

CUSTOM EXHIBITS



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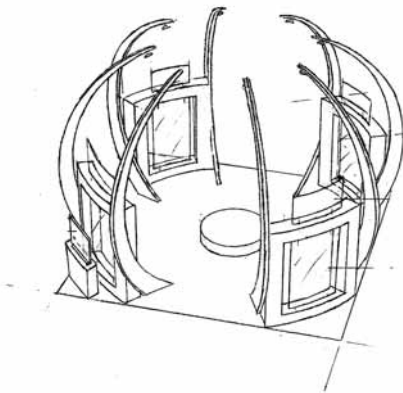


OUR PROCESS



THE CHALLENGE

Our clients challenge us to listen and respond to their needs the first time. Our objective is to present ideas clients would never have considered. Being in business since 1979, we have seen and heard it all ...but we are still all ears for our clients' latest issues. After all, you are never too old to learn something new.



Initial Concept

THE INSPIRATION

To doodle with absolute freedom and play with shapes and structures is the ultimate goal for any exhibit designer. Our sketches are rudimentary, yet they have significance and merit. Without the freedom to sketch and to dream, how can we possibly give our clients unique, eye-catching pieces of custom exhibiting art?



OUR PROCESS



Computer Rendering

THE SOLUTION

Once inspiration meets engineering, the art of negotiation reaches its peak. Creativity and practicality can exist in a tradeshow exhibit if all parties are committed to achieving the clients' overall objective. Compromise is not an option! By keeping up with the latest technology, what was not possible yesterday, becomes very possible today.



Actual Exhibit

THE EXECUTION

Exact standards, ease of set-up and durability are hallmarks of a well executed exhibit. Without these basic tenets, a beautiful design is meaningless. Form and function must be in harmony to allow for the realities of a rigorous tradeshow schedule. With set-ups and take-downs in many cities, the tradeshow exhibit has to go up and down numerous times and still look perfect for its next audience.



OUR OFFERINGS



CUSTOM PORTABLE EXHIBITS

With over 25 years of experience manufacturing portable exhibits, we have perfected the art of combining portable principles with custom exhibits. Who says you can't have your cake and eat it too? Lightweight, easy to set-up, yet still able to project your company's solid reputation, that is the beauty of a custom portable exhibit.



CUSTOM MODULAR EXHIBITS

Flexible, easy to set-up and take down and also solid enough to hold a tremendous amount of your product offerings, that is the beauty of Showcase®, our very own custom modular solution. If you have to take the entire store to your clients, no worries, Showcase® has the fortitude to hold up to your rigorous demands.



OUR OFFERINGS



CUSTOM EXHIBITS

Sometimes only a full custom exhibit will fit the bill. After listening to your needs, our Exhibit Designers may determine that off-the-shelf solutions will not measure up. At this point, our engineers and builders are brought into the mix to create a unique exhibit solution that will fully achieve all your exhibiting objectives. Sometimes that's a tall order, but our dedicated team makes even seemingly impossible challenges become reality.

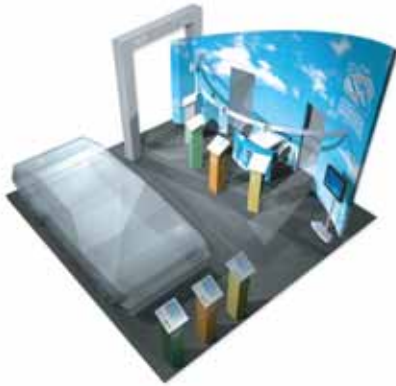


CUSTOM RENTALS

If owning a custom or custom portable exhibit isn't a viable option, your event presence doesn't have to suffer. Forget about rental exhibits that your exhibit staff would be embarrassed to work in, The Portables offers a variety of rental options that deliver wow without the expense of ownership. Our custom wall structures, truss and graphic walls will make you the envy of everyone at the show!!



EXHIBIT SERVICES



THE FREEDOM TO EXHIBIT

Now that you have decided on an exhibit, let us help you make the best use of your investment with our Exhibit Services. Creating an Exhibit Marketing program that achieves a successful return on investment takes a level of expertise that extends from the microscopic details to the magnitude of physical logistics.

As the only exhibit company in Canada with the in-house expertise of two **Certified Manager of Exhibits (CME)**, The Portables can address all aspects of your company's Exhibit Marketing Plan. Our specialists offer years of know-how and first-hand experience that will help you overcome the challenges of planning and executing a flawless exhibit presentation.

The Portables offers two categories of Exhibit Services: **Exhibit Education** and **Exhibit Management**.

EXHIBIT EDUCATION

Maximize your event success through education Your exhibit is an investment that needs to generate increased revenue and exposure for your company. If your exhibit program costs more than the revenue generated from the show, maybe our Exhibit Education programs can help you turn things around.

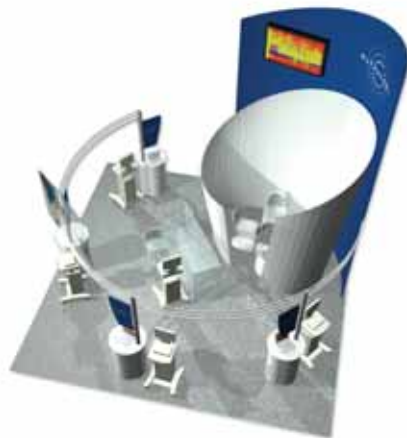


EXHIBIT MANAGEMENT

From storing, installing and dismantling your exhibit to ordering show services and shipping your exhibit, The Portables' Exhibit Management services can give you back something you have precious little of ... time. Add hours back to your days and convenience back into exhibiting with reliable, cost-effective exhibit management services.



EXHIBIT SERVICES



EXHIBIT EDUCATION

Training Services

No matter what the size of your exhibit booth, the secret to success is ultimately your exhibit staff. Research has shown that exhibit floor staff is the most influential factor in a buyer's perception of a company. With practical skills training, you can help ensure that your corporate message is communicated as intended.

The Portables' Certified Manager of Exhibits (CME) offer either a 2-hour pre-show training session or a more comprehensive full-day training package, that will really kick start your exhibit program. The objectives of the training sessions are to ensure that your staff is communicating the correct message to prospects and they are given the basic "boothmanship" skills. Other services we offer include **Staff Evaluations** on the show floor that provide immediate and real-time feedback and adjustments to staff behaviour; and **Exit Surveys** which provide feedback on how effective your staff is in communicating your message to your target audience.

Show Selection

Trade shows require significant time and financial investment. Knowing which to attend can save you time and effort and help you get more from your marketing budget. Our CMEs investigate shows, interview show managers, other exhibitors, attendees and your customer base in order to recommend the right shows for you.



Post Show Programs

History has shown the 80% of exhibitors never follow-up on trade show leads after the show. A successful follow-up program begins well before a show. The Portables works with you to develop and implement a follow-up program that will help manage your trade show leads in a timely manner and extend your sales and relationship opportunities after the show.



EXHIBIT SERVICES

EXHIBIT MANAGEMENT

Installation & Dismantling

Let other exhibitors deal with the stress and anxiety of pre-and post-show logistics. You can arrive at the show relaxed and ready, with the confidence that the behind-the-scenes work has been handled for you.

Our I&D team will work with you to determine the level of involvement appropriate for your exhibit and budget. Whether it's a 10-foot pop up or a large custom exhibit, our fully-trained team will ensure your exhibit is set up exactly the way it should be.

The Real Costs of I&D Consider the "real costs" of flying your exhibit staff in early to help set-up your booth for the big show. Typically, that means top sales performers are focused on booth setup and distracted from their prime objective - selling!

Our experienced I&D professionals can set up your booth in a fraction of the time. Your exhibit staff is better rested and can arrive fresh and ready on opening day with all the details handled by us. Save time and money and optimize your potential to earn valuable returns on your exhibiting investment.



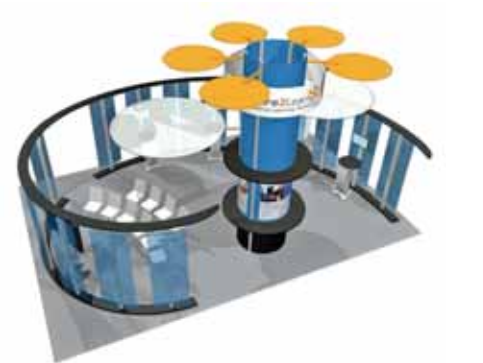
Logistical Management Services

If you have ever stressed about getting your exhibit through customs and safely to your destination or looked at your show guide and wondered where to begin, The Portables' Logistical Management services are for you.

Show Logistics The Portables will help you decide which services are required for your show and assist you in preparing your service ordering forms.

Storage Store your exhibit(s) in one of our secure, temperature-controlled facilities. When required, The Portables will pull your exhibits, graphics and accessories from inventory and have them ready for your show.

Freight The Portables will also ship your booth to and from your show. Imagine never having to deal with customs or fuss with couriers again. Leave the details to our trained team of logistical experts.



OUR CLOSING COMMENTS



Since 1979, The Portables has produced only the highest quality of exhibit products. As we have introduced new products to our family, our engineers and product development team have had a mandate to focus on quality. Now we all know that quality is a given and not really a differentiating factor, but at The Portables we like to believe that it does set us apart from the rest.

As a result of the confidence in our products, The Portables fully guarantees every one of its products for a lifetime against manufacturers' defects and breakage. This is, of course, assuming that the products were damaged in the normal course of use and not abused.

If you have any problems with our displays, please contact us by either calling our 24/7 Toll Free Client Support Line at 1.800.663.1737 or by emailing help@theportables.com.



For the latest in our product and service offerings, please visit our website at www.theportables.com. The resource section of our website has a host of technical and educational materials at your fingertips. At our site you can download instruction manuals, technical artwork guidelines, product sheets as well as a variety of exhibit related tips and articles. These tips and articles are designed to assist you in getting the greatest return from your exhibit investment.

To learn more about our product offerings, please ask your Exhibit Consultant for a copy of our Graphic Products or Portable Displays' Catalog. Or simply download a PDF version from our website at http://www.theportables.com/resource_centre/brochures.htm.



