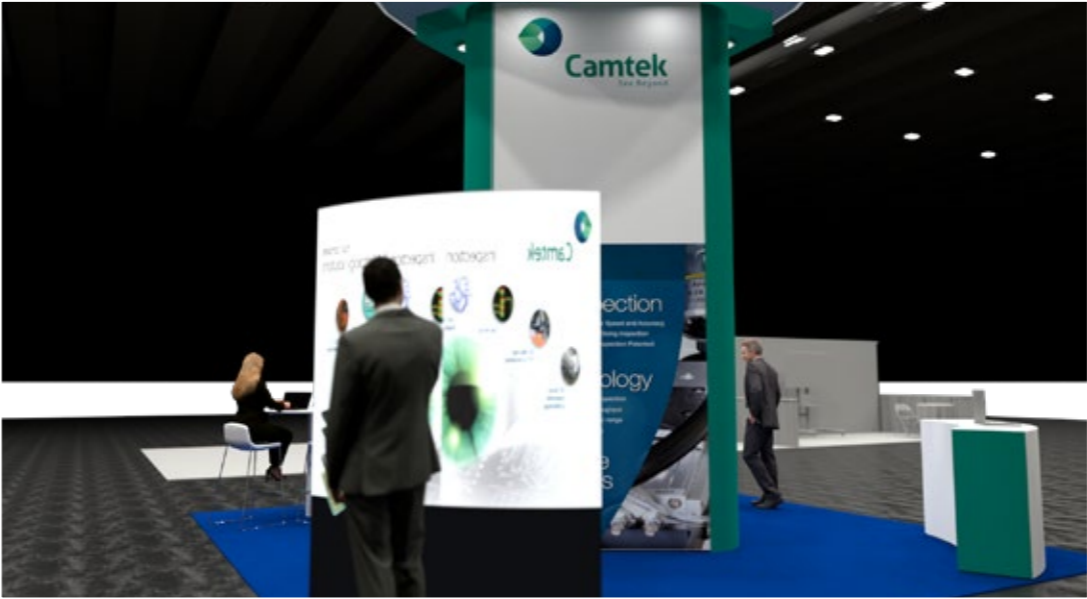
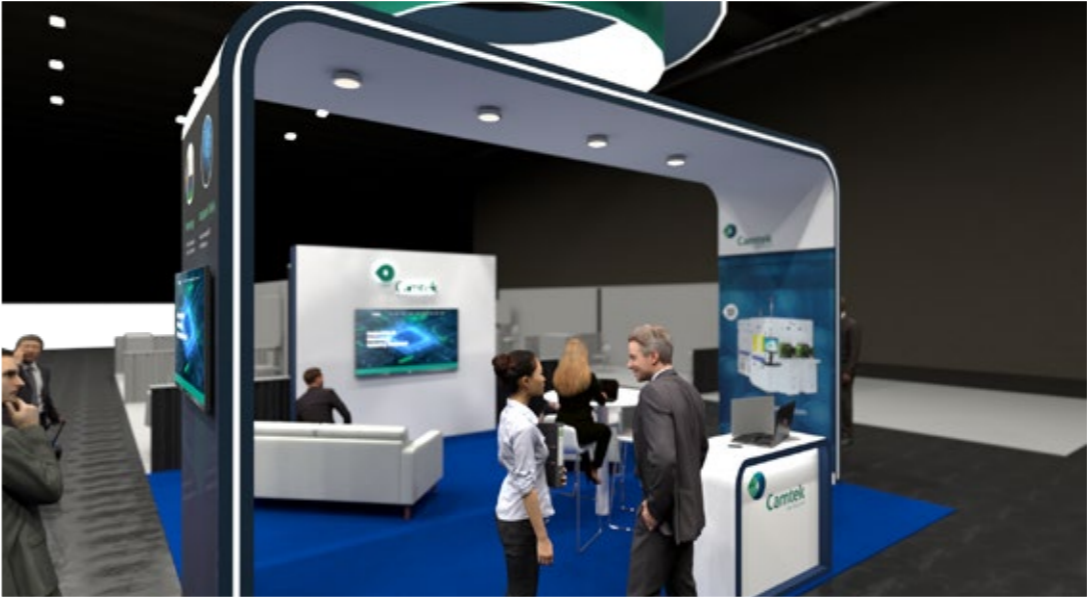
Developed exhibit concepts for Camtek's U.S. trade show presence, focusing on scalable environments that supported product demonstrations, customer engagement, and strong brand visibility at SEMICON West.



Final Booth Design

Design Concepts

Exhibit concepts were developed to explore spatial layouts, customer flow, and branded presentation opportunities within a flexible trade show environment. Projects included 3D visualization, concept development, and presentation renderings used to communicate design direction, support client reviews, and guide fabrication and production planning.



Modular & Portable Exhibit Systems

Portable and modular exhibit systems were developed to support flexible branding across trade shows, conferences, and promotional events. Projects included custom Hopup displays, lightweight pop-up environments, and scalable graphic systems designed for efficient transport, quick installation, and strong visual impact across a variety of booth footprints.



Interpretive Graphics



Wall Display Design



Wall Display Design



Elevator Doors Graphic Design

Interpretive graphics were developed for a Malibu surf culture exhibition, combining typography, photography, and large-format storytelling elements across architectural surfaces and visitor spaces.

Silicon Valley Experience Center



Objective

Design a flagship West Coast showroom for Mindray to showcase its full portfolio of medical technologies and support client engagement, demonstrations, and internal events.



Branded Workplace Graphics



Developed branded workplace graphics and environmental messaging systems for Mindray's Milpitas Experience Center, integrating corporate storytelling, dimensional installations, and visual wayfinding throughout the office environment.

Integrated Brand Experience

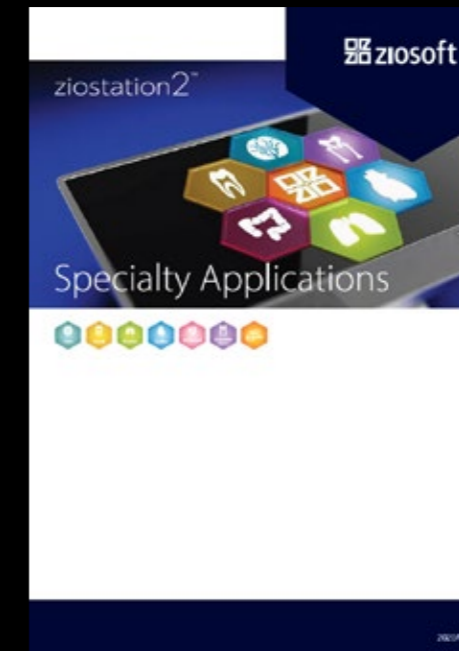
Developed an integrated exhibit campaign for Ziosoft's RSNA 2021 presence spanning physical, digital, and virtual environments. Created a unified visual system including booth graphics, video content, virtual booth experiences, brochures, email campaigns, and refreshed U.S. brand materials aligned with evolving marketing initiatives.



20' x 30' Exhibit



Booth and website video



Product Brochure



Email Campaign



Experiential Environments

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