

Expo West 2025

Booth Layout Details

● Basket

■ Lighting

▲ Plant

Products, Logo, and Duafe are raised/backlit cutouts for paper/sachet storage between wall

Replace Shelves with Icon Stucco Cutout Displays

Samsung Frame TV for looping Video Display

Nesting Tables for Product Display

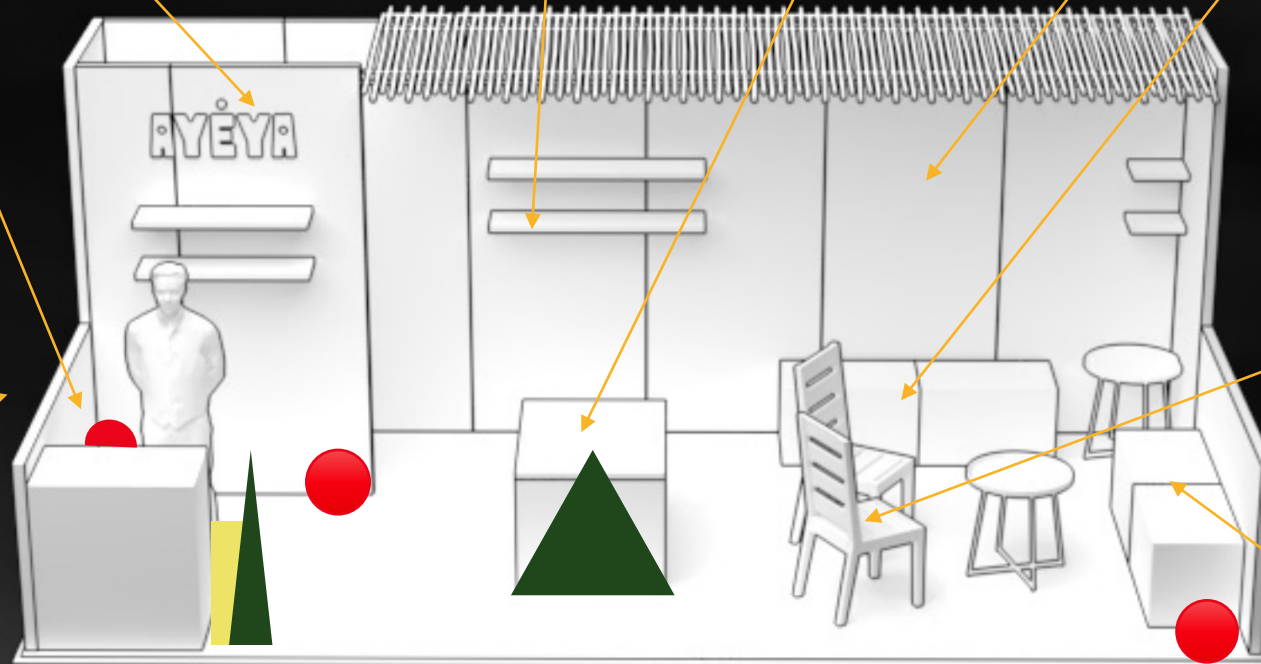
Remove Ottomans from back wall

Product Display with small top sand-filled pool – soft edge pedestal

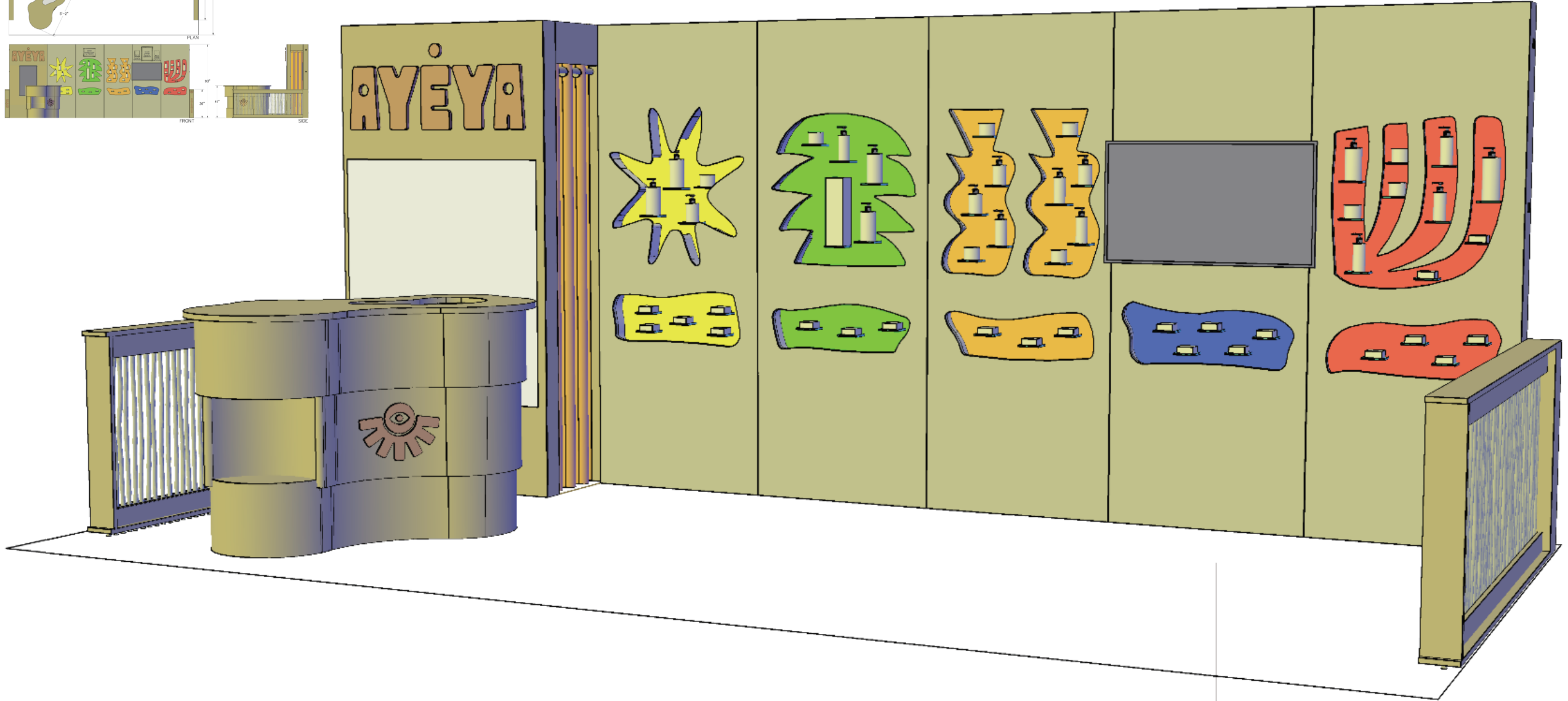
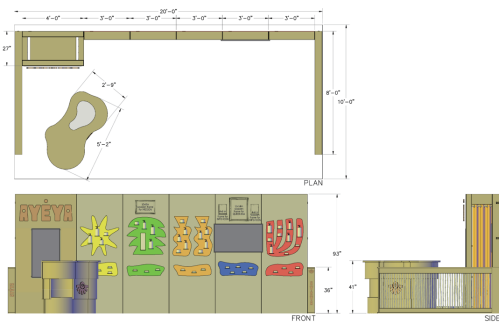
Replace High Back Chairs with Stools

Add wooden elements to Entry without blocking access

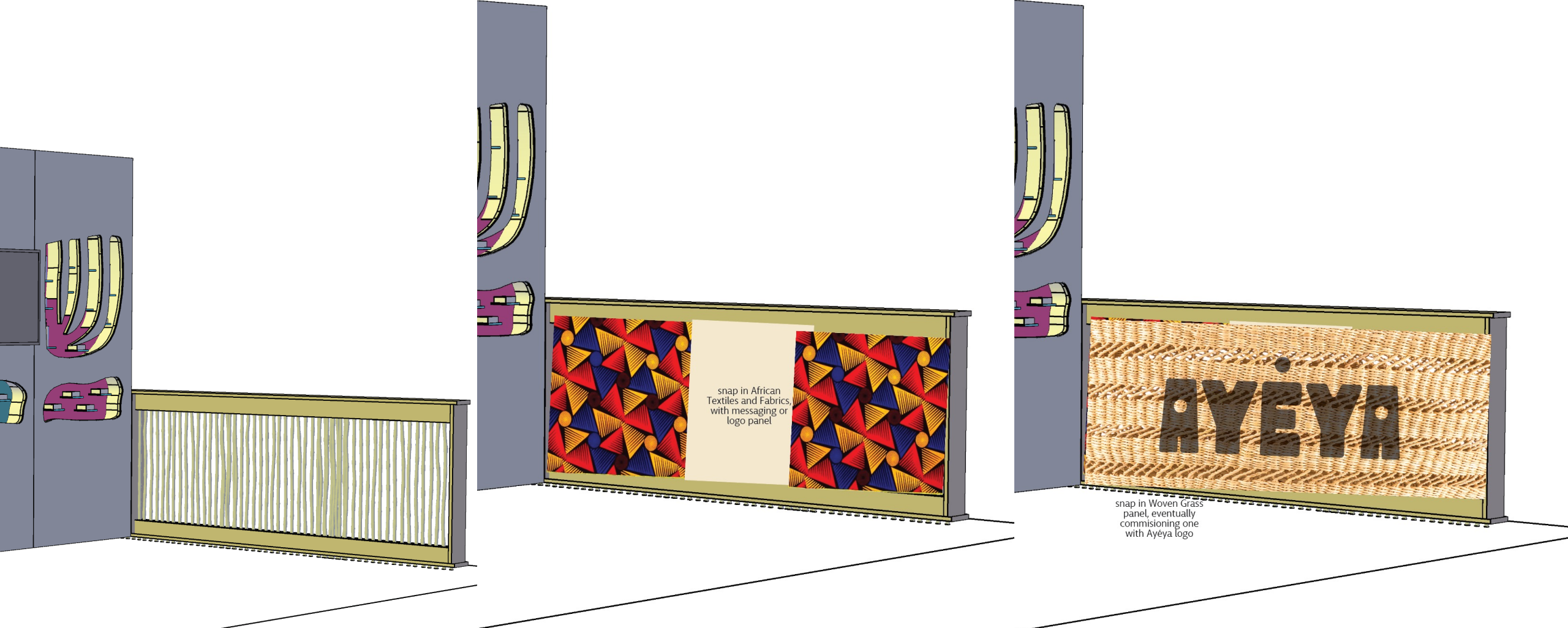
Soft Edges, Organic Shapes for Shelves and Ottomans



Proposal 1



Replacing the Bamboo

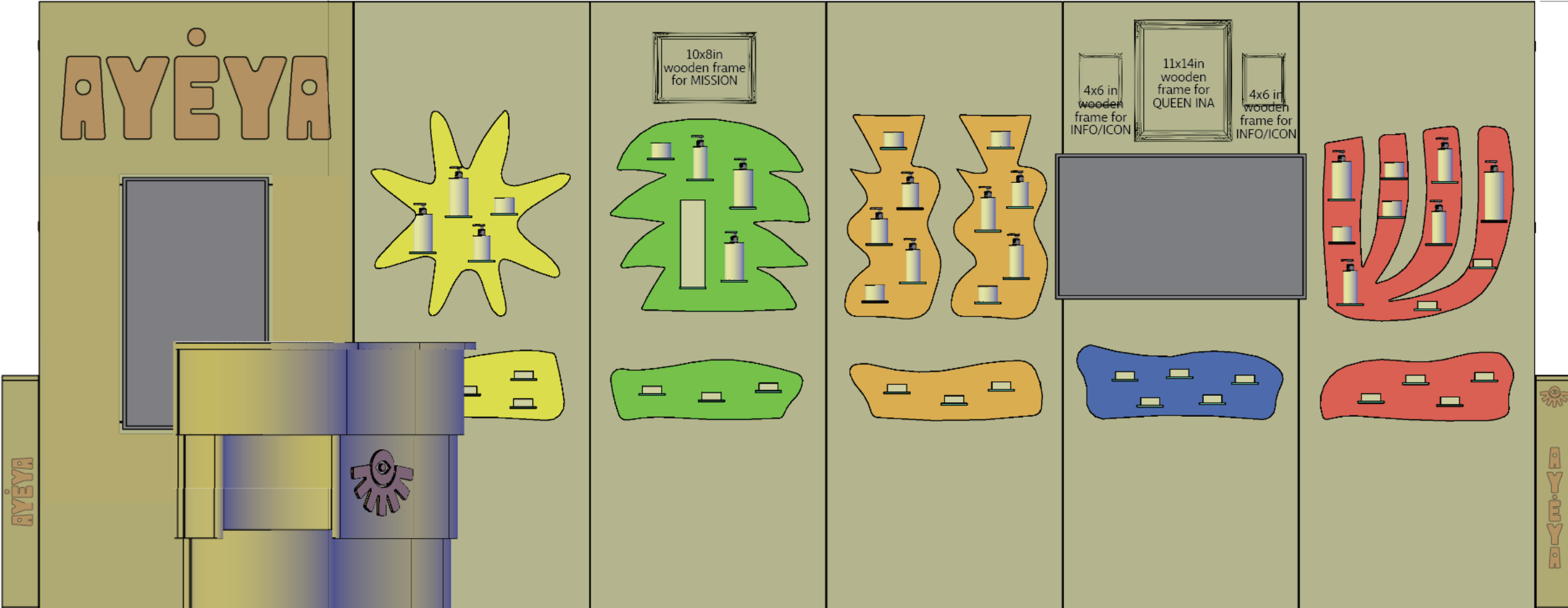


snap in African
Textiles and Fabrics,
with messaging or
logo panel

snap in Woven Grass
panel, eventually
commissioning one
with Ayéya logo

Additions for Messaging

- TV under Ayéya logo
 - designated picture frames
 - adding Ayéya or Duafe on the sides that extend out
- the ask was for Ayéya logo, but stacking and turning the logo is not consistent with our brand guidelines. still visualized below



References for Booth Layout

Any details to add



Products, Logo, and Duafe are raised/backlit cutouts for paper/sachet storage between wall



Add wooden elements to Entry without blocking access – sides are limited to 3ft high

What is the best solution for hidden lighting?

References for *Booth Layout*

Product Display: All Products



Replace Shelves with Icon Stucco Cutout Displays
Add backlights matching the Icon's color

*What products and
which fragrances will
we be displaying?*

References for *Booth Layout*

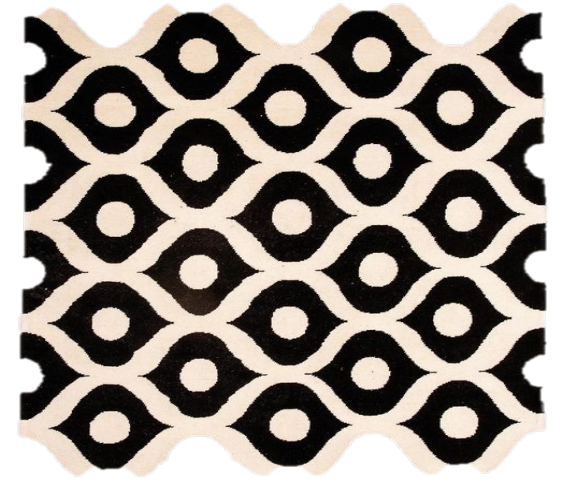
Product Display: Featured
Products



Product Display with small top sand-filled pool – soft edge pedestal

References for *Furniture*

Seating and Flooring



*What is the budget
and is there a plan for
sourcing and
transporting furniture?*

Logistics for *Video Display*

Samsung Frame TV 43"

<https://www.costco.com/samsung-43-class--the-frame-series---4k--uhd-qled-lcd-tv---allstate-3-year-protection-plan-bundle-included-for-5-years-of-total-coverage.product.4000288283.html>

Displaying on TV
USB or Computer Mirroring

Hiding Wires
?

Accessing Power
?



What will be the best solutions for hiding the wiring and accessing power?

Expo West 2025

Booth Graphic Concepts

Mood Board for *Graphics*

Large, detailed cut out images
of products layered with

Bold, bright iconography

Fair Trade unrefined *Shea Butter*



Nourishment
that feels
Natural



Mood Board for Video Display

Capturing the energy of
drumming and dancing in
West Africa, celebrating our
origin and their traditions

Landscapes and natural
ingredient processes

Bright Colors with stark
contrasts

Matte Display

Looping

No Audio



*What videos do we
need to request?*

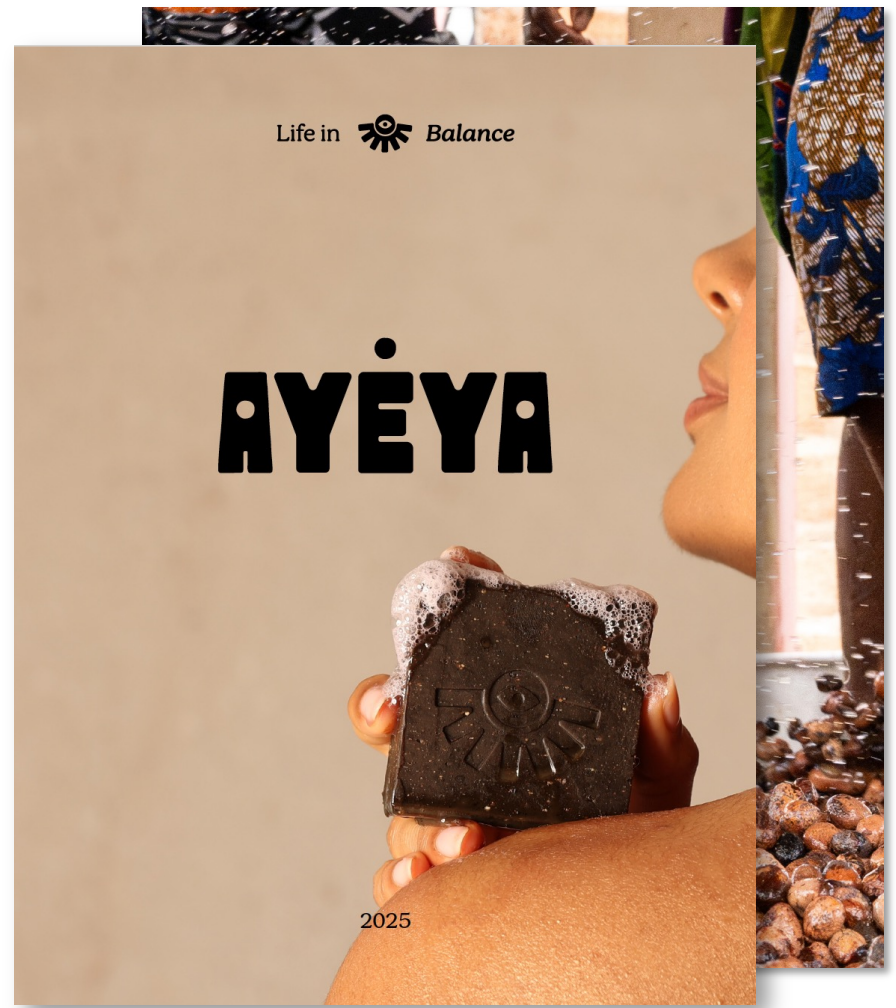
Logistics for Print Material

Limiting Paper Waste
recycled paper catalogs printed
as "Coffee Table Books" and for
select buyers

Primarily Paperless
QR Code to digital Sell Sheets,
Website, digital Catalog (Icon
shaped stands)
iPads available with lead collection
form and Catalogs

Samples
1500 of each product type: Liquid
African Black Soap and

*What is the budget for
printing catalogs and
are there quantity
limits?*



Logistics for *Print Material*

Giveaways
Eco-friendly stickers of the Icons
with logo and QR code

<https://www.jukeboxprint.com/eco-friendly-soft-matte-stickers>

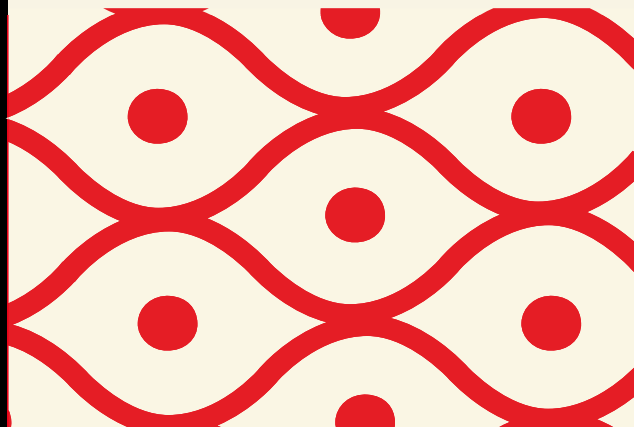
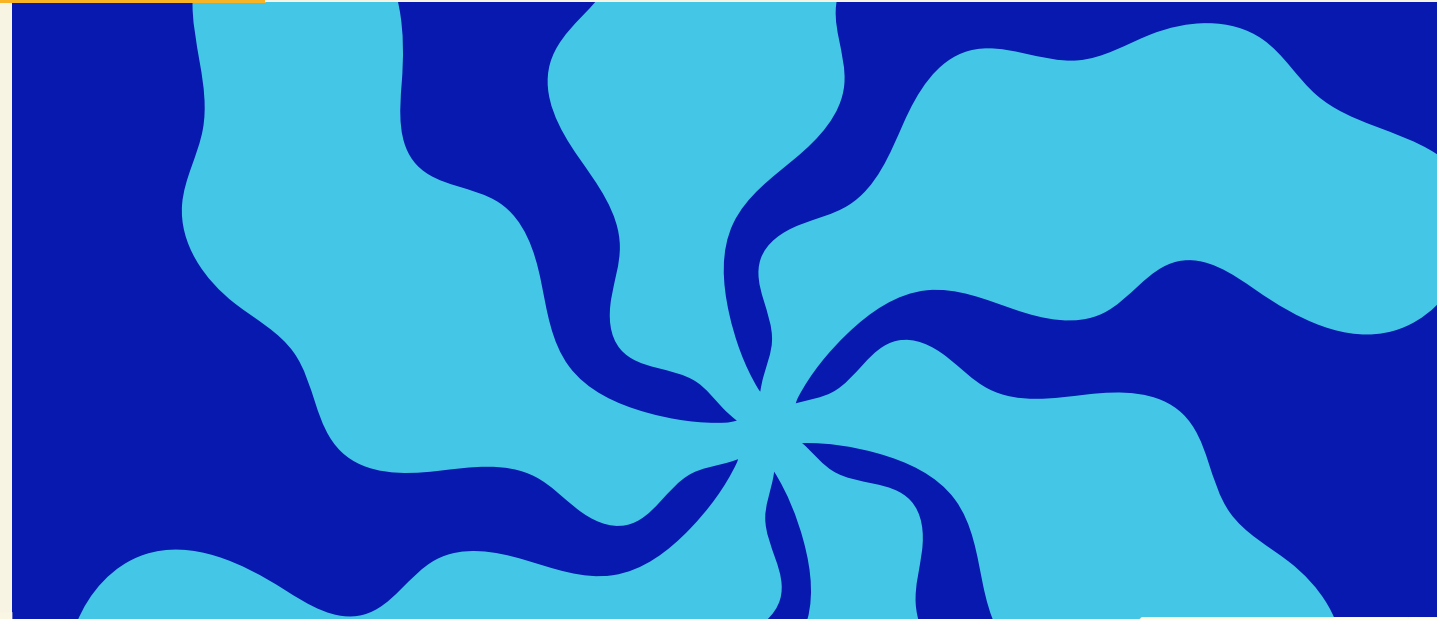
*What is the budget for
giveaways?*

Alternative
Mood Board for
Graphics

Bold, bright icon patterns

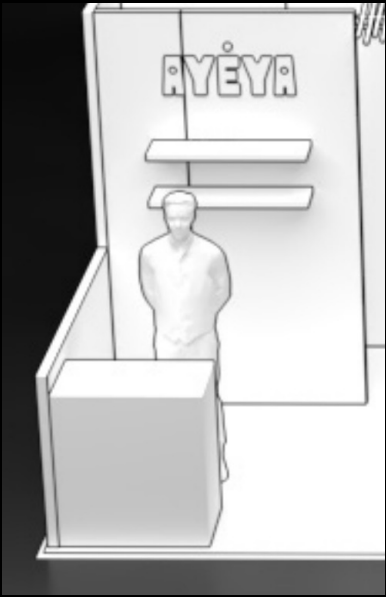


Fair Trade unrefined
Shea Butter



Nourishment
that feels
Natural





Idea for *Front Counter*

Warm lighting behind raised wooden cutout Ayéya Logo and Duafe Icon

Natural wood tones

AYÉYA



Countertop and
Wooden Cutout Signage



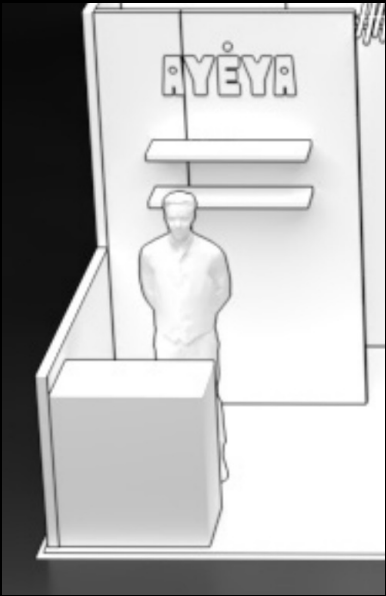
Life in Balance

Counter Front



Counter Interior Side

Back Logo Wall



Ideas for *Front Counter*

Add details

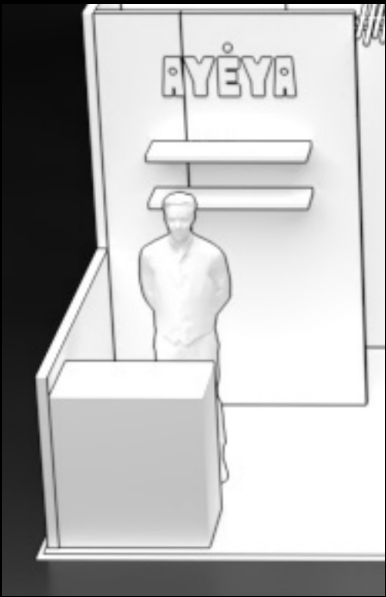
Will the exterior be covered by neighboring booths?



Half Wall Exterior Side



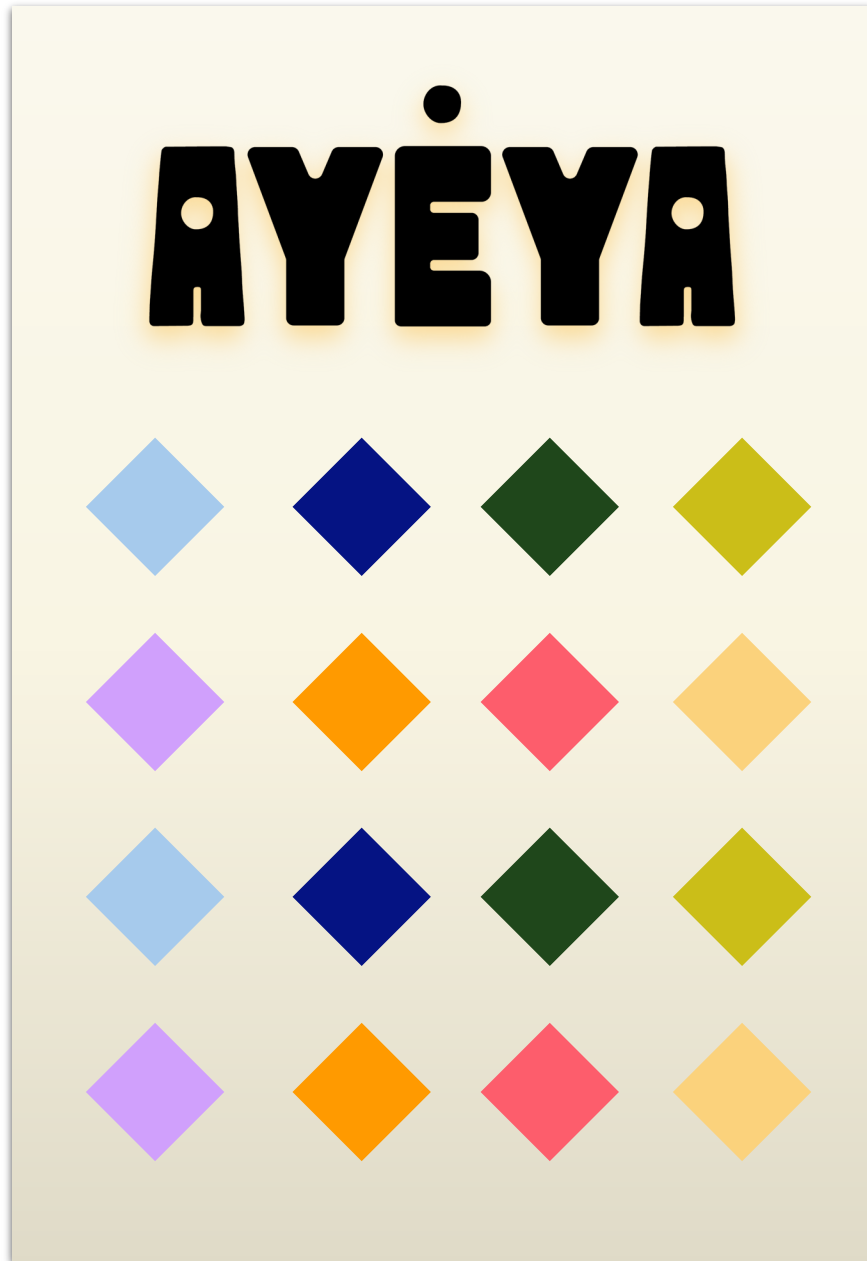
Half Wall Interior Side



Alternative Idea for *Front Counter*

Warm lighting behind Ayéya
Logo and Duafe Icon

Bar Soap display modeled
after WFM Displays



Back Logo Wall



Counter Front



Counter Interior Side

Expo West 2025

Event Platform Graphics

Temporary Graphics for Event Platform

400x200px Logo

1200x675px Header Image
-to be replaced with Video
(upload to YouTube/Vimeo
and link)

2560x1600px Background

1080x1920px Ad

Is there anything specific we want to advertise here? Do we have the video content we need?

