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GLOBAL SUPPLIER DIVERSITY & INCLUSION



Together, Making a World of Difference

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# New and Innovative Booth Design Supplier Diversity Trade Shows

**By: Judie McCloskey**

**David Ogunrinde, Creative Director (Created Graphics) - NMSDC**

**Al Bullock, Owner, Kayla Creative (Booth Design, Build & Show Services) - NMSDC**

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# Reasons To Replace OLD Booth

- 8 years old
- Outdated
- Required major repairs
- Lack of storage space
- Unable to accommodate new graphics
- Not flexible
- Heavy to ship



Started to repair

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# What's Out There



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# New Graphics

**Panel 1:** Image of a woman and a baby. Text: "Together, Making a World of Difference". Logo: Johnson & Johnson GLOBAL SUPPLIER DIVERSITY & INCLUSION. Graphic: Network diagram with a globe icon.

**Panel 2:** Teal background with network diagram. Text: "We Believe in the Power and Value of Inclusion". Image of a man in a military uniform. Text: "Veteran-Owned Businesses". Bottom: Blue background with network diagram. Text: "Partnering with Superior, Small, Diverse Suppliers".

**Panel 3:** Image of a woman. Text: "Woman-Owned Businesses". Red background. Text: "Welcoming Our Diverse Suppliers to the Johnson & Johnson FAMILY OF COMPANIES". Image of a man and woman. Text: "Minority-Owned Businesses".

**Panel 4:** Blue background with network diagram. Text: "Committed to Communities We Live and Work in". Image of people in a meeting. Text: "Small Business Enterprises". Green background with network diagram. Text: "Caring for the World, One Person at a Time".

**Panel 5:** White background with network diagram. Text: "GLOBAL SUPPLIER DIVERSITY & INCLUSION". Logo: Johnson & Johnson. Red background. Text: "Together, Making a World of Difference". Graphic: Globe icon.



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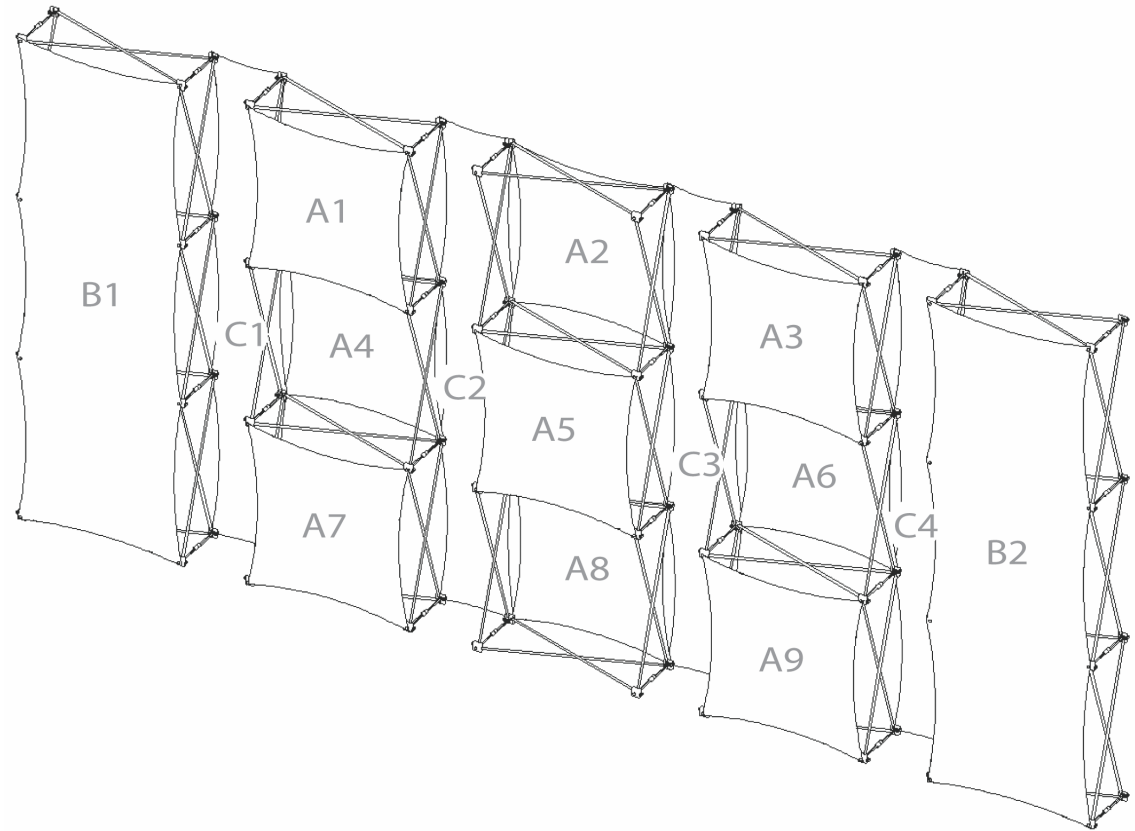


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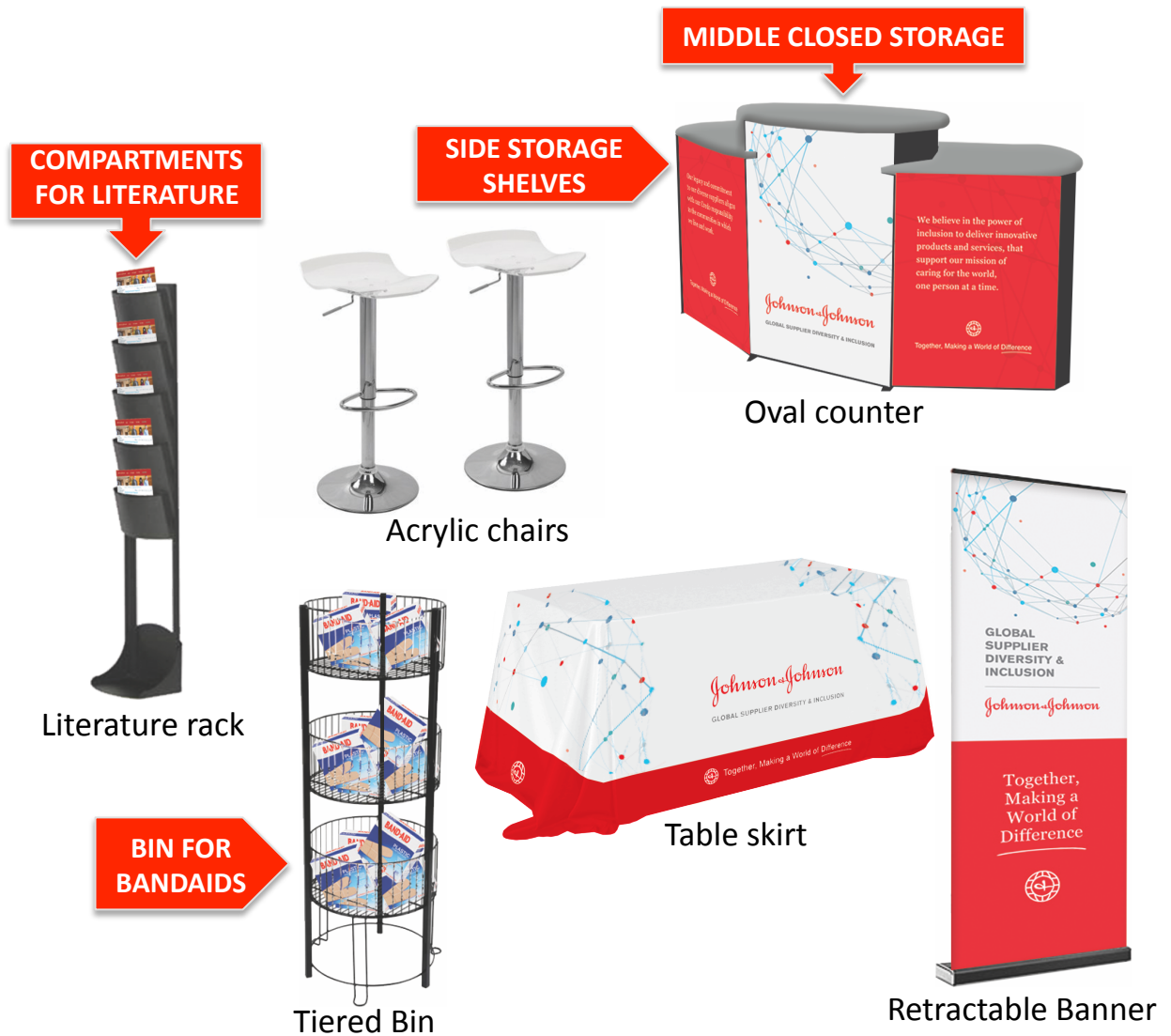
# The Skeleton

- **A Skins** (9 square panels)
- **B Skins** (2 long panels)
- **C Skins** (4 black dividers)



# Accessories

- Oval counter
- 2 acrylic chairs
- Literature rack
- Tiered Bin
- 1 Table Skirt
- Retractable Banner



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# The Booth of the Future



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## New Supplier, Why Kayla Creative

- Designed & Built Booth (owner of the design)
- Certified NMSDC Supplier
- Fully equipped facility for storage of booth materials, collateral and show services
- Former J&J Supplier
- Local (South Jersey)
- Solid, well-run company
- Graphic designers on staff
- Agency offering graphic services and production



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**Final Cost**

**\$19,000.00**

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