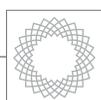
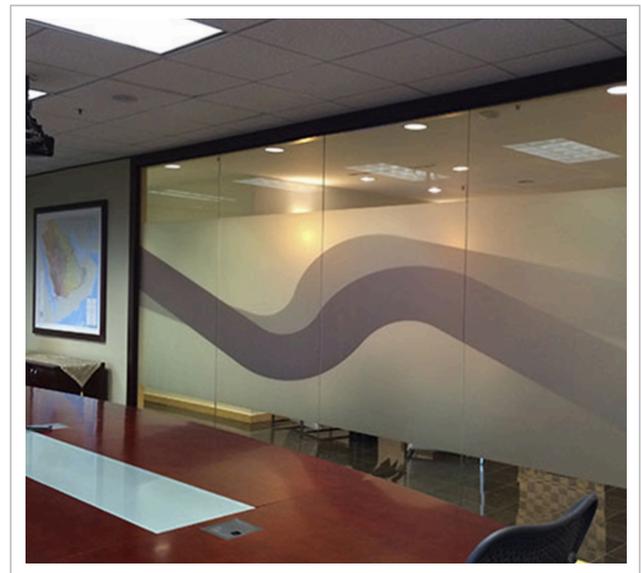




SABIC PETROCHEMICAL MANUFACTURING

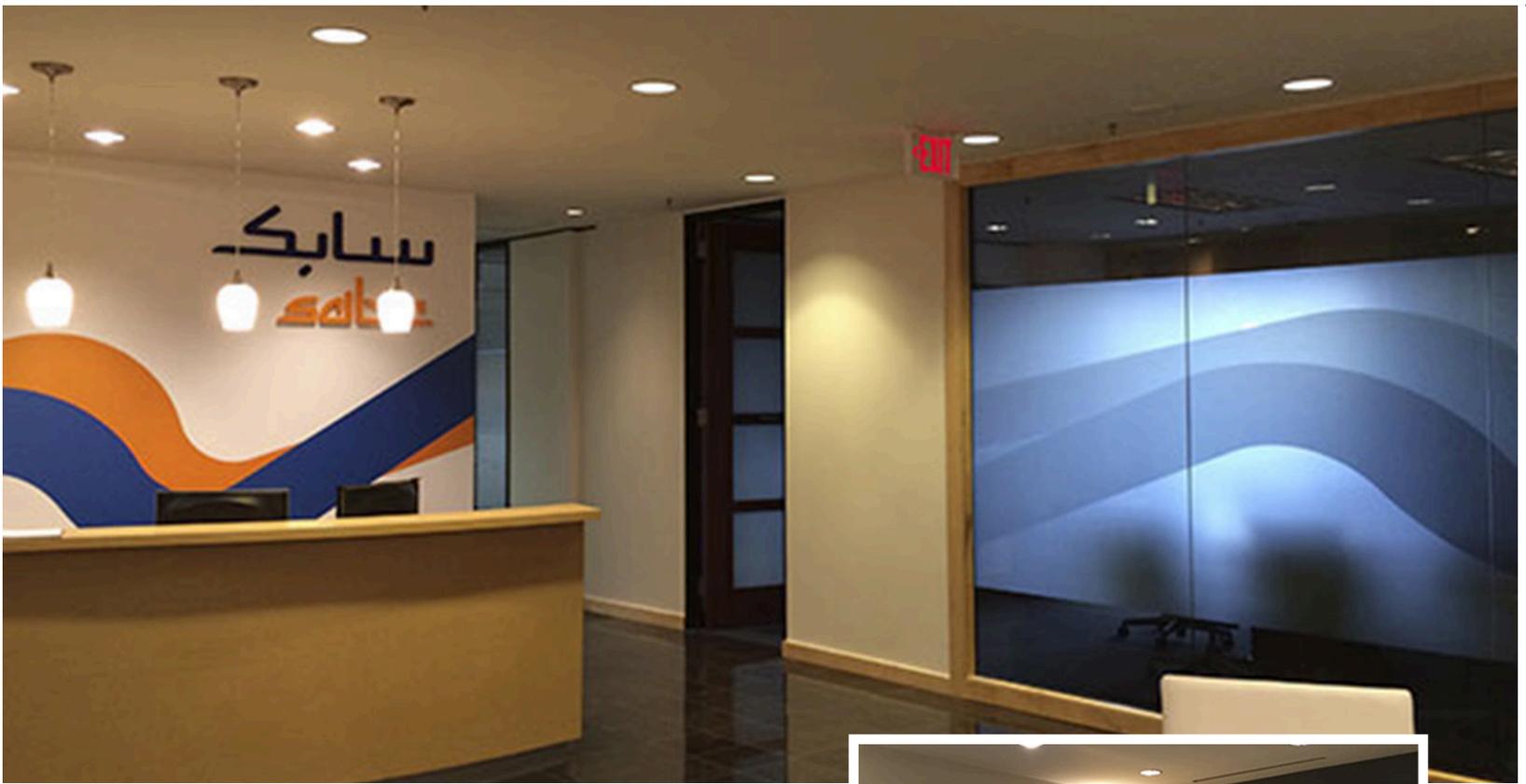
Ranked among the world's largest petrochemicals manufacturers, SABIC is a public company based in Riyadh, Saudi Arabia. As SABIC's global presence continues to grow rapidly, they approached 2020 Exhibits to help design and brand their Houston headquarters, making it lighter, brighter and more functional.

2020 Exhibits resulting design enhances the SABIC brand, employee engagement and overall collegiality. Working with the firm's reception to outline key needs and focus, 2020 Exhibits custom-designed and built a reception counter, private desk area and cabinetry. The brand's solid branding was reinforced throughout the space, serving as a distinctive welcome to clients and guests. Sabic's well-known Alpha flow line pattern can be seen throughout their office in a simple yet effective way. Visitors are greeted by rich, sophisticated materials. The primary conference center is now more private, with custom frosted graphics allowing for a lighter, brighter space. A conference room video wall features the Sabic story. And, as an added personal touch, graphics which include the individual signatures of each employee are custom printed and framed in the reception area.



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About 2020 Exhibits

Headquartered in Houston, TX, with offices in Chicago, Cincinnati, Cleveland, Las Vegas, Toledo and Salt Lake City, 2020 Exhibits provides total trade show and event management, including the design, fabrication and installation of trade show exhibits for clients locally, nationally and internationally. With a laser-sharp focus on the delivery of dynamic interactive experiences to build brand engagement, 2020 Exhibits' proven expertise in the integration of custom rental exhibits and multi-screen, A/V rich environments helps global brands drive results. Since 1987, the company's award-winning team has worked collaboratively with clients to provide optimum exposure and offers the total event package of services and support including interactive technologies; lead retrieval; audio visual and digital multimedia; in-house production and printing; experiential marketing; event furnishings; graphic and creative design; brand marketing.

