

# From any brief — to a ready-to-build stand project in a single working day

Exhibo is an AI platform for exhibition stand design. The user uploads documents and states the task in a dialogue; the system compiles the brief, proposes concepts, builds a 3D model, calculates the cost estimate and produces the document package for the contractor.

 **Brief** from any documentation

 **2D concepts** in seconds

 **Interactive 3D** in the browser

 **Drawings and bill of materials**

 **Cost estimate** of the project

 **Presentation** for the client

● PROBLEM

# Exhibition design today means weeks and significant costs



## Pre-design takes weeks

The classic cycle: brief → account manager → designer → rounds of revisions. High cost for the client and unrecoverable expenses for the agency when the tender is lost.



## AI image tools give a picture, not a project

Image generators produce an impressive render with no dimensions, no floor plan and no bill of materials — a contractor cannot work from it.



## Requirements are scattered and contradictory

The brief, the venue regulations, the brand book and the correspondence contradict each other. Discrepancies surface during installation, when the cost of fixing them is at its highest.

• AUDIENCES

# Target audience of the product

The product doesn't bypass agencies—it simply reduces the cost of the preliminary design phase for both the client and the contractor.



## Small companies

A 12–24 m<sup>2</sup> exhibition stand without involving an agency: the brief, concepts, and document package are developed in-house within one working day. Previously, design in this segment was economically unaffordable.



## Corporate marketing

Pre-tender design development for large exhibition stands: the visual concept, scope of work, and budget framework—all defined before engaging contractors.



## Agencies and contractors

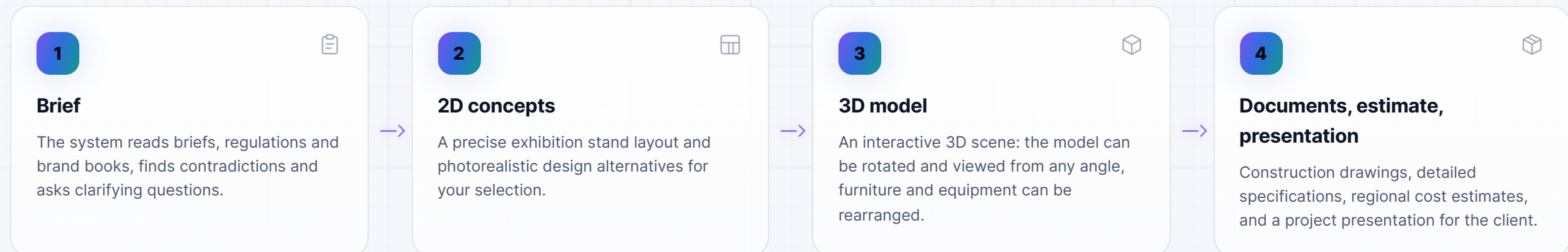
A separate agency edition: designers and managers use the product as a working tool — a shorter pre-design cycle and lower costs on lost tenders.

Two editions of the product: **for the client** and **for the agency** — with different workflows and branding

• SOLUTION

# One conversation — four steps to production

The user engages with the system in a conversational manner and uploads documents—much like working with a designer. Detailed specifications and cost estimation are carried out after design approval.



# How the system reads a brief

## — from documents to a plan

A demo breakdown of the full documentation set for an IT trade show: a 40 m<sup>2</sup> stand located along the main aisle. All the information shown below was automatically pulled by the system from the brief and the official requirements—including a discrepancy in the stand dimensions. The same sequence of steps is then repeated within the product interface.

exhibo.xyz — project brief

Brief — requirements capture

facts from files and chat · conflicts marked ▲

|                    |                                                                                                                                                                              |
|--------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Event              | CIPR-2026, 19–22 May (CIPR_2026.pdf)                                                                                                                                         |
| Venue              | Pavilion 1, Nizhny Novgorod Fair (technical regulations)                                                                                                                     |
| Stand size         | 1.1 m <sup>2</sup> (technical regulations)<br>stand 1.30, 40 m <sup>2</sup> (CIPR_2026 (2).pdf)<br><div>⚠ conflict</div> <div>→ confirm in chat which value is correct</div> |
| Shape / open sides | a strip along the central aisle; neighbours 1.31 and 1.29 (CIPR_2026 (2).pdf)                                                                                                |
| Zones              | demo area (walk-through + free visit) · lounge / meeting room (brief · chat)                                                                                                 |
| Branding           | event logo on the fascia, 10–15% of fascia height; corporate blue-grey (regulations · brand book)                                                                            |

Every fact carries its source; the system finds the mismatch between regulations and brief on its own

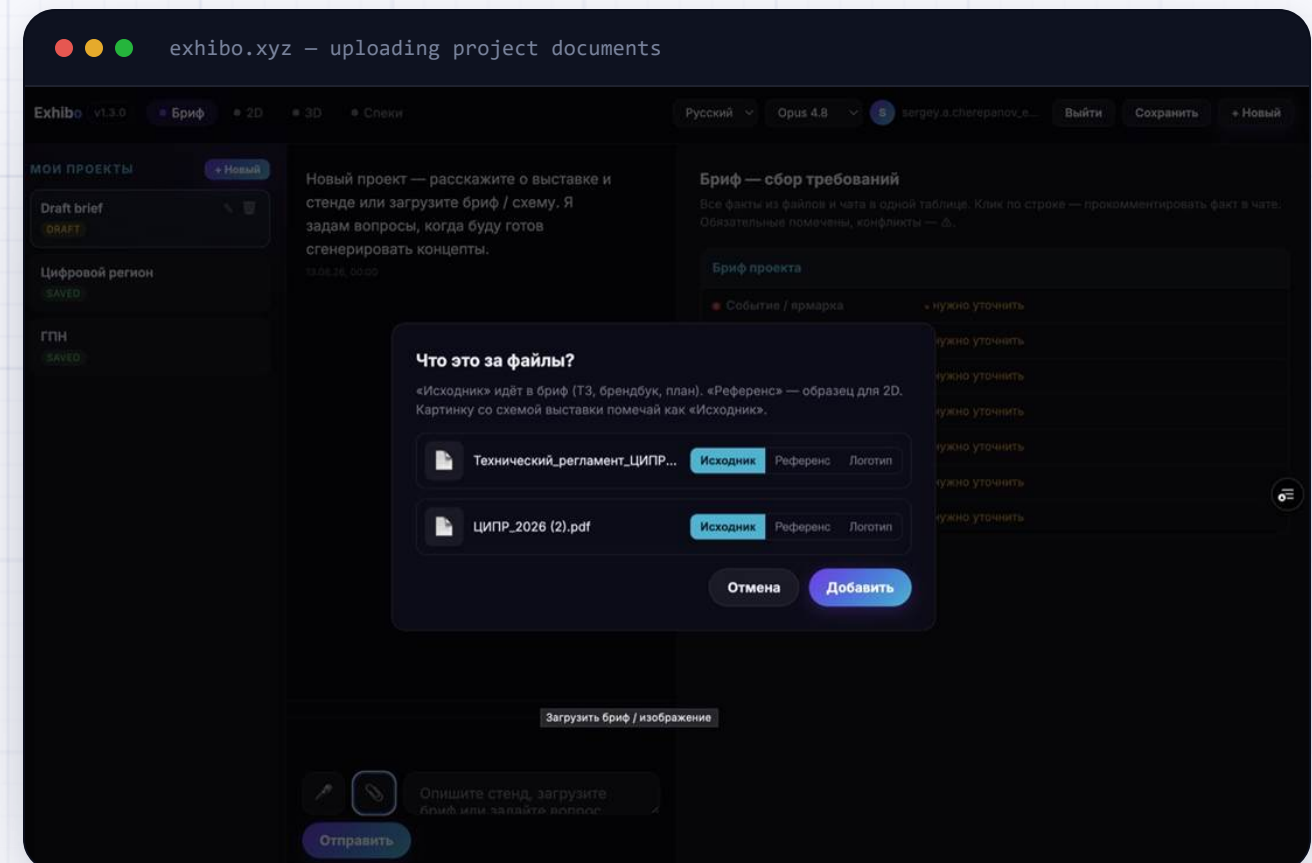
exhibo.xyz — stand plan 7.7 × 5.2 m

A plan in real metres: 1 m grid, zones, furniture, fascia and open sides

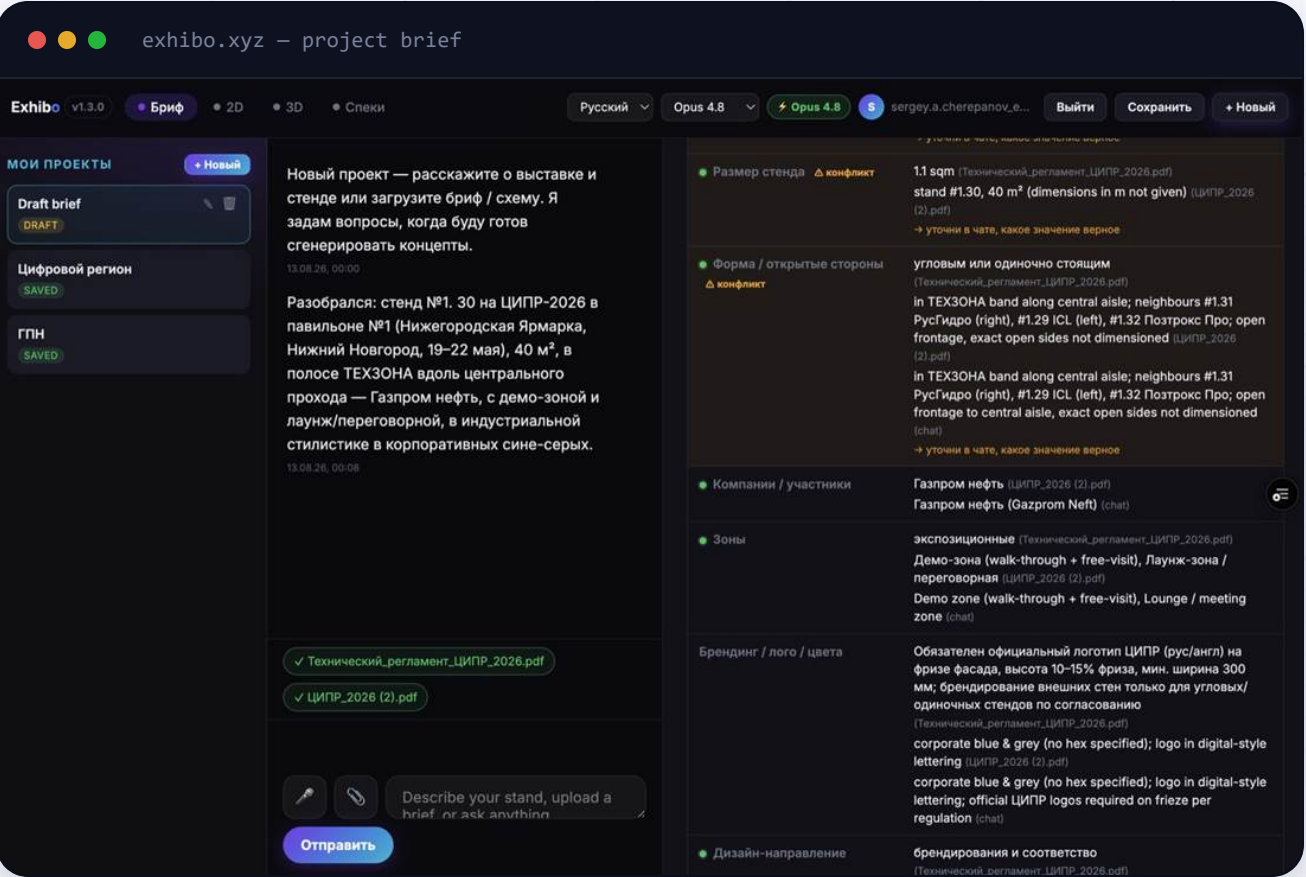
# Understands any incoming documentation

- ◆ **Briefs and regulations** — PDF and Word of any length and quality
- ◆ **Exhibition hall plans** — the system locates the stand on the hall layout: number, area, open sides, neighbours
- ◆ **Brand books and logos** — brand colours and rules are respected in the design
- ◆ **Photos and references** — style matching from a visual sample
- ◆ **Voice input** — requirements can be dictated

📄 Every file has a role: **source** — into the brief, **reference** — into the style, **logo** — into the brand profile



Uploading the brief and the venue regulations — the system confirms the role of each file



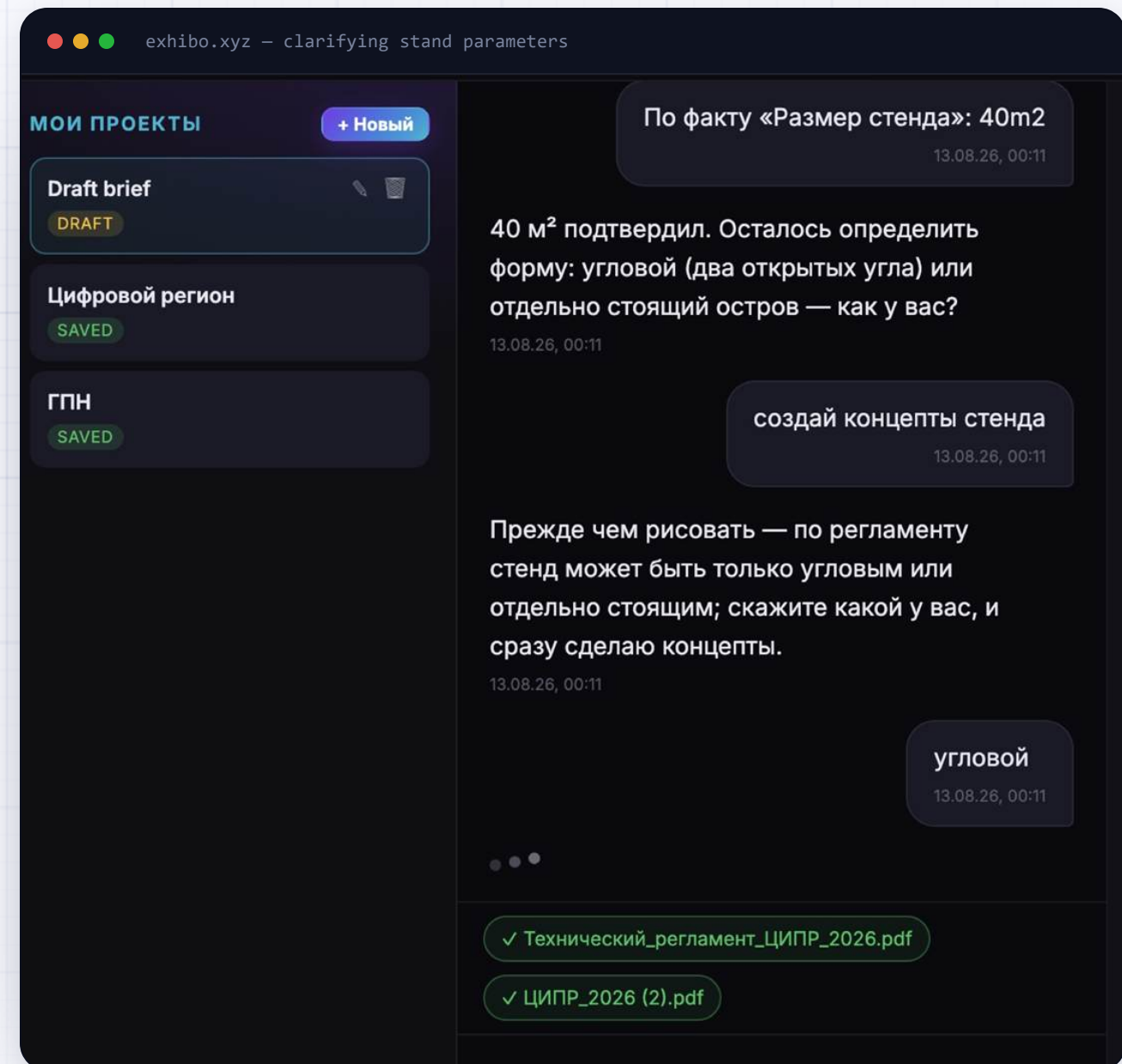
The documents disagree on the stand size — the system flags the conflict and asks to clarify

# All requirements in one table

- ◆ **The brief fills itself in** — event, venue, size, shape, zones, branding and constraints are extracted from the documents and the chat
- ◆ **Every fact carries its source:** you can see which document each value came from
- ◆ **Contradictions are found automatically** — if the brief and the regulations disagree, the row is marked ▲ and the system asks to clarify
- ◆ **Edits are made in the dialogue:** the message «size 40 sqm» updates the brief and closes the conflict

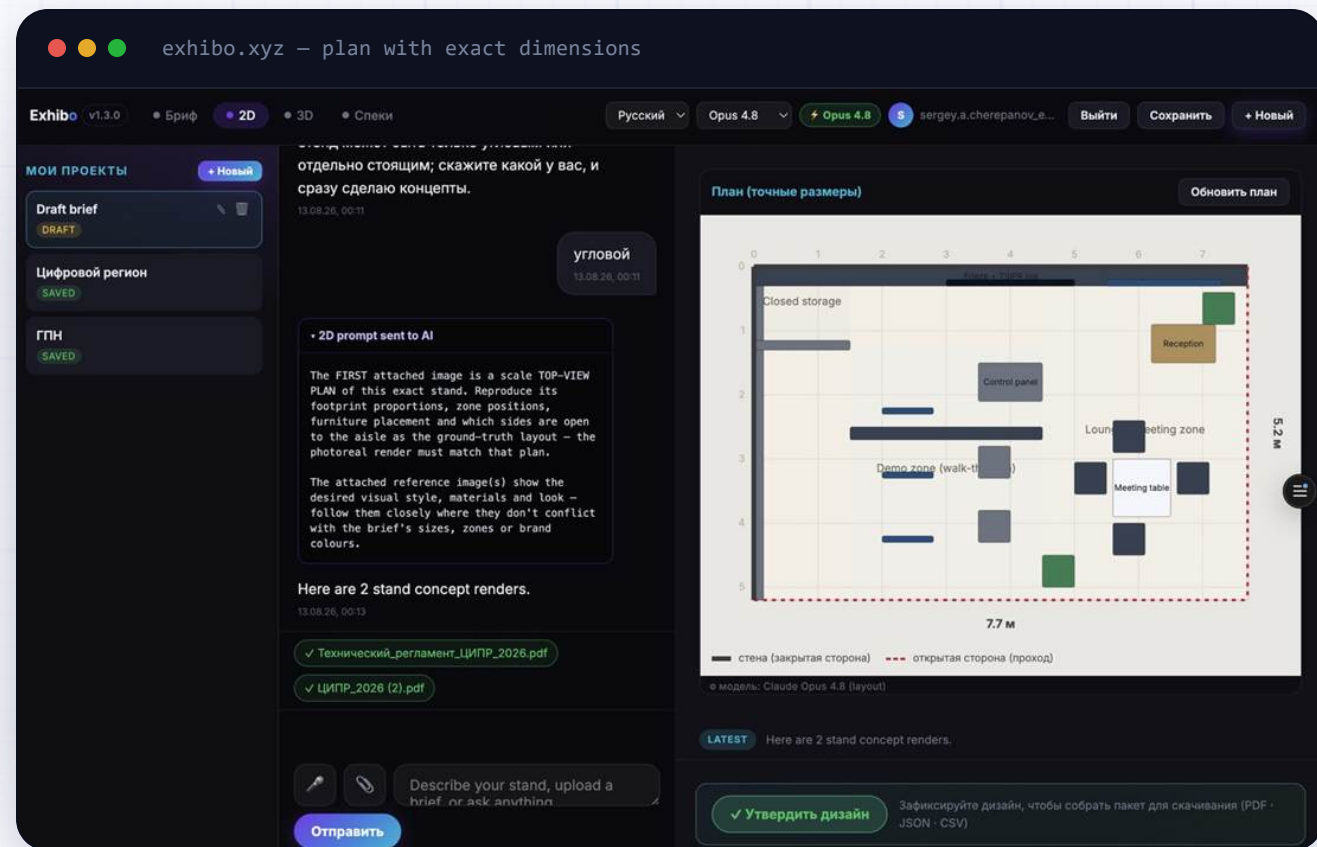
## Asks only about what is genuinely missing

- ◆ **One specific question at a time** — instead of a form with dozens of fields
- ◆ **Never asks twice about** data already found in the documents
- ◆ **Knows exhibition rules:** it suggests the permitted options — "under the regulations the stand can only be a corner or an island"
- ◆ **Does not allow generation without data:** concepts start only once every mandatory parameter is collected



The user asks for concepts — the system first closes the mandatory question about the stand shape

STEP 2 · PLAN · 1 OF 2



A 7.7 × 5.2 m plan: walls, zones, furniture, open sides — the basis for every visual

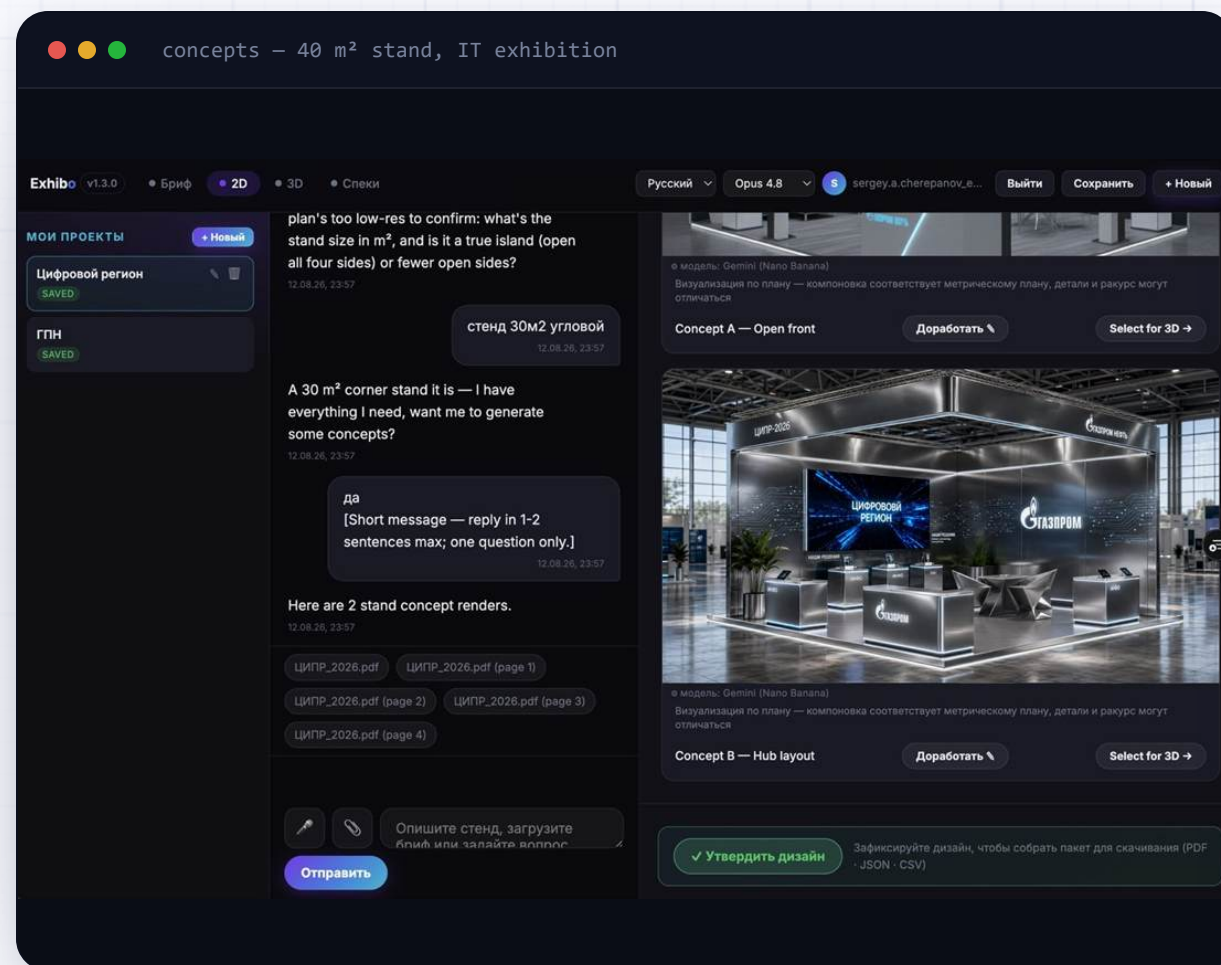
## First, a precise layout. Then, photorealistic visualizations

- ◆ **A plan in real metres:** zones, furniture, screens, reception — all at true dimensions and within the venue regulations
- ◆ **Respects the real footprint** — corner, peninsula or a non-standard shape taken from the hall layout
- ◆ **Every concept is built on this plan** — so any selected option stays buildable rather than an arbitrary generation
- ◆ **The plan is updated** at any moment when the brief changes

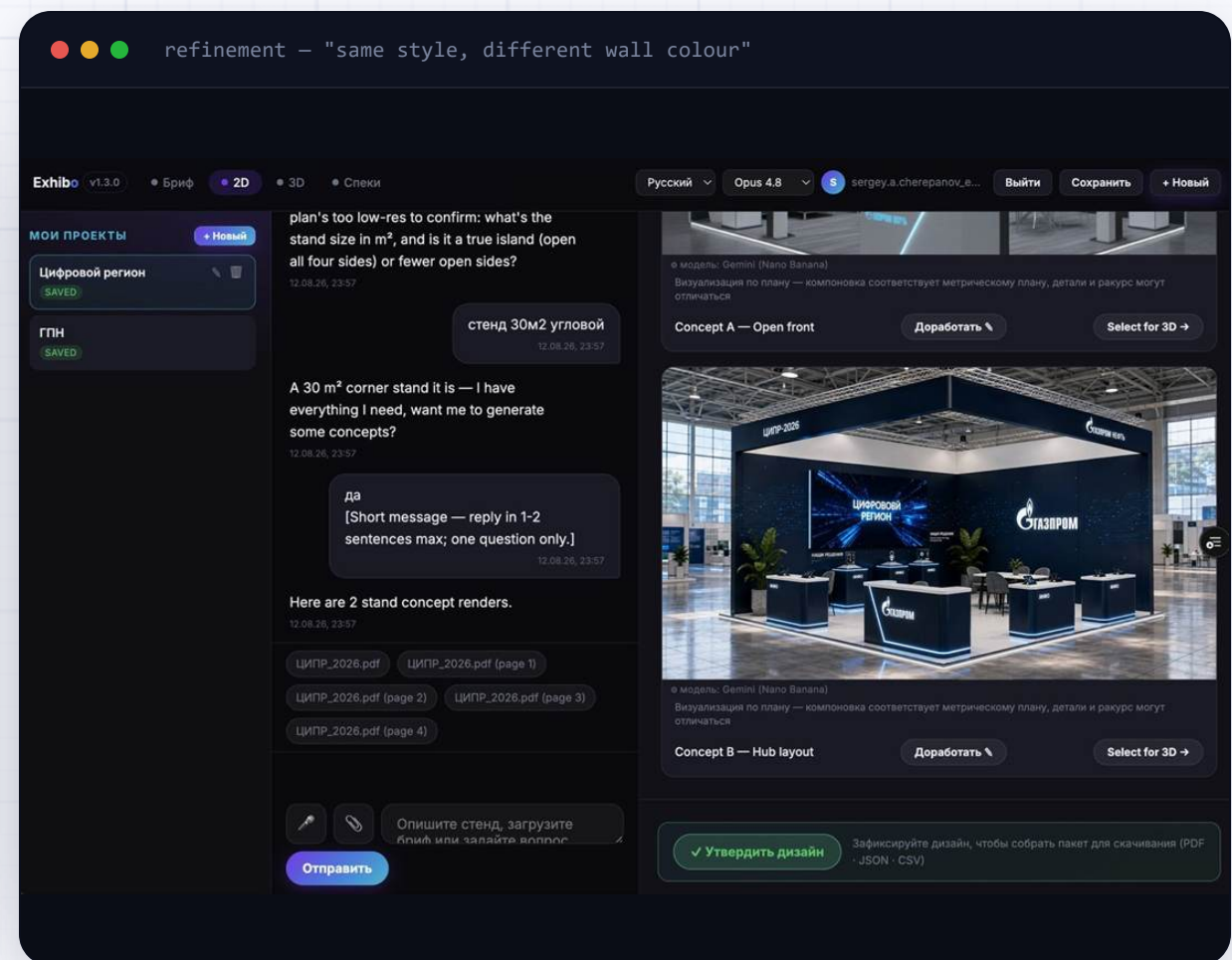
Grid 1 m · overall size 7.7 × 5.2 m · open sides shown dashed

# Photorealistic concepts — all from the very same plan

Brand colours and the logo from the brand book are respected. Any option can be refined with a single sentence in the dialogue.



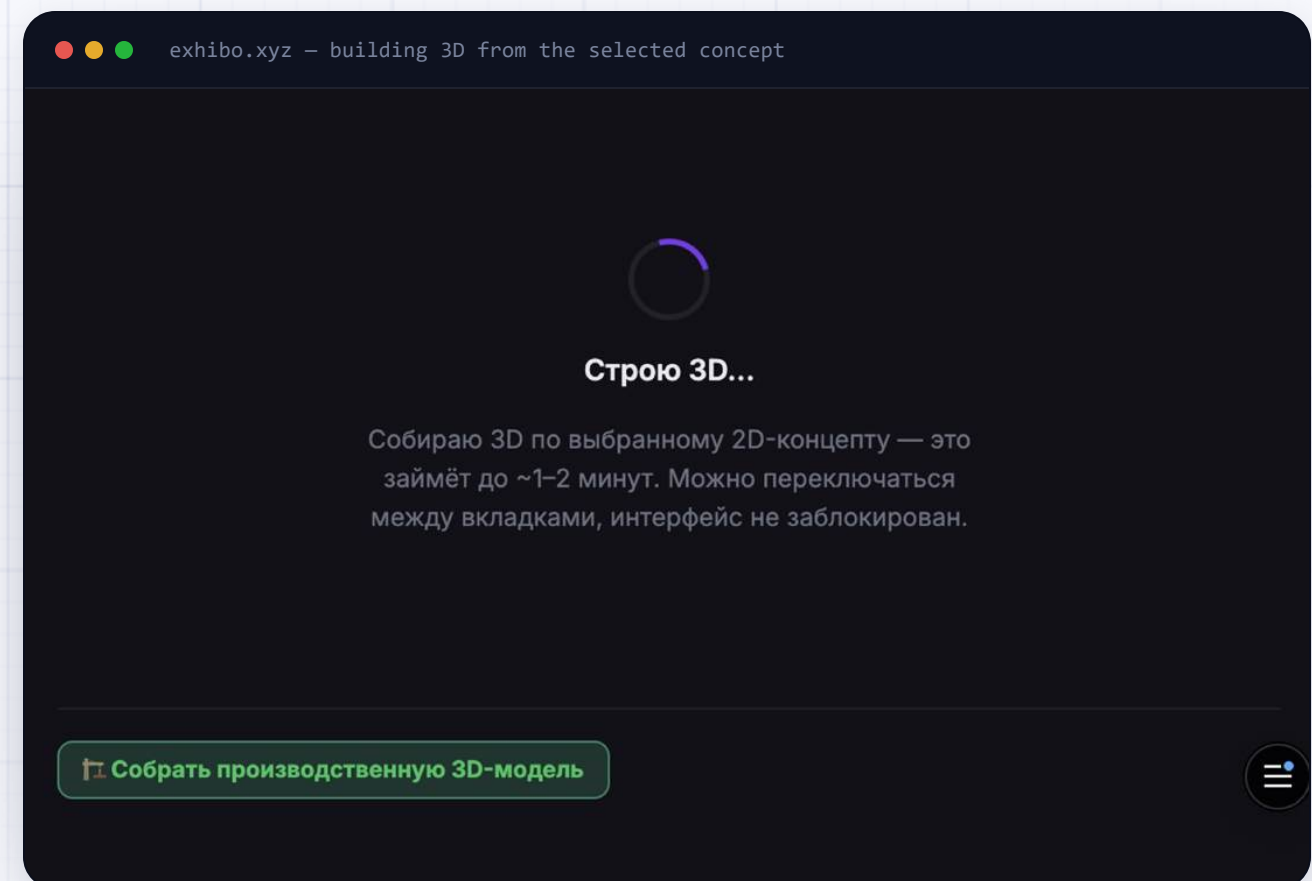
Corporate colours, demo area and lounge — in line with the brief



Unlimited design iterations — change the palette of the same exhibition stand with a single sentence

## A live 3D stand model — right there in your browser

- ◆ **An exact volumetric model** is assembled from the selected concept — with real dimensions, materials and brand colours
- ◆ **Model review** from any side — as of a physical mock-up
- ◆ **Equipment rearrangement** right in the scene: counters, tables, podiums, screens — changes are saved to the project
- ◆ **Photorealistic views** — facade, interior and top view are generated from the model
- ◆ **A production 3D model** — generated with one click for handover to contractors



3D takes 1-2 minutes and does not block the interface — work continues uninterrupted

# From an approved design — the entire project package

Once the design is approved, the system produces the document package that normally takes weeks to prepare: 2D, 3D, working drawings, the project cost estimate and the client presentation.



## Project cost estimate

Line-item cost of materials and labour adjusted for the region of the exhibition. The stand budget structure is transparent for the client.



## Bill of materials

A schedule of materials and equipment by standard brief categories: flooring, structures, furniture, electrics, installation.



## Working drawings in DWG

Floor plan, working drawings and dimensioned elevations — they open in any CAD package.



## Design concept

The project document: concepts, functional zones, bill of materials and a client / contractor signature block.



## Project presentation

Automatic presentation assembly: the concept, extracts from the brief, notes on materials; the cover carries the agency or contractor logo.



## Full archive

All renders, project data and the 3D model in a single archive, ready for any contractor.

## OUTCOME

final concept — regional pavilion

LATEST

Here are 2 stand concept renders.



© модель: Gemini (Nano Banana)

Визуализация по плану — компоновка соответствует метрическому плану, детали и ракурс могут отличаться

Concept A — Aisle view

Доработать

Select for 3D →

A collective regional pavilion: branding, LED screen, meeting areas, reception

## A buildable project, not a picture

- ◆ **Dimensions, shape and zones** match the floor plan and the venue regulations
- ◆ **From a small corner stand to a collective pavilion** of 24–100 m<sup>2</sup> with areas for participating companies
- ◆ **Grounded in documents, not in imagination:** every decision is checked against the brief, the venue regulations and the brand book
- ◆ **Projects are saved** — refinement at any time, several exhibitions in parallel

⚡ SPEED

# Weeks of pre-design — one working day

The product does not compress one designer's work — it cuts the cost of the entire pre-design cycle, from reading the brief to the document package for the contractor.

| STAGE                                 | CLASSIC CYCLE              | WITH EXHIBO                     |
|---------------------------------------|----------------------------|---------------------------------|
| Brief analysis and conflict detection | manual reading, days       | 1–5 s per reply in the dialogue |
| Design concepts                       | iterations with a designer | 20–40 s                         |
| 3D model and renders                  | a separate work stage      | 2–4 min                         |
| Drawings, estimate, presentation      | weeks of approvals         | included in the same package    |
| Total to an approved project          | 3–4 weeks                  | one working day                 |

🌐 Russian and English

📁 Runs in the browser, 3D included — nothing to install

📈 A deployed product, not a prototype

● ROADMAP

# Development status



## Working today



**Brief** from any documentation



**2D concepts** in seconds



**Interactive 3D** in the browser



**Drawings and bill of materials**



**Cost estimate** of the project



**Presentation** for the client



Automatic detection of contradictions in requirements



Brand identity from the brand book



Voice input, Russian and English



## In development



Auto-built project presentation



A rule base for all major venues

# From AI concept to delivery

We can build a similar AI solution for any field where documents and expert knowledge are the basis for creating and delivering projects.



## End-to-end delivery

From unstructured documents to projects ready for construction — the entire client journey in one product.



## AI you can trust

The application does not improvise: it verifies requirements, finds contradictions and complies with venue regulations and the client brand.



## Fast and in production

A deployed, working platform you can use right now — not a prototype and not a statement of intent.

**Exhibo**

AI product development · 2026