

The prices provided in this catalog are suggested retail prices excluding taxes in Canadian dollars.

The rental prices do not include shipping nor set-up or dismantling.

As we are constantly improving and adding to our product line, we reserve the right to change product specifications and prices without notice.

Although this document has been produced with the utmost of care, it may contain errors or omissions that are not binding for the distributor of this catalog. Only the final

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portable tubular contour exhibits





panoramic h-line modular exhibits

panoramic c-line custom exhibits



Our mission: improve the exhibitor experience

Our basic turnkey offering: services included for each exhibit.



EXHIBIT DESIGN

your personalized solution, designed and quoted in 5 days.

FILE MANAGEMENT

an online portal for realtime tracking of your order.

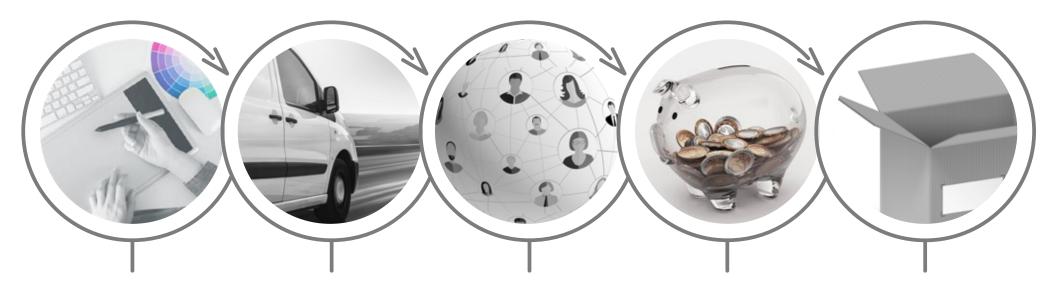
A MANUFACTURING PROCESS

that takes place entirely at our production facilities.

QUALITY CONTROL

100% of exhibits are inspected by our experts.

Our additional services.



GRAPHIC CREATION that boosts your image. Optimized LOGISTICS SERVICES to provide you with the best experience. **EXHIBIT INTERNA-TIONALLY** thanks to an international network of assemblers available for the setup and dismantling. **EXHIBIT RENTALS** a smart economical solution for your occasional needs.

STORAGE SERVICE for your exhibits.

introduction - our services

Our purpose: create, design and build exhibits that meet your needs

• Are you looking for unique, high-impact exhibit solutions?

All of our solutions are designed to put the spotlight on your image.

The structures, textiles and printing techniques have been developed conjointly. The results: high quality and exceptional impact that helps showcase your image.

The endless combinations possible between panels and accessories ensure that your exhibit is unique.



• Are you a dynamic company looking for solutions tailored to your own pace?

A company exhibits 5 times a year* on average. This is why we design changeable, modular and reconfigurable exhibits with endless possibilities. A range of optional accessories are also available to make them even more functional.

*Source : French study by Unimev " Salons et Foires: un puissant outil de développement pour les entreprises "



Viscom Paris



Viscom Frankfurt



EDPA Orlando



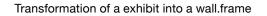
ExhibitorLive Las Vegas

• Is limiting your environmental impact important to you?

All throughout the life cycle of our products, we implement concrete actions within our network to minimize environmental impact. The design process favors recycled or recyclable materials, and all products are repairable in order to increase their lifespan. Production is carried out locally in Canada and Europe. We generate three times more electricity than what we consume thanks to the 788 solar panels installed on the roof of our factory in Europe. We are working on making all of our exhibits reusable and sharable in order to design the eco-friendly display of the future.



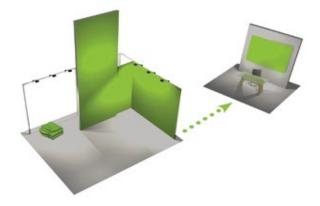
Our aluminum and graphics are systematically recycled.











We are experts in dye-sublimation printing on fabric to benefit your communication

• Why choose fabric graphics?

Fabric graphics are very well suited for use in the exhibit and events industries. They are easy to transport, handle and set up; they are scratch-resistant and wrinkle resistant.

They offer unrivaled aesthetic rendering with the best color execution that won't fade over time.



• What is dye-sublimation printing?

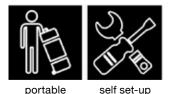
Sublimation is a physical phenomenon by which matter passes directly from a solid to a gas. The fabric's fibers are dyed directly, which improves color resistance over time.

- Benefits of this technology
- Unrivaled quality: dye-sub printing offers exceptional contrast, intensity and depth. Colors are vibrant and available in a wide range, including at high density.
- Anti-reflective: dye-sublimated fabric absorbs light and prevents reflections from appearing on your image.
- More eco-friendly process: the inks used are aqueous solutions that are solvent-free and odorless.



Choose an exhibit solution to meet your needs!

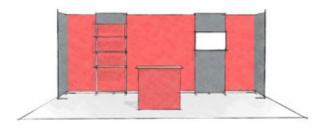


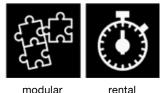


contour.

The high-impact adjustable and portable exhibit.

- Ideal for spaces from 10'x10' to 10'x30'.
- · Can be assembled by yourself.





modular



Modular solution, endlessly reconfigurable. Available for purchase or lease.

- Ideal for spaces of 10'x10', 10'x20', 10'x30' and 20'x20'.
- · Packaged in a transport crate with wheels, with graphics pre-assembled on the frames.
- To be assembled by yourself or by professionals.



custom

design



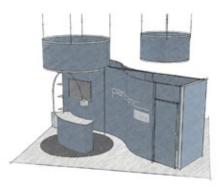
panoramic

:-line

Design solution, ideal for custom exhibits.

- Suitable for all spaces.
- · Reusable.
- To be assembled by professionals.







portable tubular exhibits



contour, the high-impact adjustable and portable exhibit

take contour anywhere with ease



a wide range of accessories



- contour is a portable exhibit solution featuring a tubular aluminum frame covered in stretch fabric.
- contour is modular and adjustable: the frames connect together with optional accessories like a TV, shelves and lighting make it possible to meet all the needs of exhibitors.
- With contour you benefit from a long-lasting, adjustable and reusable exhibit that lets you control costs and reduce your environmental impact.

A fully DIY solution!

Simple and intuitive setup

The tubes interlock with connectors, and a color-coding system is found on each frame for an intuitive assembly.

The graphic slips over the frame easily like a sock and covers the frame completely for exceptional execution.



Self set-up



Connectors are used to link the frames together at 45°, 90° and 180° angles

...and closes with a zipper







A fully DIY solution!

Take contour anywhere with ease

contour is an ultra-compact, lightweight solution that you can take anywhere thanks to its wheeled transport bag, or have it easily shipped via a courier.

Everything is stored away and protected: the tubes are attached using securing clips and the graphic is stored in a plastic bag.



Wheeled transport bag or hard.case XL

Transport it in a car...

... or ship it via a courier



contour is the only exhibit line compatible with the formats authorized by trade shows in Europe and North America.



contour : options & functionalities



contour.3'x8'

Structure + graphic* + wheeled transport bag

Purchase

\$820

Dimensions : 36"x 92"



contour.20'x8'

Structure + graphic* + 2 wheeled transport bags

Purchase

\$3,675

Dimensions : 228"x 92"



contour.5'x8'

57"x 92"

Structure + graphic* + wheeled transport bag

\$ 1,065 Purchase -----



contour.3'x10'

Structure + graphic* + wheeled transport bag

\$ 1,045 Purchase

Dimensions : 36"x 126"



contour.8'x8'

Structure + graphic* + wheeled transport bag

\$ 1,475 Purchase

Dimensions : 92"x 92"



contour.5'x4'

Structure + graphic* + wheeled transport bag

\$645

Purchase

Dimensions :

57" x 46"



contour.10'x8'

Structure + graphic* + wheeled transport bag

\$1,840 Purchase _____

Dimensions : 114"x 92"



contour.10'x4'

Structure + graphic* + wheeled transport bag

Purchase

\$ 1,055

Dimensions :

114" x 46"

contour : options & functionalities



contour.inclined tilted 5'x8'

Structure + graphic* + wheeled transport bag

Purchase

\$ 1,380

Purchase \$ 1,745

Dimensions: 78" x 92"



contour.curved 8'x8'

Structure + graphic* + wheeled transport bag



Dimensions :

C - shape 94" x 92 " x 22"

S - shape 96" x 92" x 37"



contour.inclined

+ wheeled transport bag

tilted 8'x8'

Structure + graphic*

contour.curved 10'x8'

Structure + graphic* + wheeled transport bag

Purchase \$ 2,065

.

Dimensions :

C - shape 117" x 92" x 22"



contour.inclined angled 3'x10'

Structure + graphic* + wheeled transport bag

Purchase



\$ 1,155

\$1,715

contour.wave 8'x8'

Structure + graphic* + wheeled transport bag

Purchase .

Dimensions :

92"x 92" x22"



contour.inclined angled 5'x10'

Structure + graphic* + wheeled transport bag

Purchase

\$ 1.380

Dimensions: 92" x 129"



contour.wave 10'x8'

Structure + graphic* + wheeled transport bag

Purchase



Dimensions : 114" x92" x12"

Dimensions: 36" x 129"

contour : options & functionalities



contour.tv

Structure*** + graphic* + wheeled transport bag

\$ 1,110

CONTOUT.storage corner 3'x8'

Purchase

Dimensions :

36" x 92" x 12"



contour.shelf

Structure + graphic* + wheeled transport bag

Purchase \$960

Dimensions : 36" x 92" x 12"



contour.arch

Structure + graphic* + wheeled transport bag

Purchase \$ 1,645

Dimensions :

36" x 92" x 92"



contour.tv arch

Structure** + graphic* + wheeled transport bag

Purchase \$ 1,775

Dimensions : 36" x 92" x 92"



contour.

custom frame

Contact us for more information

Spot.DEL LED light with

connector

Purchase

Dimensions :

Structure + graphic*

+ wheeled transport bag

36" x 92" x 92"

Purchase

contour.storage corner 3'x10'

Structure + graphic* + wheeled transport bag

Purchase

\$ 2,285

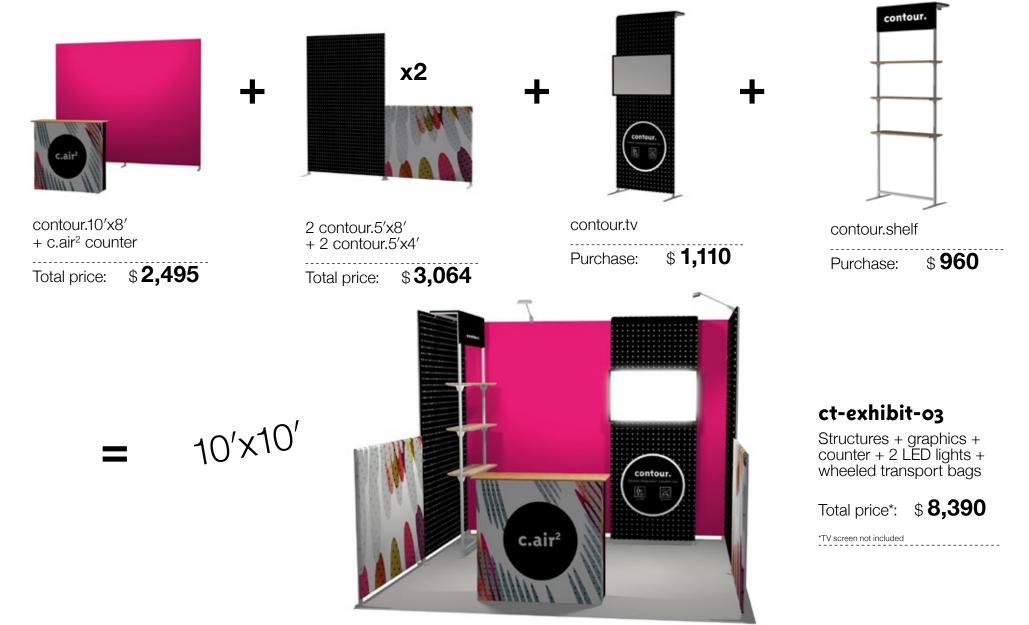
Dimensions :

36" x 126" x 92"

\$ 1.540

Design your 10'x10' exhibit based on your needs

and adapt it with modules and accessories







c.air² pop-up counter (see the display catalog)



TV arch to play your videos

ct-exhibit-01

Structures + graphics + counter + 3 LED lights + packaging

Purchase* from

\$**6,000**

*TV screen, furniture and printed carpet not included

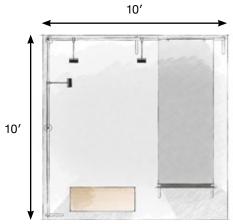
Transport solution:

Wheeled transport bags

Options (unit price)

Purchase

printed carpet	
panofloor	\$ 1,500
hard XL transport case	\$ 520



standard height 94.5"



ct-exhibit-02

Structures + graphics + counter + 2 LED lights + packaging

Purchase* from \$7,000

*TV screen, furniture and printed carpet not included

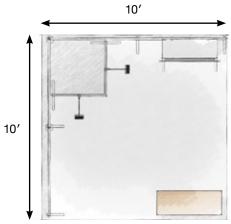
Transport solution:

Wheeled transport bags

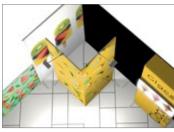
Options (unit price)

Purchase

printed carpet	
panofloor	\$ 1,500
hard XL transport case	\$ 520
storage kit	\$ 190



standard height 94.5"

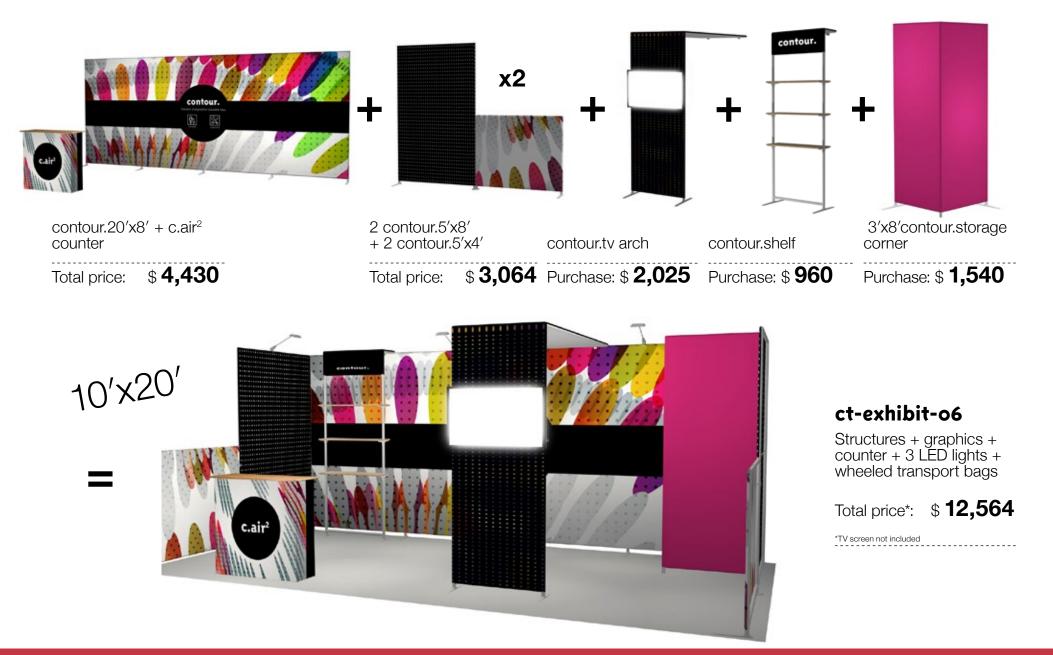


create a 3'x8' storage area



furnish your space with a storage kit

Create your custom 10' x 20' tubular exhibit





ct-exhibit-05

Structures + graphics + counter + 4 LED lights + packaging

Purchase* from

\$8,000

*TV screen, furniture and printed carpet not included

Transport solution: Wheeled transport bags

Options (unit price)

Purchase

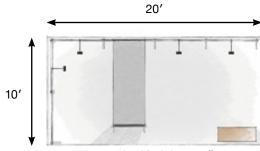
printed carpet panofloor \$ 3,000 hard XL transport case \$ 520



emphasize your message on the TV arch



interior shelf for c.air² counter



standard height 94.5"



ct-exhibit-07

Structures + graphics + counter + 3 LED lights + packaging

Purchase* from \$13,500

*TV screen, furniture and printed carpet not included

Transport solution: Wheeled transport bags

Options (unit price)

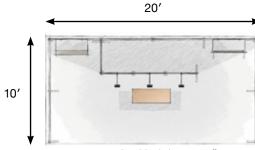
	Purchase
printed carpet panofloor	\$ 3,000
display case	
helix.106	\$ 695
hard XL transport case	\$ 520



shelf frame



showcase your products with the helix display case



standard height 128.5"





optional tubular hanging sign



enclose your space

ct-exhibit-08

Structures + graphics + counter + 6 LED lights + packaging

Purchase* from \$ **11,000**

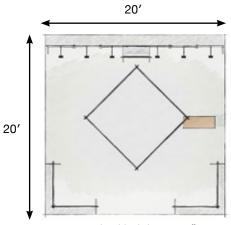
*TV screen, furniture, hanging.sign and printed carpet not included

Transport solution: Wheeled transport bags

Options (unit price)

Purchase

printed carpet	
panofloor	\$ 6,000
hanging.sign 8'x8'x3'	\$ 3,000
hard XL transport case	\$ 520



standard height 128.5"

Let your creativity run wild



All of your ideas can come to life with contour, allowing you to be unique and stand out from the crowd.

Mix and match elements to achieve a wide array of possible configurations.







Full suite of REALTOR® services Full exposure on the MLS® system No fine print, just 3% commission

AGENTS OF CHANGE



 Packaged in a wheeled crate, with frames and graphics preassembled

• May be set up with or without professional assistance

modular panoramic® h-line

modular

rental



Modular exhibits



taut, seamless graphic





no technical expertise required

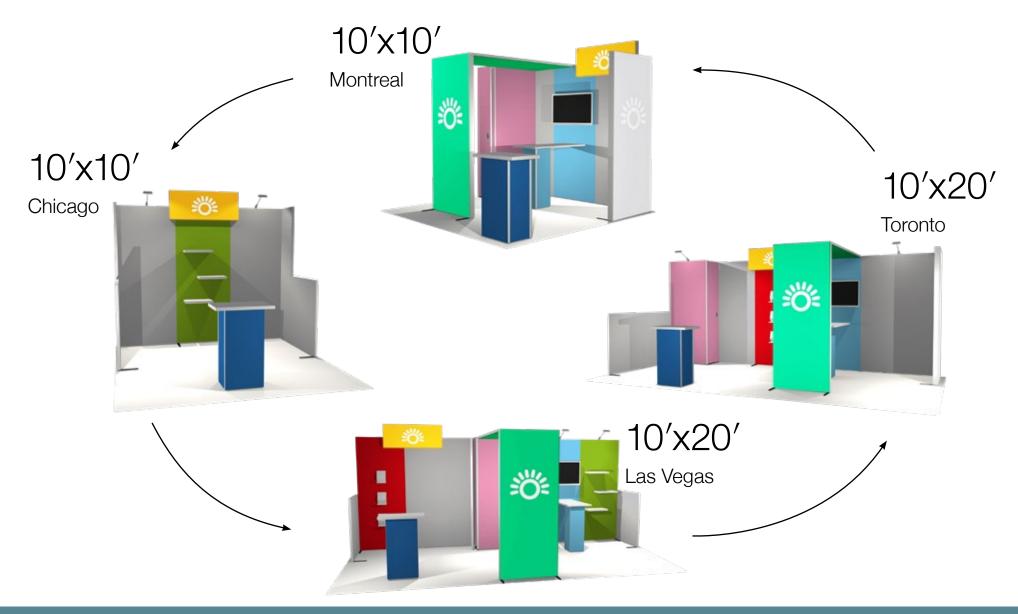


• Create a customized exhibit using pre-assembled modules that offer a wide range of functionalities

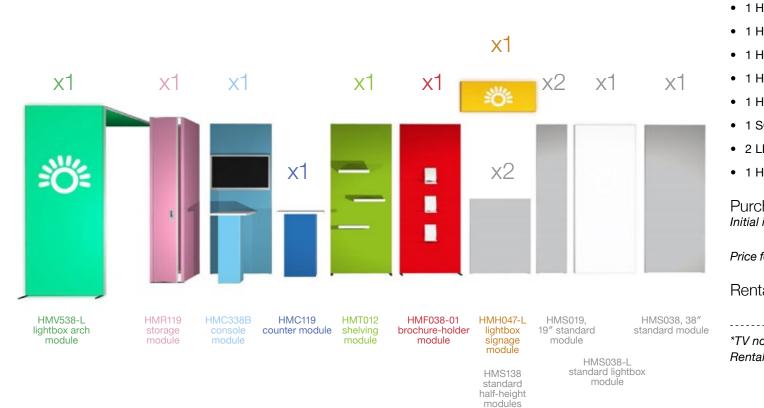
- The visual impact of h-line is created through large format, high-definition fabric graphics. The connections between the panels are invisible
- A 10' x 20' exhibit can be set up in less than an hour

100% modular: 13 modules, 4 shows, 4 configurations, 4 locations

Reconfigure your h-line exhibit to suit your event, using the same pack of modules each time



100% modular: 13 modules for an unlimited number of configurations!



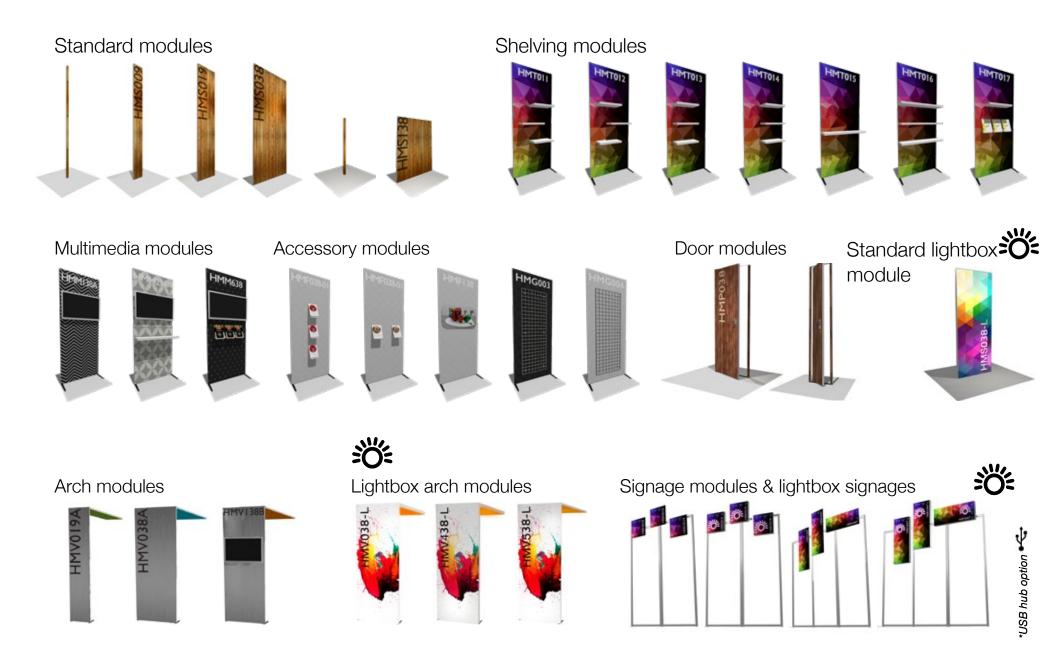
13 module pack

- 1 HMS038 standard module
- 1 HMS038-L standard lightbox module
- 2 HMS019 standard modules
- 2 HMS138 standard half-height modules
- 1 HMF038-01 brochure-holder module
- 1 HMC338B console module
- 1 HMT012 shelving module
- 1 HMC119 counter module
- 1 HMR119 storage module
- 1 HMH047-L lightbox signage module
- 1 HMV538-L lightbox arch module
- 1 SOS kit
- 2 LED lights
- 1 H3 crate

\$24,000 Purchase* from Initial investment for 4 events Price for each event from \$6,000 \$10,000 Rental* from

*TV not included in price. Rental price includes custom-printed graphics.

Modules and accessories for a wide range of possibilities



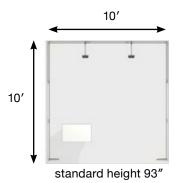




h10-03

Structures + graphics + counter + 2 LED lights + packaging

Purchase* from	\$ 8,500
Rental from	\$ 4,000
*furniture and printed carpet not include	ed
Option (unit price)	
	Purchase
printed carpet panofloor	\$ 1,500





HMC119 counter



LED light



Simply add 3 more standard 38" modules to turn it into a 10'x20' exhibit



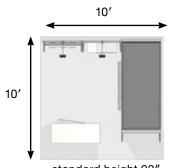
h10-06

Structures + graphics + counter + 2 LED lights + packaging

Purchase* from	\$ 15,500
Rental from	\$ 6,000
*TV screen, furniture and printed	carpet not included
Option (unit price)	
	Purchase
printed carpet panofloor	\$ 1.500



Add new modules and accessories to create a customized 10'x20' exhibit



standard height 93"



HMC038 counter with USB hub



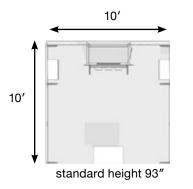


h10-07

Structures + graphi + packaging	cs + counter
Purchase* from	\$ 16,000
Rental from	\$ 7,000
*TV screen, furniture and printed carpet not included	
Option (unit price)	
	Purchase
printed carpet panofloor	\$ 1,500

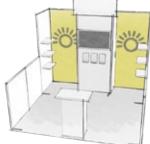


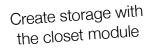
Add 2 38" lightbox modules and 2 standard 19" modules to create a 10'x20' exhibit



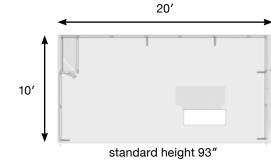


3 brochure holders module + TV (HMM638)

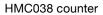














HMR119 storage module



Remove modules and adapt to a smaller area: 10'x10'



h20-28

Structures + graphics + counter + 4 LED lights + packaging

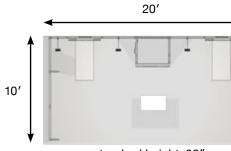
Purchase* from	\$ 23,500
Rental from	\$ 10,500
*TV screen, furniture and printed c	arpet not included
Option (unit price)	
	Purchase
printed carpet	

printed carpet **panofloor**

\$ 3,000



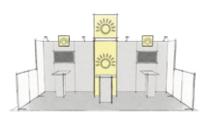
Remove modules and adapt to a smaller area: $10^\prime x 10^\prime$



standard height: 93" header height: 38"



interior shelf in each console

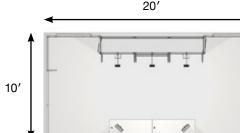




h20-24

Structures + graphics + counters + 3 LED lights + packaging

Purchase* from	\$ 27,500
Rental from	\$ 12,500
*TV screen, furniture and printed ca	arpet not included
Option (unit price)	
	Purchase
printed carpet panofloor	\$ 3,000



standard height: 93" header height: 38"



brochure holders and TV

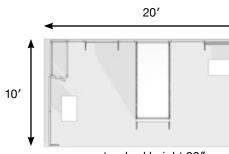


2 HMC038-USB counters connected with HMC003



Add header modules to transform your exhibit into a central 20'x20' island'





standard height 93"



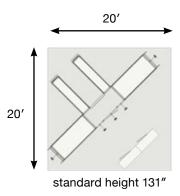
Storage module HMR119





Increase the size of your exhibit to 10'x30': add 1 storage module, 1 arch and 1 counter









h20-29 Structures + graphics + counters + 5 LED lights + packaging \$**30,000** Purchase* from **\$ 14,500** Rental from *TV screen, furniture and printed carpet not included Option (unit price) Purchase printed carpet \$ 6,000 panofloor Connect two counters using the connection module -

Add 2 standard 38" modules, 1 19" module and 1 9" module to change the layout of your exhibit to 10'x20'

panoramici modular exhibits



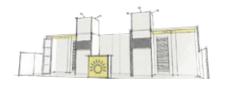


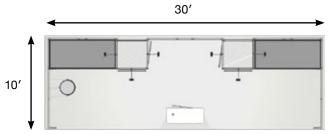
h30-02

Structures + graphics + counter + 6 LED lights + packaging

Purchase* from	\$ 36,500
Rental from	\$ 16,500
*TV screen, furniture and printed ca	arpet not included
Options (unit prices)	
	Purchase
printed carpet panofloor	\$ 4,500

\$ 4,500
\$ 1,450





standard height: 93" header height: 38"



grid module to attach various accessories



Remove modules and adapt your exhibit to a smaller area: 10'x20'



Counters, to greet visitors!

hmc119

Small counter module with door (19" x 38" x 12") + dye-sub graphics \$**1,474** Purchase

Rental

\$614

hmc119-usb 😽

Option with USB hub

Purchase Rental

43

5	
	\$ 1,614
	\$655

Counter height 39.4"

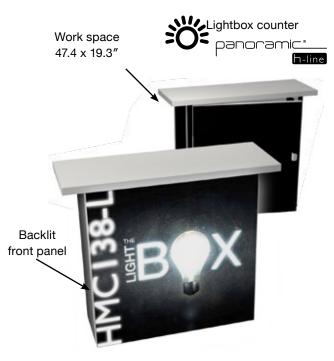
hmc138

Medium counter module with door (38" x 38" x 12") + dye-sub graphics \$1,875 Purchase \$825 Rental

Option with USB hub Purchase Rental

\$2,015 \$867 _____

Counter height 39.4"



hmc138-L

Medium counter module with door (38" x 38"x 12") + dye-sub graphics

\$2,653 Purchase \$**1,059** Rental

hmc138-L-usb• 🕁

Option with USB hub	
Purchase	\$ 2,793
Rental	\$ 1,825

Counter height 39.4"

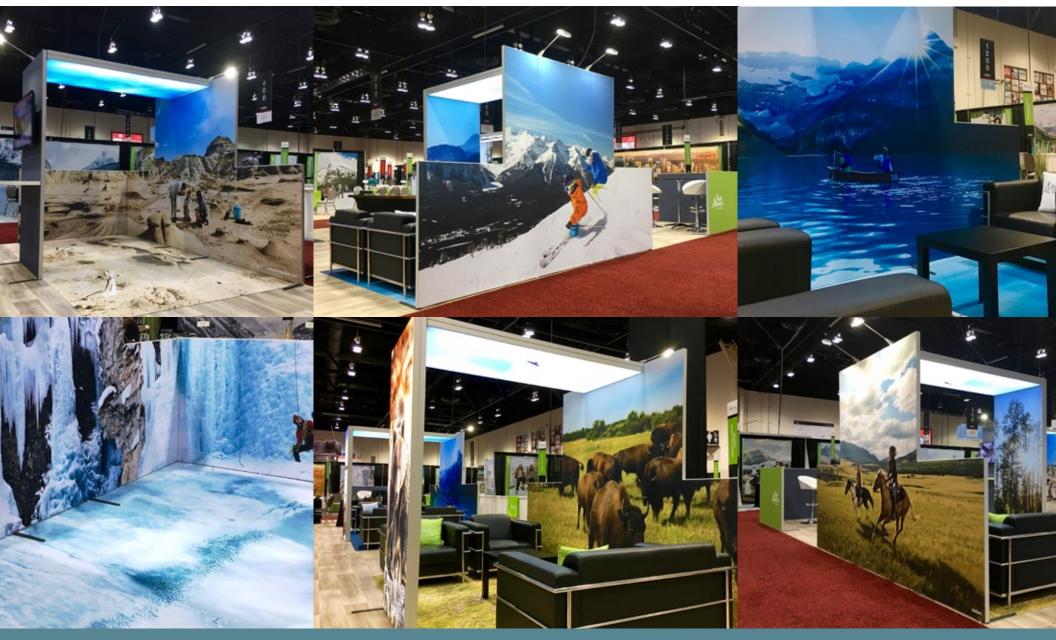
Transport solutions





Height includes wheels and accessory compartment

Couldn't find the perfect configuration? Let us create it for you!



See more configurations in the exhibit library:

http://panoramic-display.com/can/library.html





- Custom exhibits, no compromise on design
- Reusable
- To be set up by professionals

custom exhibits

panoramic[®] C-line

Custom and creative exhibits



lightbox



curved frames



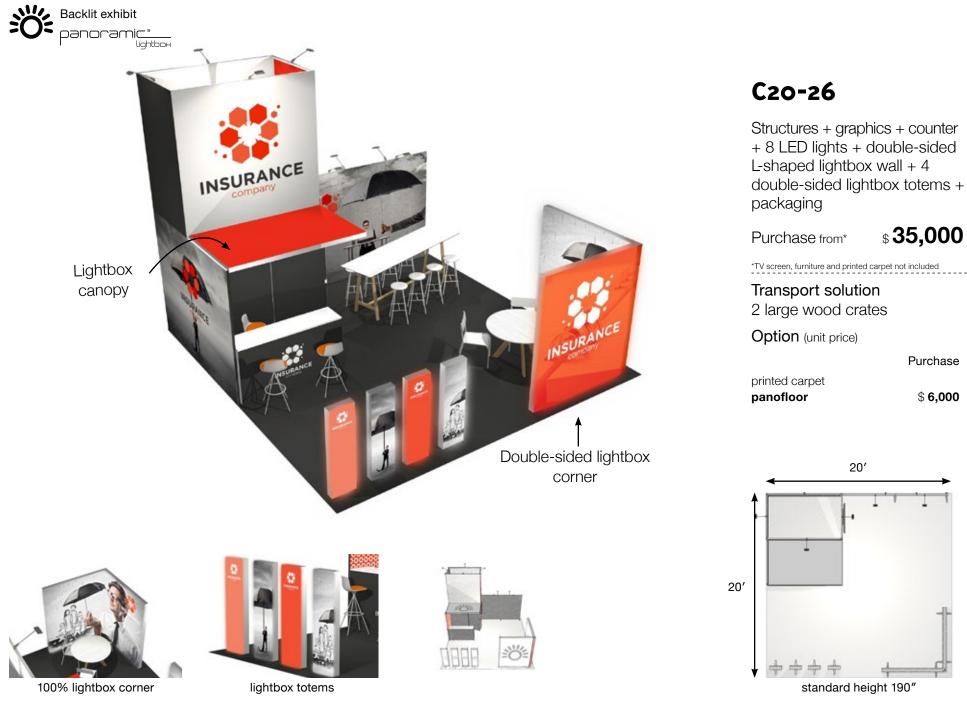
height up to 16'



- Make a big impact with exhibits tailored to your image
- Bring your ideas to life with panoramic: large-format graphics, backlit walls, curved elements, heights up to 16'
- panoramic exhibits are reusable!
- panoramic lightboxes are UL certified











C30-25

Structures + graphics + 2 double-sided L-shaped lightbox walls + counters + 6 LED lights + packaging

Purchase from*

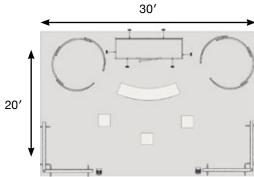


*furniture, counters and printed carpet not included

Transport solution 1 large wood crate + 1 medium wood crate

Options (unit price)

	Purchase
brochure holders HOLD.UP CLASSIC	\$ 399
printed carpet panofloor	\$ 6,000



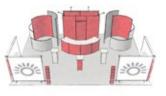
standard height 95"



lightbox corner



printed carpet (optional)



double-sided lightbox corners







Structures + graphics + counter + 7 LED lights + packaging

Purchase from* \$16,000

*TV screen, furniture and printed carpet not included

Transport solution

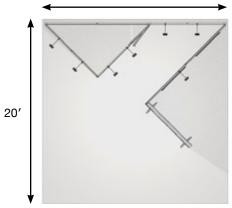
1 large wood crate

Option (unit price)

Purchase

printed carpet **panofloor**

\$ 6,000



20'

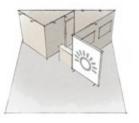
standard height 95"



classic wall.frame



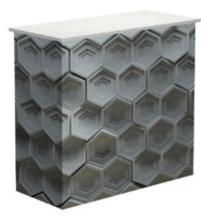
double-sided lightbox



Counters, to greet visitors!



Perfect to gather around









pc.o4

Structure + graphic + countertop + shelf \$1,315

Purchase

Counter dimensions 43.5"W x 18.5"Lx 40.5"H

Countertop dimensions 45.15" x 20"

pc.o2

Structure + graphic + countertop

\$1,040 Purchase

Counter dimensions 13"W x 13"Lx 40"H

Countertop dimensions 20" x 20"

pc.10

Structure + graphic + countertop

\$2,210 Purchase

Counter dimensions 13"W x 67"L x 40"H

Countertop dimensions 69" x 28"

pc.12

Structure + graphic + countertop + shelf \$2,336 Purchase

Counter dimensions 18"W x 64"L x 40"H

Countertop dimensions 73" x 30"

Counters are sold with exhibits. Please contact us for individual packaging.

Transport solutions



wood.crate

Small	\$ 750
Medium	\$ 850
Large	\$ 950
Exterior dimensions:	Weight:
99.5"W x 17.25"L x 27.5"H 99.5"W x 30.5"L x 27.5"H	150 lbs 200 lbs

99.5"W x 43.75"L x 27.5"H 250 lbs



wheeled.bag

TRB011 Exterior dimensions: \$ **200** Weight:

22 lbs

16" x 16" x 35"

Max load: 66 lbs



Also available in a portable version



SOft.profile cover* MER-SOFT-BAG \$55 /unit

*maximum 2 profile covers per wheeled bag

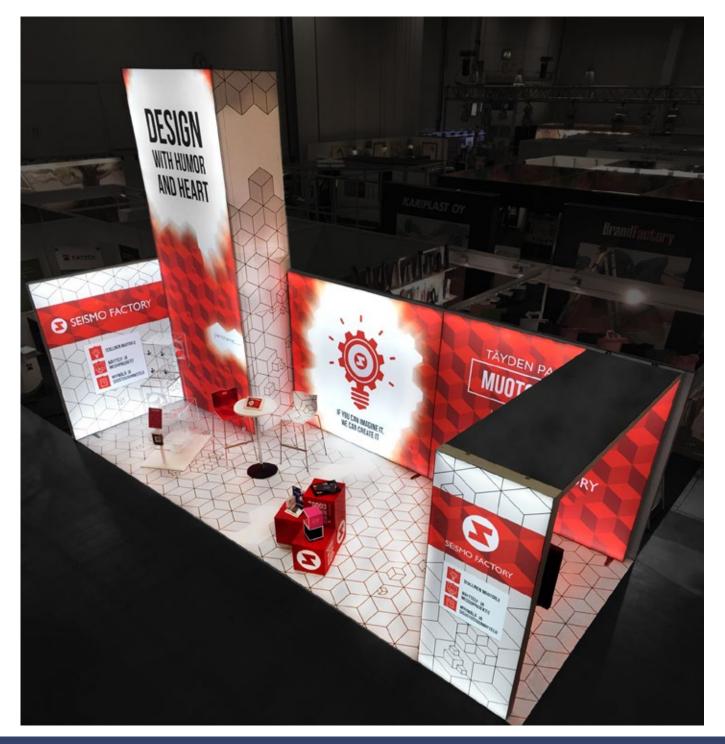
Couldn't find the perfect configuration? Let us create it for you!











See more configurations in the exhibit library: http://panoramic-display. com/can/library.html

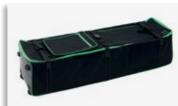


Get noticed with hanging signs!





the graphic slips over the frame like a sock



wheeled transport bag



- Tubular structure in anodized aluminum with a stretch fabric completely covering the structure
- Designed for trade show exhibits, malls and indoor high traffic areas
- An excellent way to attract attention, promote your message and give your exhibit height
- Choose a square or circular sign based on the design of your exhibit

Get noticed with hanging signs!







square.sign

8 x8 x3

Structure + hanging cables + graphic* + bag

Purchase

\$ 3,000 Rental \$ **2,230**

Dimensions : 96" x 96" x 36"

10 X10 X3

Structure + hanging cables + $graphic^* + bag$ \$ 3,750 Purchase Rental \$ **2,805**

Dimensions :

120" x 120" x 36"

8 x8 x4

Structure + hanging cables + graphic* + bag

Purchase \$3,675 Rental \$**2,888**

Dimensions : 96" x 96" x 48"

10 X10 X4

Structure + hanging cables + graphic* + bag Purchase \$4,575

Rental \$ 3,612

Dimensions : 120" x 120" x 48"

circular.sign

Ø8 x3

Structure + hanging cables + graphic* + bag Purchase \$ 2,525 Rental \$ **1,807** _____ Dimensions : Ø 96" x 36"

Ø10 X3

Structure + hanging cables + graphic* + bag Purchase \$3,200 Rental \$ **2,272**

Dimensions : Ø 120" x 36"

Ø8 X4

Structure + hang	ing cables +
graphic* + bag	
Purchase	\$ 3,075
Rental	\$ 2,322
Dimonoiono :	

Dimensions : Ø 96" x 48"

Ø10 X4

Structure + hanging	cables +
graphic* + bag	
Purchase	\$3,875
Rental	\$2,912

Dimensions : Ø 120" x 48"

hanging tubular signs

These products are designed to complement your exhibit

Printed carpet to create a fully immersive environment

Counters to add functionality

BIOLINK

Optimized transport solutions

exhibit add-ons

Panofloor, personalize your floor!









case studies



panofloor.

10' x 10'	\$ 1,500
10' x 20'	\$ 3,000
10' x 30'	\$ 4,500
Other dimensions	\$ 10 / ft²

- Immersing visitors in your world
- Large-format dye-sublimation printed carpet, available up to 10ft wide without a seam

add-ons and accessories - panofloor.

Brochure holders & display cases



mesh.4

Brochure holder with 4 fabric pockets (transport bag included)

\$80

Purchase

Dimensions : 15" x 15" x 54.3"

mesh.8

Brochure holder with 8 fabric pockets (transport bag included)

Purchase \$95

Dimensions : 20" x 15" x 54.3"



holdup.classic

Brochure holder with 4 polycarbonate pockets (transport bag included)

Purchase \$399

Dimensions :

Fully extended: 7.9"x1.2"x11.8" Closed: 8.7"x11.8"x61.4"

helix.200

Large illuminated foldable display case with 4 shelves and 16 transparent panels

Purchase \$1,450

Dimensions : Ø22" x 78.7"



helix.106

Small foldable counter display case with 2 shelves and 8 transparent panels

Purchase \$695

Dimensions : Ø22.8" x 41.7"

Lighting





LED COB technology



ability to plug in up to 6 lights in a series



spot.LED

LED light (transport bag included)

\$**135**

\$**250**

Transformer + 6 extension cords

The LED light offers more luminosity than a halogen light and is much more energy-efficient!

add-ons and accessories - lighting

Stand out from the crowd with a personalized, high-impact exhibit.

Our exhibit solutions, especially those from the panoramic line, are designed to highlight printed images. Here are a few creative tips to maximize your visual effectiveness.

• Opt for an immersive design

Optical illusion effects, textures, high-resolution and large-format graphics, graphic personalization of the entire surface including the floor...these are just some of the ways you can immerse your visitor in your exhibit's environment. • Focus on a simple graphic and a unique message

Trade show visitors have less than 30 seconds of attention to give you when they pass by your exhibit. The easiest message for them to understand is a simple message set against a sleek graphic background. Try to avoid using too many messages, colors or effects, as impact is created through simplicity. Combine continuous design with modularity

Your modular exhibit will evolve as you attend various trade shows and share different messages. The languages of your event may even vary. Don't hesitate to adapt its design as necessary. We guarantee perfect graphic continuity, even if your exhibit is sectioned into panels.



To create your graphics, please refer to the provided templates to create the appropriate files, and contact our operators at the start of your project. You will then be guided through our xpo.center file management platform.

63 tips & tricks - graphic creation

Four reasons to attend a trade show

• Meet decision-makers

According to Exhibit Surveys, in 2010, 80% of trade show visitors had "the power to recommend or make final purchase decisions". In addition, 31% of visitors claimed that "their purchase intention was stronger after visiting the trade show".

Improve sales productivity

According to the French Statistical Audit Bureau for General and Specialised Fairs and Exhibitions (OJS), customer contact at a trade show is "four to ten times less expensive than a customer visit". Contact cost for a exhibit averages at about \$20, whereas this contact ranges from \$80 to \$200 when made during field visits. Furthermore, a sales rep will meet with 15 customers daily at a trade show vs. an average of three customers during a field visit.

• Explore prospects

Trade shows hold a wealth of opportunities and present many "hot" receptive prospects because visitors attend shows on their own accord. This makes it an incredibly effective way for exhibitors to expand their customer base

• Communicate with the press and opinion leaders



Tips & tricks for making your trade show a success

Before the show

• Create a budget and set goals

Trade show participation is part of a company's overall strategy, as well as its marketing, sales and HR strategies. It is very important to set specific goals and create a budget that includes purchasing of space, a exhibit, as well as personnel costs (travel, hotels, restaurants). It is essential to create a system for gauging the success of each trade show.

• Select trade shows that your company wants to attend, then choose your placement and area size

A countless array of events exist, ranging from major international trade shows to local conventions. It is important that each trade show you attend corresponds to your company's challenges in terms of business. Many companies now prefer to attend local trade shows with small exhibit areas as they offer more returns on investment. Trade show organizers often offer pre-registration discounts, so it is best to reserve exhibit space in advance. Placement is also a very important factor. Opt for placement near the entrance, in the main aisles or near "locomotives" (leading companies that attract visitors).

• Seek assistance of trade show display and visual communication professionals

Exhibits and event planning are very specific fields and require experience. Seek the advice of professionals, and do not hesitate to ask your service provider questions on how to set up your exhibit and who will be involved. You may also request references and contact them.

• Create a brief for trade show display professionals

Clearly explain your objectives and your strategy. Several constraints may influence your trade show display specialist's recommendations, which can help you cut costs significantly.

What type of exhibit should you choose? We have divided exhibits into three categories based on their weight, volume and assembly time/difficulty. The categories are: portable tubular contour exhibits, modular panoramic h-line exhibits, custom panoramic c-line exhibits. Some contour and panoramic h-line exhibits may be set up and dismantled by exhibitors without any professional assistance.

How many times will you use your exhibit? If you will only use your exhibit once, opt for a rental. If you will reuse it several times, specify the various spaces where it will be used and your desired configurations. It is possible to start with a modular system that uses shared elements, which will allow you to create exhibits ranging in a wide variety of sizes.

Which features do you need? Reception counters, storage, product displays, videos, customer meetings, brochure distribution.... these are all features that influence how your exhibit is designed..

Invite your customers and prospective customers

Trade show organizers provide free passes and distribute newsletters, which will allow you to easily inform your customers about your participation. Sales teams can also increase their scope of action by meeting with customers before and after the trade show for breakfast or dinner.

Remember that these times are just as effective as field visits.

During the trade show

• Details make the difference

Your exhibit is a reflection of your company's image. Make sure it is organized! A storage area is very useful for concealing packaging or for storing brochures. Modular solutions offer storage areas that are secured by a door, tubular solutions offer storage corners. Lighting is very important as it puts the spotlight on your message. Environmentally-friendly LED solutions help conserve electricity.

Brief your teams every morning

Your team should be informed about your new products and services. A daily morning meeting before the show opens is a way to re-specify goals and answer questions that were asked the night before.

• Create buzz around your exhibit

To capture visitors' interest, create buzz around your exhibit with training sessions, wine & cheese samplings and other attention-drawing events.

After the trade show

• Follow-up is the key to success

A successful trade show is not just about meeting with customers and leads: Ensure that each lead has been treated and a follow-up goal is established. Thank your customers after the trade show and follow up on each request individually. Ensure that each lead has been processed with an objective follow-up. You will then be able to gauge the show's success and decide whether or not you will attend it again in the future.

• Reuse graphics after the trade show

Exhibition systems like Panoramic allow you to use portions of your graphics, which can be cut or re-sewn. The single-sided frame can be mounted on a wall, and the double-sided frame lets you create fabric backwalls, which are like mini-exhibition kits.



tips & tricks - exhibit advice

