

Elevated Experiences

Inside You'll Find

- Color Stories
- Elevated Enhancements
- Design Trends for Exhibits and Ancillary Events
- Sustainability and Forced Labor Prevention Initiatives



Color Stories



Color Stories

- **Light Neutrals:** From light oatmeal, ivory, beige, and taupe to “greige”; grays still important
- **Warm Hues:** Terracotta, tiramisu, caramel, nougat, mocha, adobe to burnt orange and cognac to mauve, light salmon and coral
- **Organic Greens:** From forest, olive, and emerald to avocado, basil, celadon, and sage – all shades with muted dark undertones becoming more important.
- **Blues:** Restrained and muted tones
- **Deep Reds:** Burgundy, merlot,



Light Neutrals

Ivory, cream, beige, taupe, sand, and pale gray combine to create restful, monochromatic environments.



Light Neutrals

Create depth and visual interest through tonal palettes.

- **Layer textures:** Use dynamic textures of a single neutral color to create a cohesive and refined look.
- **Monochromatic schemes:** Variations of the same neutral color create a seamless, and visually appealing appearance that doesn't overwhelm attendees.
- **Brand accents:** A single, carefully chosen accent color can "pop" against the neutral backdrop allowing a brand's logo, key products, or messaging to take center stage.



Pro Tip!

Incorporating soothing, calming hues into designs can create a **comforting environment** conducive to **connection, education, and engagement**.



CORT
EVENTS



Warm Hues

A compliment for comfort; this pallet offers a sense of warmth and connection.



Warm Hues

Embrace warm, rich, and natural colors that create a comforting foundation.

- **Earthly inspiration:** Natural woods in oak, walnut, maple and hickory add warmth and textural interest. While terracotta and clay hues add an earthy, artisanal touch to create a grounded and tranquil atmosphere.
- **Warm illumination:** Warm-toned LEDs, table lamps, and floor lamps are used to create a welcoming glow, giving attendees a break from the often harsh, bright lighting of the show floor.





Organic Greens

Organic greens popularity, not surprisingly, as they convey well-being and align with the biophilic trend.



Organic Greens

Layers of green, ranging from deep, earthy olives to vibrant emeralds, combined with natural textures create a soothing, earthy aesthetic.

- **Beyond visuals:** Move beyond visual aesthetics to create an emotional connection and evoke a sense of tranquility and refreshment.
- **Low-maintenance greenery:** Renting faux plants, ferns, and florals is increasingly popular, as it reduces waste compared to single-use arrangements while providing the same biophilic benefits.

Pro Tip!

Use ottomans to create booth environments with small theater seating for education and engagement.









Color Story

Light Neutrals
+
Warm Hues
+
Organic Greens
+
Biophilia

Combine trends for a
dynamic and
engaging look.

Blues

Cool and warm blue tones continue to be a design staple; providing a sense of serenity.



Blues

Create environments that are either high-tech and futuristic, or calm and tranquil. The specific shade of blue dictates the mood and theme of the display.

- **Trust and authority:** Incorporating deeper blues like navy, especially when paired with clean lines and minimalist design, projects a sense of reliability and credibility.
- **Sophisticated layering:** Layering different shades of blue, from pale sky blue to deep azure, creates a sophisticated, tonal effect that adds depth.



Pro Tip!

The color of the sky and sea, blues are reassuring and recognizable. Use them in designs as a neutral to set attendees at ease and encourage focus.

WELCOME TO
THINK TECH
SUMMIT

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Deep Reds

Trending right now, deep reds, such as burgundy, Bordeaux, ruby and garnet convey a sense of richness; a countering to the quiet luxury hues of recent years.







Elevated Enhancements



Elevated Enhancements

- The Power of Personalization
- Event Drape
- Accent Lighting

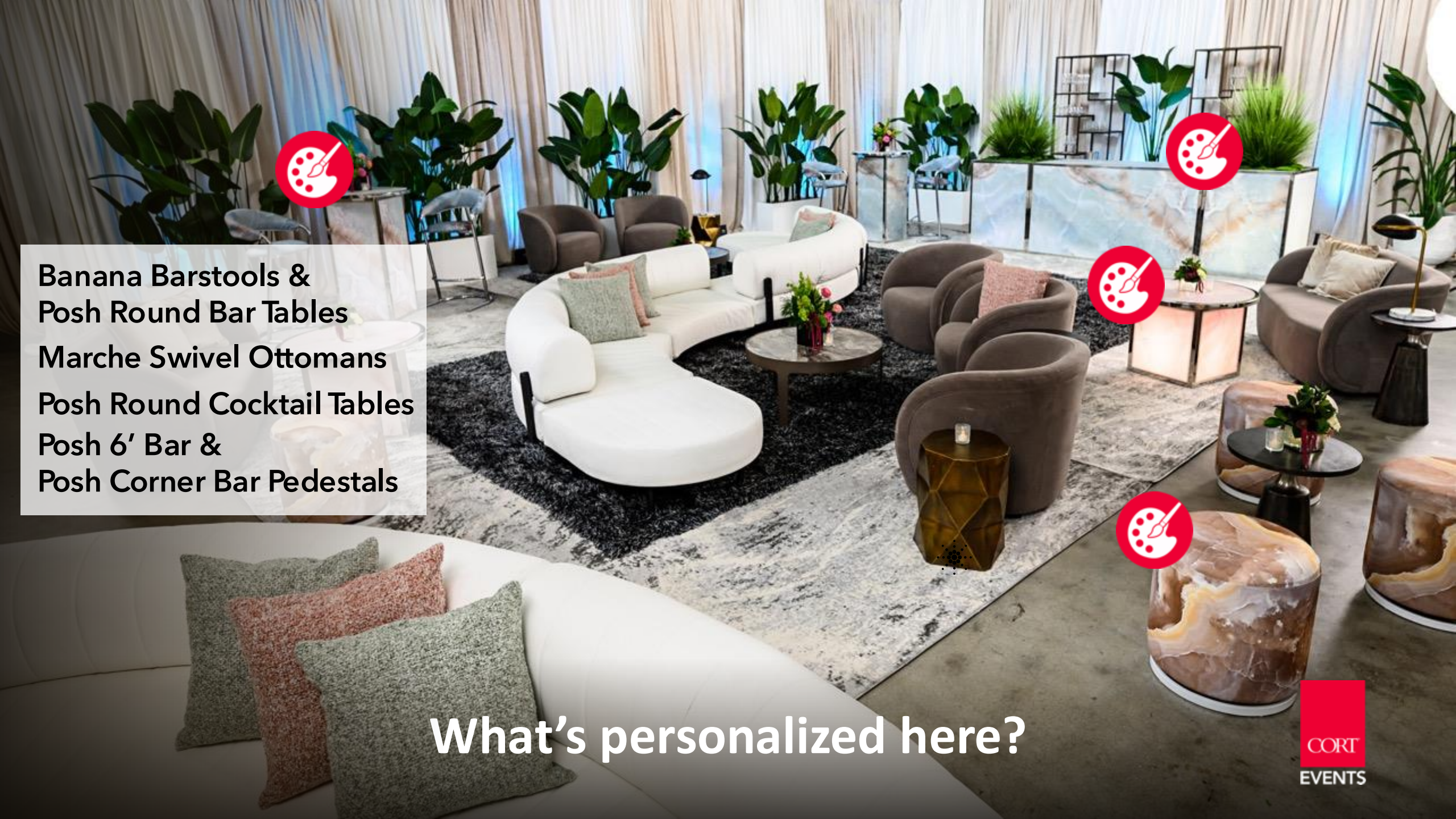


The Power of Personalization

Bespoke Graphics, Slipcovers & Pillows

- CORT Events offers a wide range of customizable products.
- Over 70 different products can be personalized.
- Transform surfaces into whiteboards, add the graphic or logo of your choice to pillows, ottomans, tables, bars, lighting and more.





Banana Barstools &
Posh Round Bar Tables
Marche Swivel Ottomans
Posh Round Cocktail Tables
Posh 6' Bar &
Posh Corner Bar Pedestals

What's personalized here?

The Power of Personalization

Immersive Design

Use every inch of your furniture within to create share-worthy experiences™.



The Power of Personalization

Incorporate Brand Colors

Use every inch of your space and the furniture to reinforce brand recognition with color.



The Power of Personalization

Activation Points

Transform trade shows and events into powerful platforms for deepening customer relationships, maximizing ROI and ROE.



The Power of Personalization

Reuse, repurpose, reimagine. That's the power of personalization.





Personalize with Drape!

Velour: Midnight Black, Presidential Blue, Rich White, and Mocha

Super Velour: Valentine Red, Beige, Forest Green, Deep Sea Blue, Egyptian Gold, Lilac, and Merlot

Poly Premier: Red, Blue, Silver, White, and Black

Winter White **Sheer** and Celtic White **Poly**

Heights: 8', 12', 20'



Uplighting

Built with RGBAW & UV color technology for limitless color combinations, including warm and cool white options. Choose from DC battery-operated lights for usage up to eight hours, or AC plug-in lights for longer events!





Design Trends for Exhibits and Ancillary Events



Exhibit and Event Design

Trends Overview

- Resimercial Design
- Ecophilic Environments
- Inclusive Design



Resimercial Design

Combination of 'commercial' and 'residential' design



Modern furnishings in supple **cognac leather** with commanding **metal accents**.



Task work thrives at workspaces accentuated with the classic elegance of a group seating staple, the bucket seat **Chelsea Chair**.



Scalloped lounge seating frames inspired **conversation groupings**.

Resimercial

- Encourage **ideation** and **socialization** in the same setting
- Brings more **relaxed elements of home** into a contemporary exhibit or event space
- **Comfortable** and **stylish** residential-inspired seating, like **plush** sofas, club chairs, and ottomans, replaces standard trade show furniture.
- Inspires **creativity** and **productivity**

Pro Tip!

Greenery warms up spaces and creates a sense of well-being. Incorporate into wall dividers and decor, use hanging pots, planters, trees, and hedges to define space and ground your design in natural elements.





Ecophilic Environments

Create calming, immersive, and sustainable spaces that boost attendee well-being and engagement



Natural greenery is **abundant**.



Environments where natural light is abundant, **inspires a sense of calm** and **relaxed approachability**.



Ensconced in materials that are found outside, think **woods, teak, wicker**.

Ecophilic



Pro Tip!

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Inclusive Design

Intentional planning for diverse needs, which creates a more engaging experience for everyone.



Side tables and plush **pillows** enhance both functionality and comfort, creating a welcoming and relaxed atmosphere.



Include **bar tables** paired with **bar height seating** positioned at the back and sides to encourage casual conversation and flow.



A mix of **VIP seating styles** empowers attendees to personalize their experience, whether they prefer intimate, social, or elevated views.




Inclusive Design

- **Diverse Design:** Recognize that attendees have different comfort needs and designs should reflect that diversity.
- **Tiered Seating for Visibility & Engagement:** Incorporate tiered seating to ensure clear sightlines and maintain audience focus throughout sessions.
- **Audience-Centered Planning:** Align seating layouts with session goals and content delivery styles to support comprehension and participation.
- **Quiet zones:** Provide a designated, quiet space away from the main event floor with minimal sensory stimuli, like dim lighting and comfortable seating. This allows attendees to take a break and decompress.





A modern office lounge with large windows, brick walls, and people sitting at tables and on a sofa. The space is bright and airy, with a mix of yellow and blue chairs, a grey sofa, and a patterned rug. Large potted plants are scattered throughout the room. The text "Sustainability and Forced Labor Prevention Initiatives" is overlaid on the right side of the image.

Sustainability and Forced Labor Prevention Initiatives

RECYCLED REPREEVE FABRIC

- As we work to make CORT products more eco-friendly, we're exploring partnerships with sustainable material suppliers like REPREEVE.
 - As a case study, our team has covered a test sofa in this fabric. Each sofa uses enough fabric to upcycle 42.1 water bottles.
 - That means, for every 100 sofas CORT acquires 4,210 bottles are kept out of or removed from the ocean or landfills!



RECYCLED PET FELT

- **Polyethylene terephthalate** (polyethylene terephthalate), “PET”, is the most common thermoplastic polymer resin of the polyester family and is used in fabric fiber.
 - **High Durability:** PET is resistant to wear and tear, ensuring furniture longevity.
 - **Sound-Absorbing:** PET felt has excellent sound-absorbing properties, enhancing comfort in various spaces.
 - **Recycled and Recyclable:** PET is created from with fibers made from recycled water bottles and can be re-recycled, substantially reducing environmental impact.
 - Be on the lookout for new 2026 CORT products in this material!

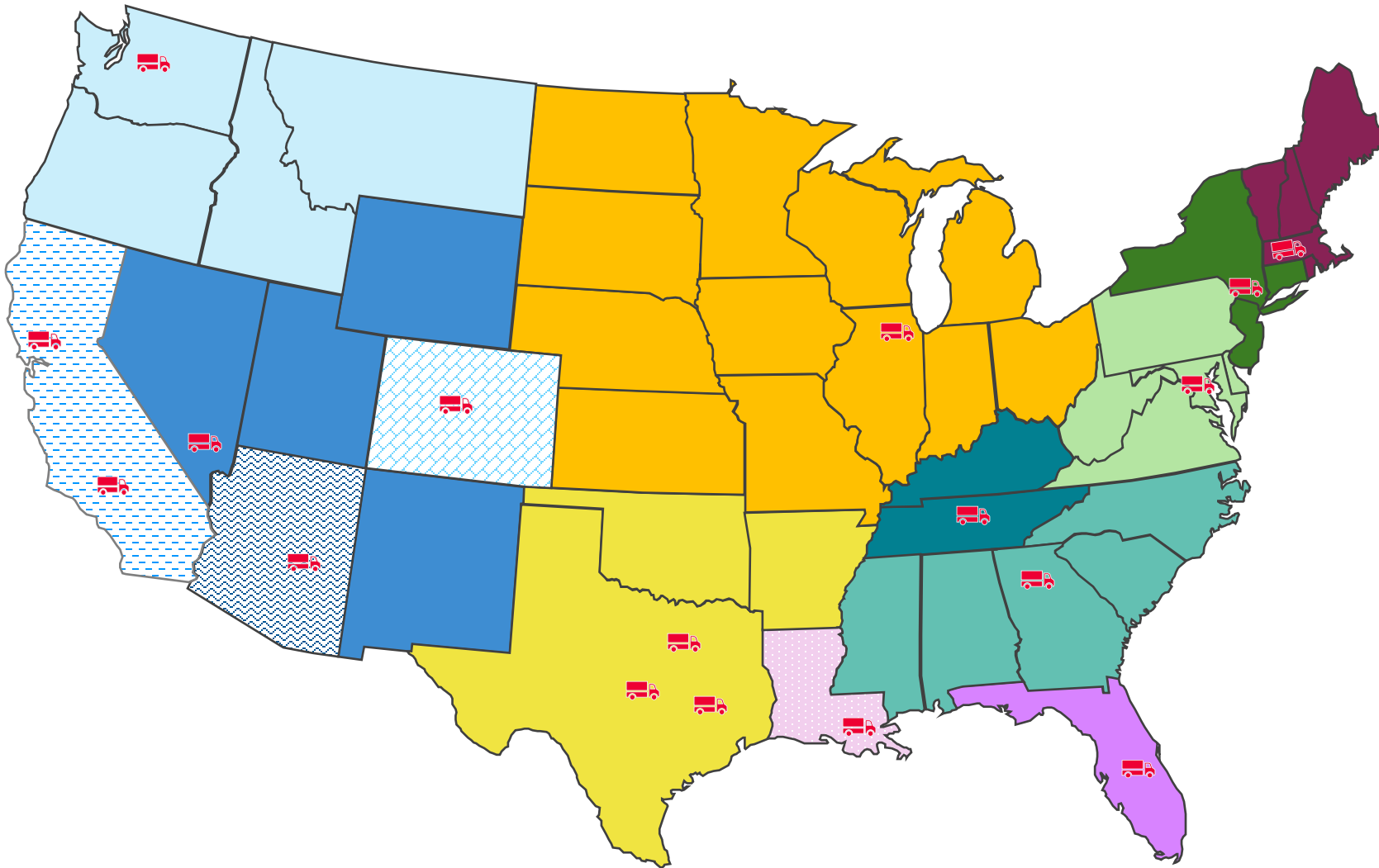


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Nationwide Service

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- Austin
- Baltimore/DC
- Boston
- Chicago
- Dallas
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- Houston
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- Los Angeles
- Nashville
- New Orleans
- New York
- Orlando
- Phoenix
- San Francisco
- Seattle



17 major distribution centers across the continental United States operate 24/7/365.





THANK YOU

We appreciate your time, participation, and engagement. If you have any questions or would like to continue the conversation, please feel free to reach out.

Contact Information

Feel free to contact me with any questions.



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