

Exhibit Budget Guide, 2008

\$1,000 - \$5,000

This FLEXI table top display consists of an incorporated 19" monitor, a back-lit 3D sign consisting of inner and outer graphics, (looking like a hologram), an above display sign, a built-in pedestal with windows allowing for the creative highlighting of a new product or message and different styles of shelving. All of this fits into a simple to get around carrying case of 48" x 24" x 15". The exhibit cost of this display is \$4250.00. For more information, contact FLEXI Display Marketing Inc., 24669 Halsted Road, Farmington Hills, MI 48335.



The Obsidian is the newest addition to the JADA Gems Family. The Obsidian is offered in the \$15,000 price range (design and graphic production included). The one-piece fabric graphic panel and customizable "wings" are not only easy to assemble, but spread an image across the entire piece. This booth requires no tools, making set up an easy. For more information, contact JADA Creative Communications, 950 Mount Holly Road, Edgewater Park, NJ 08010.



\$30,000-\$40,000

This exhibit used by Polartec, is a turn key rental (all inclusive). They wanted a brand strong display that incorporated product and messaging opportunities in an upscale exhibit. Rich wood laminates with ultra-sheer flag graphic detail and frosted logo panel were all featured. A combination reception and conference area maximized use of space. Floating halo lit graphic panels drew attention. The exhibit achieved fantastic show response. For more information, contact Hill & Partners, Inc., 124 Old Colony Avenue, Quincy, MA 02170.



Creative

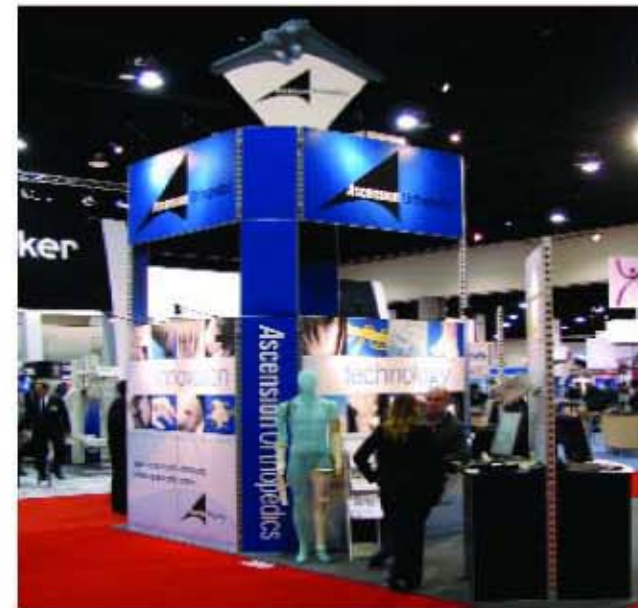
\$40,000-\$50,000

This 20' x 20' Exhibit was created for Comcast. The exhibit was required to be lightweight, easy to set up and work with other configurations. It had to pack into small hand shipping containers. The exhibit is primarily frame and fabric construction with interchangeable "Disc" graphics. A semi-private casual seating lounge provides two interactive demo pods and 4 logo hanging signs. It features LED color blasting changing lights. The exhibit is visually impactful, cutting edge, to reflect Comcast's ever-changing market trends. For more information, contact Nutmeg Exhibit, 701 Marshall Phelps Road, Windsor, CT 06095.



\$50,000

Ascension Orthopedics wanted to integrate its own Matrix System with rental pieces to create a unique look for each trade show. This allows for more creativity and yet is still a familiar structure for fast installation and dismantle. This 20x20 exhibit features a tower conference area with six demo-stations. The tower highlights a custom rotating sign and large mural graphics to enhance visibility across the show floor. For more information, contact Custom Creation, 1045 Reinli St., Austin, TX 78723.



\$180,000 - \$200,000

This custom exhibit booth was designed to create a multifunctional exhibit where various activities, including a presentation theater, hands-on surgical arena and individual selling stations exist in an unrestricted format with efficient and an inviting flow. The TransI booth utilizes freestanding and floor-supported components built in modular sections, allowing for expansion and contraction to meet varying spatial requirements with maximum flexibility. The exhibit has been an outstanding draw with attractive and functional areas working independently or together to create a memorable branded experience. For more information, contact DisplayWorks LLC, 6489 Oak Canyon, Irvine, CA 92618.

