

# The Fab 50

## *The top fabricators serving the U.S. event and exhibit industry*

From major-league trade show exhibits to big-time event environments to pop-ups, mall footprints, brand pavilions, b-to-b meetings, sponsorship activations, in-store spaces and—well, we could go on, but you get the point: The physical structures of events and trade shows are getting upgraded.

A year ago, we recognized both the need for your company to work with quality, progressive partners as well as the mass confusion event teams like yours were dealing with when looking for fabrication companies. There are thousands out there.

In an effort to clarify things for you and your procurement departments, we created the world's only editorial listing of top exhibit builders. It proved to be an incredibly useful tool, with tens of thousands of event marketers searching the Fab 50 at [eventmarketer.com](http://eventmarketer.com).

Fabrication partners serving the U.S. applied in January by providing us information on their companies, their people, their culture and their offerings. They gave us direct access to their clients, case studies and raw numbers on capabilities, capacities and competencies. The editors of Event Marketer and the analysts at the Event Marketing Institute combed over the applications and in this issue release the second annual Fab 50.

For trade show teams trying to understand who's who and who does what, we will continue to release this annual list, presented in alpha order, to provide a spotlight on the best builders this industry has to offer. Congratulations to this year's Fab 50.



## 3D Exhibits

➔ **OPENED:** 1995 **WEBSITE:** 3dexhibits.com **HQ:** Chicago  
**U.S. WORK:** 93% **PORTFOLIO:** 20x20s and Smaller: 30%;  
 20x20s to 50x50s: 60%; Bigger than 50x50s: 10%  
**FABRICATION SPACE:** 65K **STORAGE SPACE:** 225K  
**RENTAL:** Yes **CLIENTS:** Wiley, Hill's Pet Nutrition, Jacobsen,  
 Smucker's, Colgate **RFP CONTACT:** Nicole Genarella,  
 ngenarella@3dexhibits.com

Consistent growth over the last few years and an increased number of industry awards is generating bigger buzz for the Windy City 3D—for years a quiet client secret but today... the word is out. Big investments into in-house technology are framing things out nicely. This year the company reinvented its custom lead-generation offering, which can now be designed around specific client needs, linked to on-site trade show data-capture and integrated with POS and CRM systems.

## Access TCA

➔ **OPENED:** 1985 **WEBSITE:** accesstca.com **HQ:** Whitinsville, MA  
**U.S. WORK:** 95% **PORTFOLIO:** 20x20s and Smaller: 30%;  
 20x20s to 50x50s: 40%; Bigger than 50x50s: 30%  
**FABRICATION SPACE:** 92.5K **STORAGE SPACE:** 155K  
**RENTAL:** Yes **CLIENTS:** Amgen, Novo Nordisk, Merck Animal Health,  
 Onyx, Seattle Genetics (SeaGen) **RFP CONTACT:** Laura Milewski,  
 lmilewski@accesstca.com

A "curb to carpet" approach connects with clients' customers from the moment they step into a cab at the airport to the second they step onto the show floor. Has been on speed-dial for years across multiple Fortune 500 healthcare companies from Amgen to Novo Nordisk, but is excelling in a number of categories. Opening the first client service center in Atlanta while expanding its headquarters by 100,000 square feet. The work is looking hot—hey (vp-creative) Stephen Ross... keep it up, big man.



## Acer Exhibits & Events



➔ **OPENED:** 2003 **WEBSITE:** acerexhibits.com **HQ:** Belcamp, MD  
**U.S. WORK:** 95% **PORTFOLIO:** 20x20s and Smaller: 50%;  
 20x20s to 50x50s: 40%; Bigger than 50x50s: 10%  
**FABRICATION SPACE:** 30K **STORAGE SPACE:** 70K  
**RENTAL:** Yes **CLIENTS:** Under Armour, Johnson & Johnson,  
 O.F. Mossberg & Sons, Engility, Genetec **RFP CONTACT:** Michael Dunne,  
 mdunne@acerexhibits.com

Acer may be small in size but its trade show and exhibit management capabilities aren't. Its specialty: providing tailored solutions for Under Armour, Johnson & Johnson, Engility and other clients. Each project is customized, even rentals. A barcode inventory system helps manage client materials. Recent work for firearms maker Mossberg featured halo-lit logos, under-counter lighting, an acoustic ceiling and concealed shelving for the product displays, reinforcing its "Built Rugged" and "Proudly American" themes.



## Adex

➔ **OPENED:** 1978 **WEBSITE:** adex-intl.com **HQ:** Cincinnati **U.S. WORK:** 85% **PORTFOLIO:** 20x20s and Smaller: 40%; 20x20s to 50x50s: 30%; Bigger than 50x50s: 30% **FABRICATION SPACE:** 150K **STORAGE SPACE:** 105K **RENTAL:** Yes **CLIENTS:** GE Aviation, P&G, Whirlpool, Cook Medical, Jarden **RFP CONTACT:** Timothy P. Murphy, tmurphy@adex-intl.com

With average staff tenure at 15 years and a state-of-the-art facility, ADEX is well positioned to provide exhibit, museum, event, retail and corporate environments globally for clients, including more than 30 Fortune 500 companies. A proprietary web tool manages inventories, tracks events, monitors budgets and creates custom reports. R&D team collaborates with clients to develop custom prototypes for retailers. A 26,000 square foot corporate museum for Kinze Manufacturing has drawn 12,000 visitors since last January.

## Astound

➔ **OPENED:** 2001 **WEBSITE:** astoundgroup.com **HQ:** Las Vegas and Oakville, Ontario **U.S. WORK:** 70% **PORTFOLIO:** 20x20s and Smaller: 10%; 20x20s to 50x50s: 60%; Bigger than 50x50s: 30% **FABRICATION SPACE:** 65K **STORAGE SPACE:** 65K **RENTAL:** Yes **CLIENTS:** Kia, Nvidia, Moen, Syniverse, Deloitte **RFP CONTACT:** Sean Karoonian, sean@astoundgroup.com

Has executed projects in 25 countries with some of the world's most recognized brands. Worldwide alliances with manufacturing and resource facilities in Europe and Asia help provide global branding solutions anytime, anywhere. A Special Projects Division, established within the past six months, focuses on global mega events, such as the 2014 games in Russia. Also new: a satellite office in Oslo, Norway, and printing 3D models of its exhibit rental inventory using Makerbot Replicator 2X.



## ASV



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➔ **OPENED:** 1988 **WEBSITE:** asv1.com **HQ:** Torrance, CA **U.S. WORK:** 100% **PORTFOLIO:** 20x20s and Smaller: 10%; 20x20s to 50x50s: 75%; Bigger than 50x50s: 15% **FABRICATION SPACE:** 15K **STORAGE SPACE:** 25K **RENTAL:** Yes **CLIENTS:** Lexus, Dish Network, Bonhams, Hyundai, Cosmopolitan of Las Vegas **RFP CONTACT:** Shawn Andry, sandry@asv1.com

Now in its 26th year, ASV has morphed from car prep for the film industry into design and fabrication for experiential marketing, technology, social media marketing, trade show exhibits and promotional tours and displays. In 2013 it launched a large format print department that uses only eco-friendly inks. Also added a social media team. Incorporates lead generation and user interaction analysis into all its technology. Activations for Lexus at America's Cup featured progressive, eco-friendly designs.

## Atlantic



➔ **OPENED:** 1988 **WEBSITE:** atlanticexhibits.com **HQ:** Chantilly, VA **U.S. WORK:** 86% **PORTFOLIO:** 20x20s and Smaller: 30%; 20x20s to 50x50s: 50%; Bigger than 50x50s: 20% **FABRICATION SPACE:** 19K **STORAGE SPACE:** 101K **RENTAL:** Yes **CLIENTS:** ExxonMobile, Northrup Grumman, Best Western, Comcast Business, American Petroleum Institute **RFP CONTACT:** Greg Beach, gbeach@atlanticexhibits.com

With a recent investment in more than \$335,000 of new rental inventory, including two double-deck structures, Atlantic can now execute large internal corporate meetings. New formalized partnerships offer event technologies, including interactive content development and virtual presenters. An expanded stable of international partners has increased international business by nearly 50 percent. Currently manages an average of 2,500 shows annually from its Front Royal, VA, ops center, and provides 24/7 access to client exhibits and agencies.

## Aura XM

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➔ **OPENED:** 1991 **WEBSITE:** auraxm.com **HQ:** Toronto; Las Vegas **U.S. WORK:** 60% **PORTFOLIO:** 20x20s and Smaller: 20%; 20x20s to 50x50s: 55%; Bigger than 50x50s: 25% **FABRICATION SPACE:** 55K **STORAGE SPACE:** 23K **RENTAL:** Yes **CLIENTS:** Beechcraft, Embraer, Paramount Farms/Pom Wonderful/Wonderful Citrus, Bayer **RFP CONTACT:** Jared Pollacco, jared.pollacco@auraxm.com

Aura doesn't just build trade show booths, it crafts deeper experiences, which often integrate scent, sound and taste to communicate client messages. Digital components such as tablets, game shows, custom video games or augmented reality, even sound reactive shirts, amp up the memorability factor. It has doubled in-house production and service capability in Las Vegas and added two U.S. sales offices. Next up, the fifth version of TSM Online for event scheduling and asset management.



## Catalyst Exhibits

➔ **OPENED:** 1998 **WEBSITE:** catalystexhibit.com **HQ:** Pleasant Prairie, WI **U.S. WORK:** 90% **PORTFOLIO:** 20x20s and Smaller: 58.7%; 20x20s to 50x50s: 36.8%; Bigger than 50x50s: 4.5% **FABRICATION SPACE:** 150K **STORAGE SPACE:** 1,200K **RENTAL:** Yes **CLIENTS:** Siemens, Carestream Health, Wargaming, Mitsubishi, Roche Diagnostics **RFP CONTACT:** Scott Diffley, sdiffley@catalystexhibit.com

Catalyst offers a hands-on approach with clients in any industry. In the past year, it invested in new software that manages everything from leads to production in one place, fostering fast and easy communication as well as job efficiencies. A multi-level, 100-foot by 100-foot exhibit for Wargaming at E3 combined live theater and gaming zones as curved projection screens and enormous metal arms encapsulated attendees in epic battles projected overhead, bringing the Wargaming universe to life.



## CenterPoint

➔ **OPENED:** 2003 **WEBSITE:** centpoint.com **HQ:** Woodbury, MN  
**U.S. WORK:** 80% **PORTFOLIO:** 20x20s and Smaller: 50%;  
 Bigger than 50x50s: 50% **FABRICATION SPACE:** 70K  
**STORAGE SPACE:** 1.20K **RENTAL:** Yes **CLIENTS:** Delta  
 Faucet, Wilson Sporting Goods, Wells Fargo, Century-Link, Behr  
**RFP CONTACT:** Mark Hager, mhager@centpoint.com

Encourages clients to focus on the “why” before the “what”—which many CenterPoint customers say is a refreshing change from some of its past partners. Has expanded its “studio without walls,” a growing core team backed up by a virtual workforce that can be brought in as needed—a move that keeps service solid and prices from spiking. Exhibits to check out? The Brizo footprint at Dwell on Design and ReSound at AudiogyNow.

## Classic Exhibits

➔ **OPENED:** 1993 **WEBSITE:** classicexhibits.com **HQ:** Portland, OR  
**U.S. WORK:** 95% **PORTFOLIO:** 20x20s and Smaller: 90%;  
 20x20s to 50x50s: 10% **FABRICATION SPACE:** 110K  
**STORAGE SPACE:** 20K **RENTAL:** Yes **CLIENTS:** Distributors  
 such as Atlantic Exhibits, Apple Rock, Displayworks, Czarnowski  
**RFP CONTACT:** Kevin Carty, kevin@classicexhibits.com

Few Fab 50 listers operate as under the radar as these guys do—and it’s because Classic is somewhat of an ingredient partner, leveraging 180 distributors to design and build portable, modular and custom hybrid exhibits. Over the last few years has become a force to be reckoned with in the iPad exhibit solutions market, designing and offering the market more than 20 exhibits, stands and kiosks that integrate the Apple tablet in innovative ways.



## Czarnowski



➔ **OPENED:** 1947 **WEBSITE:** czarnowski.com **HQ:** Chicago **U.S. WORK:** 93%  
**PORTFOLIO:** 20x20s and Smaller: 40%; 20x20s to 50x50s: 30%;  
 Bigger than 50x50s: 30% **FABRICATION SPACE:** 1.500K  
**STORAGE SPACE:** 1.564K **RENTAL:** Yes **CLIENTS:** General Motors, BMW, Mini USA, Philips, Hyundai **RFP CONTACT:** Nick Simonette, nsimonette@czarnowski.com

Mixing its in-house design and build capabilities with full-time I&D staffers (a rare move) in 18 cities gives Czar a true “end-to-end” solution. Each production facility has state-of-the-art operational equipment that allows the company to design and build with efficiency: “We can build exceptional exhibits within a reasonable amount of time.” Has formalized a rental program and added in-house video capes.

## Derse



➔ **OPENED:** 1948 **WEBSITE:** derse.com **HQ:** Milwaukee, WI  
**U.S. WORK:** 95.44% **PORTFOLIO:** 20x20s and Smaller: 57%;  
 20x20s to 50x50s: 31%; Bigger than 50x50s: 12%  
**FABRICATION SPACE:** 225K **STORAGE SPACE:** 380K  
**RENTAL:** Yes **CLIENTS:** Mazda N.Am., Glanbia Nutritionals,  
 Questcor, Parker Hannifin, Moen **RFP CONTACT:** Eric Lewin,  
 emlewin@gmail.com

Keep it up, Adam Beckett—Derse's client base is growing, the work looks hot and the future looks bright. One of the industry's top builders has been busy over the last year, investing in a Strategic Service Department that offers a suite of tools and services to help better connect, engage and push sales at trade shows. Still leaning heavily on its "smarter wins" mantra the company says increases sales, reduces costs and attracts a more quality audience.

## Display Works

➔ **OPENED:** 1980 **WEBSITE:** displayworks.com **HQ:** Irvine, CA  
**U.S. WORK:** 80% **PORTFOLIO:** 20x20s and Smaller: 15%;  
 20x20s to 50x50s: 50%; Bigger than 50x50s: 35%  
**FABRICATION SPACE:** 160K **STORAGE SPACE:** 215K  
**RENTAL:** Yes **CLIENTS:** Vizio, Toshiba Medical Systems, Core,  
 Honeywell Aerospace, HTC **RFP CONTACT:** Martin Knott,  
 mknott@displayworks.com

Literally one of the biggest exhibit builders most trade show managers don't know is one of the biggest exhibit builders. For more than 33 years, DW has gotten the job done with work spanning trade shows, retail, EBC and more. Has a deep marketing bench that can activate a trade show program across direct mail, microsites, online and off. Still working on integrating the healthcare-focused Millennium Communications group it bought back in 2011.



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## Echelon Design

➔ **OPENED:** 1986 **WEBSITE:** echelondesigninc.com **HQ:** Gilberts, IL  
**U.S. WORK:** 92% **PORTFOLIO:** 20x20s and Smaller: 15%;  
 20x20s to 50x50s: 60%; Bigger than 50x50s: 25%  
**FABRICATION SPACE:** 17.5K **STORAGE SPACE:** 36K  
**RENTAL:** Yes **CLIENTS:** Accenture, C.F. Martin & Co., Mark Andy,  
 Edelman P.R., The Sorin Group **RFP CONTACT:** Joshua Rush,  
 josh@echelondesigninc.com

Design comes first at Echelon and dictates the media needed in an environment. Immersive exhibits created by in-house designers and technologists integrate architecture, touch interactives, motion video and marketing engagement strategies. Its digital effects team encourages clients to bring their tired slide show screens yearning to be free. A high-impact exhibit established the Topera Medical brand at Heart Rhythm Society in Denver with a groundbreaking electrophysiological 3D mapping system that really got hearts pumping.



## EDE

➔ **OPENED:** 1979 **WEBSITE:** edecorp.com **HQ:** Chicago **U.S. WORK:** 90% **PORTFOLIO:** 20x20s and Smaller: 15%; 20x20s to 50x50s: 60%; Bigger than 50x50s: 25% **FABRICATION SPACE:** 100K **STORAGE SPACE:** 50K **RENTAL:** Yes **CLIENTS:** Ferrara Candy, Dunlee, Interface, Intelrad, Hyster **RFP CONTACT:** Greg Tivadar, tivadarg@edecorp.com

Collaborations with celebrated architects and designers in the contract interior and museum industries give EDE a design style that is architectural and clean. With founder Franc Tivadar looking to retire, its leadership is in transition, but the next generation is ready to pick up the ball with long-standing business relationships and fresh ideas. Construction has begun on a 30,000-square-foot facility to accommodate a growing client list. Also new: EDE Window, for online inventory/exhibit management.



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## EP&M

➔ **OPENED:** 1991 **WEBSITE:** epmexhibits.com **HQ:** Albany, NY **U.S. WORK:** 65% **PORTFOLIO:** 20x20s and Smaller: 40%; 20x20s to 50x50s: 25%; Bigger than 50x50s: 35% **FABRICATION/STORAGE SPACE:** 7.5K **RENTAL:** Yes **CLIENTS:** GE Measurement & Control, A123 Systems, Taconic, Chromalloy, World Logistics Services **RFP CONTACT:** Deb Flack, deb.flack@epmexhibits.com

A U.S.-based firm with international experience, EP&M supports face-to-face activities wherever they take place, in offices, laboratories or factories, traveling exhibits or even in the deep end of a swimming pool, as it did in Bucharest, *twice*. More than 30 projects completed outside of the U.S. in 2013 capitalized on EP&M's access to in-country materials and labor. A Visitor Metrics & Analysis app began beta testing recently in Houston for more sophisticated data evaluation.

## E&I Global

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➔ **OPENED:** 1981 **WEBSITE:** eeiglobal.com **HQ:** Rochester Hills, MI **U.S. WORK:** 93% **PORTFOLIO:** 20x20s and Smaller: 16%; 20x20s to 50x50s: 64%; Bigger than 50x50s: 20% **FABRICATION SPACE:** 110K **STORAGE SPACE:** 115K **RENTAL:** Yes **CLIENTS:** BMW, Amway, John Deere, ABB, General Motors **RFP CONTACT:** Dave Smith, dsmith@eeiglobal.com

Yes, The House of Gentile is best known for the monster auto clients, but that national experiential work for Amway and John Deere—and those award-winning mobile tours for ABB that were one of the first tours to prove the ROI of vehicular programs—show off the full breadth of EEI's capabilities. The family-owned status, in our opinion, provides a level of stability and a "service first" attitude among employees.



## EWI Worldwide



➔ **OPENED:** 1979 **WEBSITE:** ewiworldwide.com **HQ:** Livonia, MI  
**U.S. WORK:** 90% **PORTFOLIO:** 20x20s and Smaller: 20%;  
 20x20s to 50x50s: 30%; Bigger than 50x50s: 50%  
**FABRICATION SPACE:** 160K **STORAGE SPACE:** 300K  
**RENTAL:** Yes **CLIENTS:** Henry Schein, American Express, AT&T,  
 HTC, Audi **RFP CONTACT:** Angela Heiple,  
 aheiple@ewiworldwide.com

Among the changes since you last tuned into the Fab 50: Scooped up a new corporate president, David Bean, and a new chief creative officer, Chuck Bajnai—both from the top ranks of George P. Johnson. Also upgraded its operational chops and is reinvesting in R&D. Offers a cloud-based management portal clients can log into from anywhere, anytime. The portal, a client fave, provides access to show schedules, project schedules, design details, install dates and more. Still best known for the Ford work.

## Excalibur Exhibits

➔ **OPENED:** 1997 **WEBSITE:** excaliburexhibits.com **HQ:** Houston  
**U.S. WORK:** 64% **PORTFOLIO:** 20x20s and Smaller: 35%;  
 20x20s to 50x50s: 50%; Bigger than 50x50s: 15%  
**FABRICATION SPACE:** 18.440K **STORAGE SPACE:** 46.883K  
**RENTAL:** Yes **CLIENTS:** Cameron, Oil States, Superior,  
 Eppendorf, Oceaneering **RFP CONTACT:** Peggy Swords,  
 pswords@excaliburexhibits.com

Excalibur Exhibits wields its event marketing know-how at trade shows, exhibits, corporate events, conferences, seminars, meetings and more, creating memorable environments that deliver impact and ROI. Want proof? Ask the folks at Cameron Industries, a 17-year client. Want memorable? An exhibit for Saint Arnold Brewing at the Great American Beer Festival featured an on-site gothic-style wedding chapel and “Saint Arnold” icon. The booth was so compelling that nearly 100 wedding and vow renewals took place daily. How’s that for engagement?



## Exhibit Concepts

➔ **OPENED:** 1978 **WEBSITE:** exhibitconcepts.com **HQ:** Vandalia,  
 OH and Elgin, IL **U.S. WORK:** 90% **PORTFOLIO:** 20x20s and  
 Smaller: 20%; 20x20s to 50x50s: 60%; Bigger than 50x50s: 20%  
**FABRICATION SPACE:** 51.6K **STORAGE SPACE:** 131.225K  
**RENTAL:** Yes **CLIENTS:** Humana, Abbott, Emerson, Omega  
 Watches, KitchenAid **RFP CONTACT:** Jeff Korchinski,  
 jkorchinski@exhibitconcepts.com

Diversity is par for the course at ECI. As a certified Women-owned Business Enterprise exhibit producer, the agency pursues opportunities outside of the traditional trade show world, and considers its diversification in products, services, industries and client size a benefit. Recent projects include designing big-box retail packaging for Leifheit, global branding guidelines for Emerson, product roadshows for Dell, interior environments for LexisNexis and Mazak and mobile experiences for Symantec. Another plus: fabricating and installing museum exhibits.





## Expotechnik Group

➔ **OPENED:** 1968 **WEBSITE:** expotechnik.com **HQ:** Taunusstein, Germany **U.S. WORK:** 32% **PORTFOLIO:** 20x20s and Smaller: 14%; 20x20s to 50x50s: 67%; Bigger than 50x50s: 19% **FABRICATION SPACE:** 20.5K **STORAGE SPACE:** 86K **RENTAL:** Yes **CLIENTS:** Asics, Amada, Tyco, Johnson Controls, Astra Zeneca **RFP CONTACT:** Tucker Ramsey, tucker.ramsey@expotechnik.com

The German company has been slowly penetrating the U.S. market over the last few years, an invasion that is gaining some speed with the help of industry mack daddy Tom Frisby as its senior vp. Investing in design team, strategic offerings and operation efficiencies. Offers one of the most gorgeous modular hybrid systems of any company on this list—if you can tell some of these booths are modular, we will buy you a steak dinner.

## Freeman

➔ **OPENED:** 1927 **WEBSITE:** freemanco.com **HQ:** Dallas, TX **U.S. WORK:** 95% **PORTFOLIO:** 20x20s and Smaller: 15%; 20x20s to 50x50s: 35%; Bigger than 50x50s: 50% **FABRICATION SPACE:** 313.883K **STORAGE SPACE:** 1,031.265K **RENTAL:** Yes **CLIENTS:** American College of Emergency Physicians, Core Design Completions, Qualcomm, Juniper Networks, Sercel **RFP CONTACT:** Julie Shank, julie.shank@freemanco.com

The absolutely enormous Freeman continues to be the Walmart of the exhibit industry—offering high levels of service, an unmatched worldwide operating footprint that might actually impress Walmart, probably the lowest prices of any company on this Fab 50 and the largest inventory of, well, everything that an exhibit builder keeps in inventory. The fact is, for a certain size program with a certain size budget, Freeman is your only option. Truly the industry's largest one-stop-everything.



## George P. Johnson



➔ **OPENED:** 1914 **WEBSITE:** gpj.com **HQ:** Auburn Hills, MI **U.S. WORK:** 75% **PORTFOLIO:** 20x20s and Smaller: 10%; 20x20s to 50x50s: 20%; Bigger than 50x50s: 70% **FABRICATION SPACE:** 700K **STORAGE SPACE:** 475K **RENTAL:** Yes **CLIENTS:** IBM, American Express, Salesforce.com, Toyota, Warner Bros. Interactive Entertainment **RFP CONTACT:** Scott Kellner, scott.kellner@gpj.com

When others say they are “raising the bar,” most won’t even get close to GPJ. With more than 70 percent of all exhibits bigger than a 50x50, this is not a partner for the small budget or small footprint. And while what was once primarily an exhibit company decades ago has evolved into a global experience marketing powerhouse, the fact remains that the GPJ team still turns out some of the best looking, strategically sound and experientially f\*ng awesome exhibits on the planet.

## Global Experience Specialists



➔ **OPENED:** 1939 **WEBSITE:** ges.com **HQ:** Las Vegas **U.S. WORK:** 75% **PORTFOLIO:** 20x20s and Smaller: 20%; 20x20s to 50x50s: 30%; Bigger than 50x50s: 50% **FABRICATION SPACE:** 290.335K **STORAGE SPACE:** 5,452.162K **RENTAL:** Yes **CLIENTS:** Bristol-Myers Squibb, Bell, Novartis, Philips Lighting, Dell **RFP CONTACT:** Jeff Quade, jquade@ges.com

The global footprint in which the juggernaut that is GES operates provides almost unmatched operational support and pricing. Although about 47 of the companies on the Fab 50 won't admit it... there's a certain type of program—size, budget, global schedule—that only a company like GES can handle. Backed by the financial stability of owner Viad and focused on a continued push to evolve the capabilities... we continue to be impressed with the vision.

## Godfrey Group

➔ **OPENED:** 1970 **WEBSITE:** godfreygroup.com **HQ:** Durham, NC **U.S. WORK:** 99% **PORTFOLIO:** 20x20s and Smaller: 50%; 20x20s to 50x50s: 45%; Bigger than 50x50s: 5% **FABRICATION SPACE:** 116K **STORAGE SPACE:** 15K **RENTAL:** Yes **CLIENTS:** Daiwa, Lifeworks Technology Group, University of Notre Dame, Cisco, Verizon **RFP CONTACT:** Will Godfrey, will@godfreygroup.com

Buying the agency back last year from Gallo, which had acquired it in 2010, put Godfrey back in the driver's seat, as nimble as ever and with a renewed focus on strategic objectives. Godfrey's proprietary product lines buck the trend of imported portable product offerings while making you forget what you think you know about the limitations of portable and fabric options. Just check out its OutRigger Shelving and Dual Curve Tension Fabric Package for proof. Or its aluminum Daiwa fishing rod display at ICAST.



## Group Delphi

➔ **OPENED:** 1989 **WEBSITE:** groupdelphi.com **HQ:** Alameda, CA **U.S. WORK:** 90% **PORTFOLIO:** 20x20s and Smaller: 25%; 20x20s to 50x50s: 50%; Bigger than 50x50s: 25% **FABRICATION SPACE:** 78K **STORAGE SPACE:** 168K **RENTAL:** 168K **CLIENTS:** Nidek, Medtronic, Pixar, Adobe, VMware **RFP CONTACT:** Kyle Wood, kyle.wood@groupdelphi.com

If there was an award for "best exhibit house not enough clients are using," it would go to mild-mannered Justin Hersch's Group Delphi. Why? Because the independent company has all the pieces in place—the fabrication facilities in two time zones, the in-house media and technology department, the expanding design team, the European project management crew in Paris (mais, oui) and clients that include Pixar, Medtronic, Apple, Intel and VMware. Sweet Jesus, pick up the phone, people.



## H.B. Stubbs Co.

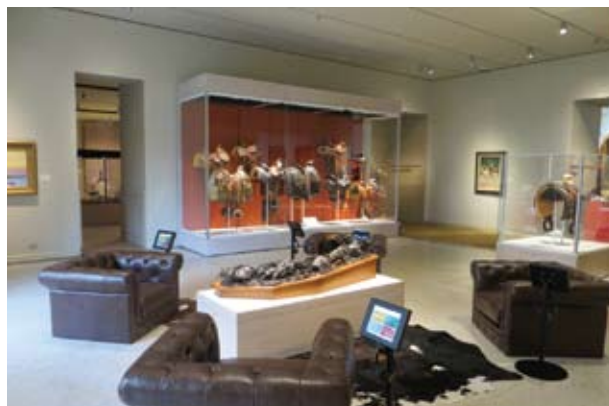
➔ **OPENED:** 1945 **WEBSITE:** hbstubbs.com **HQ:** Troy, MI **U.S. WORK:** 95% **PORTFOLIO:** 20x20s and Smaller: 15%; 20x20s to 50x50s: 35%; Bigger than 50x50s: 50% **FABRICATION SPACE:** 90K **STORAGE SPACE:** 1.35K **RENTAL:** Yes **CLIENTS:** ZF, Symantec, Dana, Gore, Hubbell **RFP CONTACT:** Scott Stubbs, swstubbs@hbstubbs.com

For more than 70 years, Stubbs has been there. The family-owned company has been investing in new offerings and systems over the last year, including the HBS LiteWall system, an in-house-designed panel system—as well as a massive rental inventory that could outfit multiple clients with more than 20,000 square feet of rental kits for an entire show season. Our HBS faves? The Symantec booth at RSA 2013 and that Gore kit at IMS 2013.

## Hadley Exhibits

➔ **OPENED:** 1946 **WEBSITE:** hadleyexhibits.com **HQ:** Buffalo, NY **U.S. WORK:** 92% **PORTFOLIO:** 20x20s and Smaller: 40%; 20x20s to 50x50s: 40%; Bigger than 50x50s: 20% **FABRICATION SPACE:** 63.275K **STORAGE SPACE:** 84.95K **RENTAL:** Yes **CLIENTS:** Ericsson, Zippo Manufacturing, New Era, Adfors, Corning **RFP CONTACT:** Jean DuBow, jdubow@hadleyexhibits.com

Indefinite quantity contracts with the Smithsonian and Holocaust museums keep Hadley in touch with the world's top architects and designers along with techniques in the museum business that benefit its trade show capabilities, and vice-versa. Hadley fabricated and is currently installing the 9/11 Memorial exhibit in NYC. Doing 98 percent of its work in-house, including custom fabrication and portable products, allows Hadley to react quickly to last-minute ideas and changes and produce quality results.



## Hamilton Exhibits



➔ **OPENED:** 1947 **WEBSITE:** hamilton-exhibits.com **HQ:** Indianapolis **U.S. WORK:** 95% **PORTFOLIO:** 20x20s and Smaller: 20%; 20x20s to 50x50s: 70%; Bigger than 50x50s: 10% **FABRICATION SPACE:** 70K **STORAGE SPACE:** 130K **RENTAL:** Yes **CLIENTS:** Baxter Healthcare, Cummins, Dow AgroSciences, Elanco, Tyco **RFP CONTACT:** Mindy Baxter, mbaxter@hamilton-exhibits.com

From Indianapolis... with love. Hamilton works across most categories, including energy, healthcare, pharma, tech, manufacturing, agro and security. Starts all client projects with a discovery process that helps fuel a relevant solution, and has an in-house materials task force charged with exploring the "next big things" in materials and fabrication technique. Operates a pair of online client management portals, ProgramCONNECT and PropertyCART. Offers a full rental inventory that includes elevated decks and single towers.

## Hood Branded Environments



➤ **OPENED:** 1991 **WEBSITE:** hoodbe.com **HQ:** Point Richmond, CA **U.S. WORK:** 90% **PORTFOLIO:** 20x20s and Smaller: 30%; 20x20s to 50x50s: 30%; Bigger than 50x50s: 40% **FABRICATION SPACE:** 25K **STORAGE SPACE:** 60K **RENTAL:** Yes **CLIENTS:** Elekta, Factory 360/Svedka Vodka, Friedmans Home Improvement, Sitka, GoPro **RFP CONTACT:** Carissa Stugard, cstugard@hoodbe.com

Strategic partnerships formed within the past 12 months strengthen this independent shop's interactive touchscreen development, offshore manufacturing and global distribution. Clients find Hood's motto, "If you dream it, we can build it," close to reality when looking to distinguish themselves from the competition, integrate interactive technology into a physical space or squeeze more value from budgets. We're sold on the Friedman's home improvement store in Petaluma, opening in April, with dynamic fixtures where everything is on display.

## ImagiCorps

➤ **OPENED:** 1989 **WEBSITE:** imagicorps.com **HQ:** Redmond, WA **U.S. WORK:** 95% **PORTFOLIO:** 20x20s and Smaller: 5%; 20x20s to 50x50s: 40%; Bigger than 50x50s: 55% **FABRICATION SPACE:** 51K **STORAGE SPACE:** 51K **RENTAL:** Yes **CLIENTS:** Nikon USA, Microsoft, AT&T, Best Buy, Coca-Cola **RFP CONTACT:** Thomas W. Hutchinson, Thomas.hutchinson@imagicorps.com

This full-service agency with in-house design, engineering, fabrication, printing, assembly and fulfillment service offerings is enjoying more than 50 percent annual growth. Recent work includes privacy pods for a traveling exhibit in which consumers can experience Amazon's Kindle Paperwhite in private settings with lighting to simulate bright to dim conditions, along with comfy lounge areas and coffee stations. Also produced the mission-critical environment where Xbox One unveiled its future retail identity to buyers and sales personnel.



## Jack Morton Exhibits

➤ **OPENED:** 1939 **WEBSITE:** jackmorton.com **HQ:** Robbinsville, NJ **U.S. WORK:** 90% **PORTFOLIO:** 20x20s and Smaller: 30%; 20x20s to 50x50s: 40%; Bigger than 50x50s: 30% **FABRICATION SPACE:** 40K **STORAGE SPACE:** 90K **RENTAL:** Yes **CLIENTS:** Lady Gaga's Born This Way Foundation, Johnson & Johnson, China Central Television, Dow, Bank of America **RFP CONTACT:** Jim Cavanaugh, jim\_cavanaugh@jackmorton.com

The exhibit builder division of one of the world's largest experiential marketing agencies over the last 12 months has invested in additional systems, properties and people—most notably hiring industry vet "Big" Jim Cavanaugh as the division's senior vp. The mantra? "We transform the idea of exhibitions from static brand spaces to living brand experiences. Our exhibits are more than bright colors and big logos. Our experiences move people."



## JDHgroup

➔ **OPENED:** 2001 **WEBSITE:** jdgroup.com **HQ:** Ogden, UT **U.S. WORK:** 92% **PORTFOLIO:** 20x20s and Smaller: 32%; 20x20s to 50x50s: 38%; Bigger than 50x50s: 30% **FABRICATION SPACE:** 21K **STORAGE SPACE:** 22K **RENTAL:** Yes **CLIENTS:** KLAS Research, Fusion-io, Melaleuca, Myriad Genetic Laboratories, Ultradent Products **RFP CONTACT:** Rebecca Kunz, rebecca@jdgroup.com

Recent investments in creative, an expanded team, a renovated space and a full R&D lab are paying off as clients integrate digital and interactive into exhibits and events. For the first time, JDH's multimedia and interactive designers outnumber exhibit designers. We love the work for Alf Engen Ski Museum where an interactive exhibit is the next best thing to actually strapping on a pair of skis and taking a run down a steep, powdery mountain face.

## Kubik

➔ **OPENED:** 1983 **WEBSITE:** thinkkubik.com **HQ:** Toronto **U.S. WORK:** 60% **PORTFOLIO:** 20x20s and Smaller: 20%; 20x20s to 50x50s: 45%; Bigger than 50x50s: 35% **FABRICATION SPACE:** 240K **STORAGE SPACE:** 110K **RENTAL:** Yes **CLIENTS:** Puma, Camper, World Fuel Services, Novo Nordisk, Embraer Executive Jets **RFP CONTACT:** Elliot Kohn, elliotk@thinkkubik.com

The stats say a lot about Kubik: 30 years in business, more than 200 employees, hundreds of happy clients and endless awards and recognitions. It acquired a Maryland-based exhibit firm in 2013 and has invested heavily in R&D for proprietary structural systems. Sailing fans and San Franciscans alike fell in love with Puma Yard at the America's Cup Village, consisting of 10 connected 40-foot shipping containers, while doctors found the modular space inspired by the human body for TEVA Oncology sophisticated and compelling.



## MC<sup>2</sup>



➔ **OPENED:** 1999 **WEBSITE:** mc-2.com **HQ:** Chestnut Ridge, NY **U.S. WORK:** 96% **PORTFOLIO:** 20x20s and Smaller: 82%; 20x20s to 50x50s: 16%; Bigger than 50x50s: 2% **FABRICATION SPACE:** 251K **STORAGE SPACE:** 556.1K **RENTAL:** Yes **CLIENTS:** Michelin, Playworld, Scisys, Wipro, Swiss Army **RFP CONTACT:** Rob Murphy, rmurphy@mc-2.com

With 11 locations in the U.S. and Europe, operates a network of service and fabrication teams that are trying to, in their words, "push the envelope." Uses value-engineering to find cost-effective alternatives to traditional exhibit designs and build-outs that maintain quality structure and a high level of design while controlling costs upfront and throughout the program. Operates an online client portal called EventTracker and is gaining steam with its Ecoflex rental program of lightweight, green solutions.

## MG Design Associates



➤ **OPENED:** 1959 **WEBSITE:** mgdesign.com **HQ:** Pleasant Prairie, WI **U.S. WORK:** 80% **PORTFOLIO:** 20x20s and Smaller: 30%; 20x20s to 50x50s: 50%; Bigger than 50x50s: 20% **FABRICATION SPACE:** 29K **STORAGE SPACE:** 184K **RENTAL:** Yes **CLIENTS:** Kraft Foods, Gilead Sciences, BD, Ply Gem, Abbott **RFP CONTACT:** Kristin Castelli, kcastelli@mgdesign.com

MG's new creative hub, the 6,000-square-foot "Design Attic," wows clients. Also impressive: its continued investing in "Beyond the Booth" services and its "magnify" engagement marketing group, which has added digital capacities and pre- and post-show marketing touches. Rentals continue to grow—MG EXPRESS rental packages have tripled. Recent work for Cooper Surgical, which turned the exhibit inside out with a new layout and focus on attendee engagement, led to a 30 percent increase in leads. Just what the doctor ordered.

## Mirror Show Management

➤ **OPENED:** 1993 **WEBSITE:** mirrorshow.com **HQ:** Webster, NY **U.S. WORK:** 75% **PORTFOLIO:** 20x20s and Smaller: 19%; 20x20s to 50x50s: 49%; Bigger than 50x50s: 32% **FABRICATION SPACE:** 42K **STORAGE SPACE:** 84K **RENTAL:** Yes **CLIENTS:** Cisco, Mars Chocolate, PepsiCo, Johnson & Johnson, ExxonMobil **RFP CONTACT:** Donna Shultz, donna.shultz@mirrorshow.com

Square Foot Pricing delivers a low, fixed rate for all in/out services based on square footage, an innovation unique to the industry and a big reason for MSM's success. Another reason, a 30-Day Guarantee, which promises a 10 percent rebate if the final invoice isn't delivered within 30 days of the close of a show. (It never once failed to deliver.) No wonder the woman-owned agency experienced more than 25 percent growth in 2013.



## nParallel

➤ **OPENED:** 2003 **WEBSITE:** nparallel.com **HQ:** Minneapolis **U.S. WORK:** 100% **PORTFOLIO:** 20x20s and Smaller: 20%; 20x20s to 50x50s: 50%; Bigger than 50x50s: 30% **FABRICATION SPACE:** 90K **STORAGE SPACE:** 90K **RENTAL:** Yes **CLIENTS:** Bridgestone, Aveda, New Era, Keen, Micros Systems **RFP CONTACT:** Don Gonse, dgonse@nparallel.com

Upgrades in CRM, accounting software systems and marketing efforts, and adding new CNC machines for fabrication and employees in all areas of its business help nParallel create everything from fire-throwing waterfalls to flying report cards to simple, modular, functional spaces that deliver on-brand objectives and visuals. A proprietary web-based program management and inventory system, nPlainview, keeps it all on track. Clients such as Bridgestone recognize nParallel's imaginative designs, disciplined production and excellent customer service. nice.



## Pinnacle Exhibits

→ **OPENED:** 1998 **WEBSITE:** pinnacle-exhibits.com **HQ:** Hillsboro, OR **U.S. WORK:** 75% **PORTFOLIO:** 20x20s and Smaller: 10%; 20x20s to 50x50s: 50%; Bigger than 50x50s: 40% **FABRICATION SPACE:** 92.5K **STORAGE SPACE:** 120K **RENTAL:** Yes **CLIENTS:** Belkin, Brooks Running, Easton Bell Sports, Microsoft, Sony PlayStation **RFP CONTACT:** Brad Hogan, bradh@pinnacle-exhibits.com

A business model based on finding the best resources for a project rather than narrowing possibilities to fit internal resources has helped Pinnacle achieve a three-year growth rate of 85 percent. Acquiring the assets of Cyclonix added 21 employees and increased its full-service facilities to three. A new booth designed for Easton's Giro cycling brand projects a natural island lifestyle and serves as a relaxed backdrop for high energy apparel, soft goods and helmet displays, and even snow sports.

## ProExhibits

→ **OPENED:** 1987 **WEBSITE:** proexhibits.com **HQ:** San Jose, CA **U.S. WORK:** 85% **PORTFOLIO:** 20x20s and Smaller: 40%; 20x20s to 50x50s: 50%; Bigger than 50x50s: 10% **FABRICATION SPACE:** 20K **STORAGE SPACE:** 80K **RENTAL:** Yes **CLIENTS:** Extreme Networks, Blue Diamond Growers, California Milk Advisory Board, Enphase Energy, Sigg USA **RFP CONTACT:** Dick Wheeler, dickwheeler@proexhibits.com

ProExhibits' \$3 million rental inventory shaves up to 50 percent off freight, drayage and I&D costs, which helps account for its consistent 99.7 percent or greater client satisfaction rating. Most design and builds have a 50 percent or better cost savings over traditional custom. Recently upgraded equipment and doubled employees in manufacturing. New services include photography, marketing campaigns and video. Clients also dig the interactive "Idea Gallery," which hosts 3,000 types of exhibits, booths and displays.



## RES



→ **OPENED:** 1997 **WEBSITE:** res-exhibits.com **HQ:** Rochester, NY **U.S. WORK:** 79% **PORTFOLIO:** 20x20s and Smaller: 19%; 20x20s to 50x50s: 43%; Bigger than 50x50s: 38% **FABRICATION SPACE:** 40K **STORAGE SPACE:** 230K **RENTAL:** Yes **CLIENTS:** BBA Aviation, Bushnell Corp., Luxottica Group, Northrop Grumman, Textron Defense Systems **RFP CONTACT:** Christopher Kappes, ckappes@res-exhibits.com

Recognized as one of the Top 100 fastest growing privately held companies in the Rochester, NY-area, RES nonetheless enjoys global partnerships on every continent. In-house strategic offerings include trade show audit programs to evaluate budget allocation, show research and demographics, booth space management and more. A partnership with Rochester Institute of Technology (RIT) keeps the agency tapped into top talent in design and technology as well as leading edge ideas.

## Sacks Exhibits



➔ **OPENED:** 1978 **WEBSITE:** sacksexhibits.com **HQ:** Wilmington, MA **U.S. WORK:** 90% **PORTFOLIO:** 20x20s and Smaller: 25%; 20x20s to 50x50s: 50%; Bigger than 50x50s: 25% **FABRICATION SPACE:** 75K **STORAGE SPACE:** 100K **RENTAL:** Yes **CLIENTS:** Sig Sauer, Hologic, NESN, iRobot, Dassault Systemes **RFP CONTACT:** Bob Mitchell, bobm@sacksexhibits.com

With two additional project management teams including exhibit technicians and two top-notch account managers to support its newest clients, this former Fab 50 version of a middleweight boxer—lean, fast and agile—has moved up to light heavyweight status. Sacks supports a wide range of clients but, due to its beginnings as a portable/modular house, it is equally effective working with small start-ups as it is with large-scale program management. Small exhibits are welcome here!

## Sparks

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➔ **OPENED:** 1919 **WEBSITE:** sparksonline.com **HQ:** Philadelphia **U.S. WORK:** 70% **PORTFOLIO:** 20x20s and Smaller: 15%; 20x20s to 50x50s: 50%; Bigger than 50x50s: 35% **FABRICATION SPACE:** 150K **STORAGE SPACE:** 260K **RENTAL:** Yes **CLIENTS:** Google, HP, SAP, Verizon, adidas **RFP CONTACT:** Jane Hawley, jhawley@sparksonline.com

One of the top five most influential builders on this list—with a deep design bench, a large client service team and an efficient facility footprint serving smart routing, smarter building and some of the smartest people. From trade show exhibits to proprietary expo campuses—*have you seen the Discover Zone at HP Discover?*—to pop-up stores and yes, those sick Verizon “destination stores” this entire industry is talking about (turn to pg. 58, por favor)... What else can we say... Sparks has never been this hot.



## Spoon

➔ **OPENED:** 1999 **WEBSITE:** spoonevents.com **HQ:** Macedon, NY **U.S. WORK:** 80% **PORTFOLIO:** 20x20s and Smaller: 25%; 20x20s to 50x50s: 50%; Bigger than 50x50s: 25% **FABRICATION SPACE:** 150K **STORAGE SPACE:** 150K **RENTAL:** Yes **CLIENTS:** Cisco, Dematic, Kyocera, American Chemical Society, Terumo **RFP CONTACT:** Herb Besaw, hbesaw@spoonevents.com

With offices in three states, SPOON's five-step approach to 3D marketing is second to none, encompassing pre-event marketing, association marketing, exhibit programs, event programs and post-event marketing. Its SPOONexpress cloud-based app enhances collaboration, improves work flow, manages projects and provides real-time asset management for trade shows and events. Custom exhibit rental assets recently received a creative and fabrication upgrade. Its eye-catching booth for Manhattan Associates drew 40 percent more traffic at the NRF show this year over last.





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## Tangram International

➔ **OPENED:** 1986 **WEBSITE:** tangramint.com **HQ:** Pleasantville, NY **U.S. WORK:** 70% **PORTFOLIO:** 20x20s and Smaller: 20%; 20x20s to 50x50s: 40%; Bigger than 50x50s: 40% **FABRICATION SPACE:** 15K **STORAGE SPACE:** 10K **RENTAL:** No **CLIENTS:** Jordan Brand, Nike, Uniqlo, Starwood, Dreamworks **RFP CONTACT:** Aidan Corish, acorish@tangramint.com

Best known for the killer work for Nike, Tangram is on a tear with exhibits for trade shows, events and branded environments. Relies on dialogue between design, engineering, manufacturing and technology to create successful environments and events, from 30-inch display banners to 20,000-square-foot multi-level structures. Its designers are accomplished freehand sketchers who often deliver initial concepts as hand sketches; final presentations are computer-rendered. Has made strategic senior hires, embraced cloud technology, invested in transportation and launched a new website.

## The Taylor Group

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➔ **OPENED:** 1931 **WEBSITE:** taylorinc.com **HQ:** Ontario **U.S. WORK:** 65% **PORTFOLIO:** 20x20s and Smaller: 20%; 20x20s to 50x50s: 35%; Bigger than 50x50s: 45% **FABRICATION SPACE:** 210K **STORAGE SPACE:** 400K **RENTAL:** Yes **CLIENTS:** Intel, Yahoo, Twitter, Coca-Cola, BMW **RFP CONTACT:** Alph Leydon, alph@taylorinc.com

If JD Power created an industry award for customer satisfaction, The Taylor Group would probably win it again and again. The massive exhibit partner operates like no other—combining in-house and third-party designers to create “wow” exhibits, providing (as one client told us) “a level of service rarely seen in this industry,” and backing up some of the biggest booths (Intel and LG at CES) with, much to the chagrin of the exhibit houses they keep beating, some of the most affordable pricing around.



## Trade Design



➔ **OPENED:** 1987 **WEBSITE:** trade-designinc.com **HQ:** Signal Hill, CA **U.S. WORK:** 95% **PORTFOLIO:** 20x20s and Smaller: 56%; 20x20s to 50x50s: 30%; Bigger than 50x50s: 14% **FABRICATION SPACE:** 16K **STORAGE SPACE:** 5K **RENTAL:** Yes **CLIENTS:** Nomura/APIC; ADK, Fujiya; Hakuodo/Izumi Senkoshi; OS Productions, M-Cross **RFP CONTACT:** Emily K. Trusela, info@trade-designinc.com

If you're a Japanese company looking to exhibit in the U.S., Trade Design is the shop for you. Founded by former TOMY toy designer Skip Kanaoki, this agency speaks your language, and caters to clients from other countries as well. Its specialty is trade show booth design and fabrication, but also handles POP displays, interior showrooms and private event shows. Turnkey packages allow clients to focus on what's important—product and goals for the show.



## The Trade Group

➔ **OPENED:** 1987 **WEBSITE:** tradegroup.com **HQ:** Carrollton, TX  
**U.S. WORK:** 85% **PORTFOLIO:** 20x20s and Smaller: 50%;  
 20x20s to 50x50s: 35%; Bigger than 50x50s: 15%  
**FABRICATION SPACE:** 50K **STORAGE SPACE:** 50K  
**RENTAL:** Yes **CLIENTS:** Warner Bros., American Heart  
 Association, Children's Medical Center, Mountain  
 Dew/Pepsi/Doritos, Twitch Studios **RFP CONTACT:** Malcolm  
 Gilvar, malgilvar@tradegroup.com

The Metalli Modular Display System, with its dynamic designs that save thousands in labor, freight and drayage, sets this exhibit house apart. Displays can be reconfigured for multiple booth spaces and designs and are also available for rental. Besides portable modular manufacturing, it also designs large custom displays that receive nationally recognized awards. And recent printing upgrades give it the ability to print 3D graphics on structural elements such as plexiglass. The possibilities are endless.

## Visual Communications

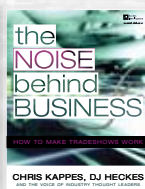
➔ **OPENED:** 1959 **WEBSITE:** visitvisual.com **HQ:** Aston, PA  
**U.S. WORK:** 95% **PORTFOLIO:** 20x20s and Smaller: 30%;  
 20x20s to 50x50s: 50%; Bigger than 50x50s: 20%  
**FABRICATION SPACE:** 75K **STORAGE SPACE:** 130K  
**RENTAL:** Yes **CLIENTS:** EuroPro, Thales, Samsung, Abbott  
 Vascular, Bayer HealthCare **RFP CONTACT:** Dave Coladonato,  
 davec@visitvisual.com

In today's economy, a primary focus at Visual is utilizing rentals to help clients achieve impact on limited budgets. Examples: a green-friendly Exhibit Exchange in which clients of different industries "share" exhibits and "custom rental" booths that combine custom and rental pieces. An Experiential Design department develops branding and messaging for increased buzz on the show floor. A recent exhibit for Bayer HealthCare involved all five senses, including flavored spa water and Oriental Blossom fragrance.



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