

# The all-new **Perspective™ Series** from **THE EXPO GROUP**

Essentials Line

Impressions Line

Inventive Line



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# Change your Perspective™

**The look of custom-built, the price of a rental.  
It's time to change your Perspective™.**

The Perspective™ Series of rentals from The Expo Group offers you unmatched quality, affordability, and flexibility to meet your exhibit goals.

Maybe you're a new exhibitor, exhibit just once a year, are on a tight timeline, or simply can't spare the extra warehouse space for a trade show display. Maybe you're interested in changing your look often, and don't want to be boxed in to one configuration. Maybe you want a way to add to your existing exhibit for a larger presence at certain, major shows.

Whatever the reason, The Expo Group is your source with the industry's leading rental solutions, with exhibits of all sizes and designs and modular components. The underlying structures are virtually invisible, creating a perfect canvas for graphics and giving you a clean, head-turning appearance.

The Expo Group is a one-stop shop: rental exhibits, custom graphics, and a full range of services from design to installation. All you have to do is show up and engage with your customers.

## Benefits of every Perspective™ Series exhibit

**Turnkey:** Exhibits are meticulously designed with process and pricing that includes almost everything you need to create a memorable brand experience at the show.

**Sets up fast:** Our system guarantees fast installation and dismantle saving you time and labor.

**Near seamless:** Large eye-catching graphic panels with almost invisible breaks allow for impactful messaging to your attendees.

**Durable:** The strong and flexible frame system boasts a long life cycle ensuring your Perspective™ rental exhibit performs like new.

**ROI:** Get a complete professional custom look at the cost of a rental. It's time to change your rental exhibit Perspective™.

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# Perspective™ Series

## Essentials Line

These booth configurations are the simplest in the Perspective™ Series. Whether you choose a modest 10' X 10' or a space-dominating 10' X 20' size, you'll have panels with unobtrusive breaks that let you present high-impact, attention getting graphics, imagery, and messages.



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# PRESENCE | 10' x 10'

Small and simple can still be a showstopper. Panels give high-impact graphics a great canvas with which to catch attention and draw people in. Use the panels to showcase three persuasive brand or product messages. Consider adding audio and a video monitor to the wall for even more impact.



## DESIGNER

CODE: Presence\_100\_Designer

## BASIC

CODE: Presence\_100\_Basic

## Package Features Shown:

- **BASIC** – Includes hard wall exhibit booth with company name on header (text only) and solid fill panels (no graphics).
- See order form for details of choice of panel fills.
- (3) Stem lights
- **DESIGNER** – Includes hard wall booth and full graphics
- (3) Stem lights

\*Exhibits on this page are available in silver or black metal.

Audio Visual/Monitors ARE NOT included in the package but may be easily ordered separately. Contact your Customer Account Manager. Conceptual renderings only. Exact booth properties may vary by city and location of event.

## ORDER THIS PACKAGE

Want to customize your booth even more?  
Call your Customer Account Manager  
at 972.580.9000

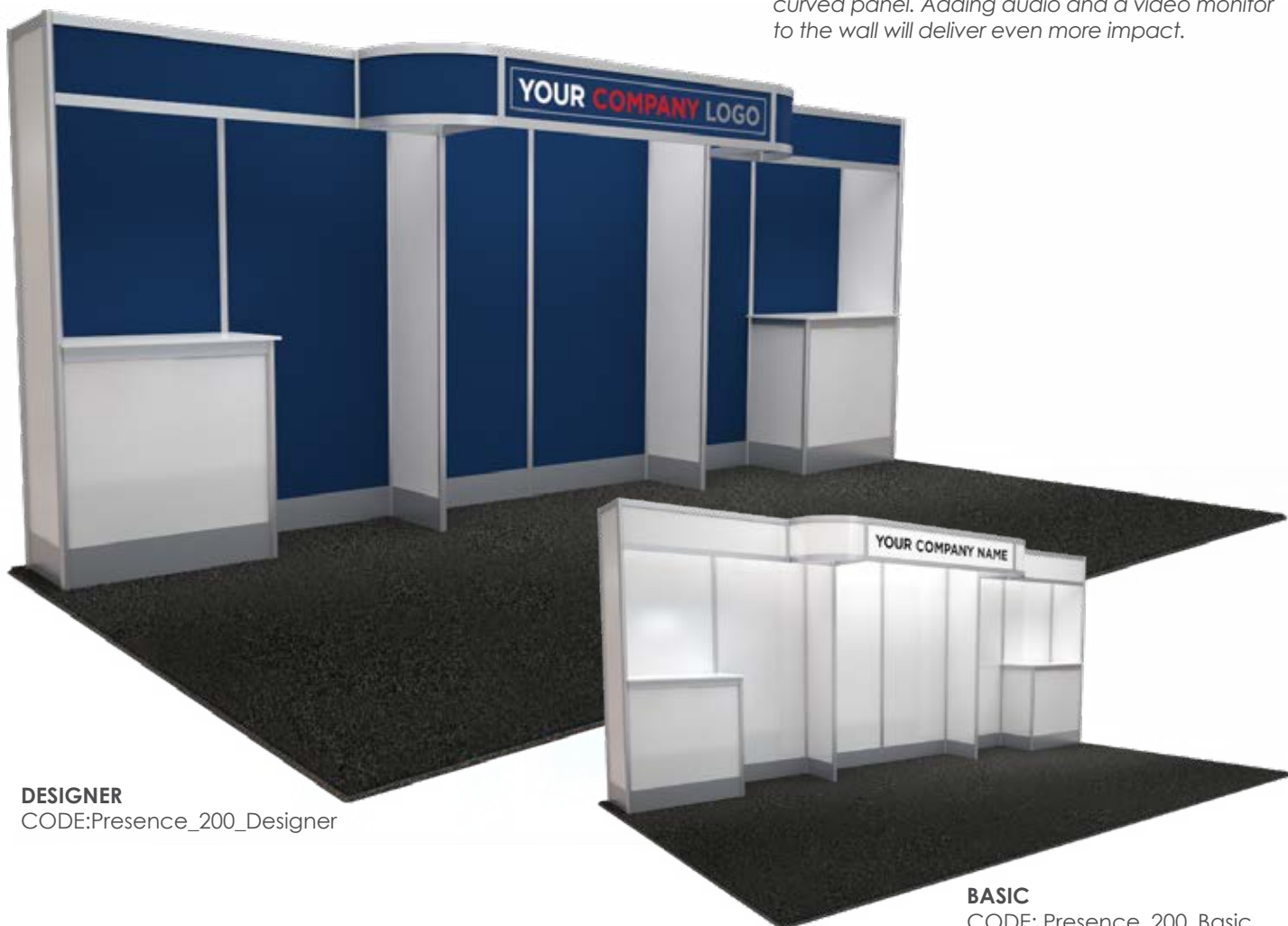
**All exhibit rental booths include:** Standard carpet in a selection of colors, Graphic printing production, Labor to install & dismantle, Roundtrip shipping and material handling of exhibit booth properties only, Daily vacuuming, Overhead lighting and electrical (for lights only)

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# PRESENCE | 10' x 20'

Make a big impression. This configuration gives you a grand canvas for high-impact graphics and messaging. Two shelves let you demo product and invite attendees to have hands-on experiences. Your company name catches attention on a dominant curved panel. Adding audio and a video monitor to the wall will deliver even more impact.



## DESIGNER

CODE: Presence\_200\_Designer

## BASIC

CODE: Presence\_200\_Basic

## Package Features Shown:

- **BASIC** – Includes hard wall exhibit booth and (2) credenza backwall units
- Company name on header (basic text of company name only)
- No graphics (Consider upgrading to "Designer" version for graphics)
- (6) Stem lights
- **DESIGNER** – Includes hard wall booth and full graphics
- (3) Stem lights

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Want to customize your booth even more?  
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# WAVELINE | 10' x 10'

Choose this for a modern, curved, polished look. Large panels provide a great canvas for high-impact graphics and persuasive messaging. Lighting from above helps you add visual impact and set a dramatic stage. Want a monitor for a video presentation? It attaches easily to the curved wall.



## DESIGNER

CODE: Waveline\_100\_Designer

## BASIC

CODE: Waveline\_100\_Basic

## Package Features Shown:

- **BASIC** – Includes hard wall exhibit booth
- Company name on header (basic text of company name only)
- No graphics (Consider upgrading to "Designer" version for graphics)
- (4) Stem lights
- **DESIGNER** – Includes hard wall exhibit booth with (2) credenza backwall units
- Full graphics on panels as shown in blue
- (4) Stem lights

## ORDER THIS PACKAGE

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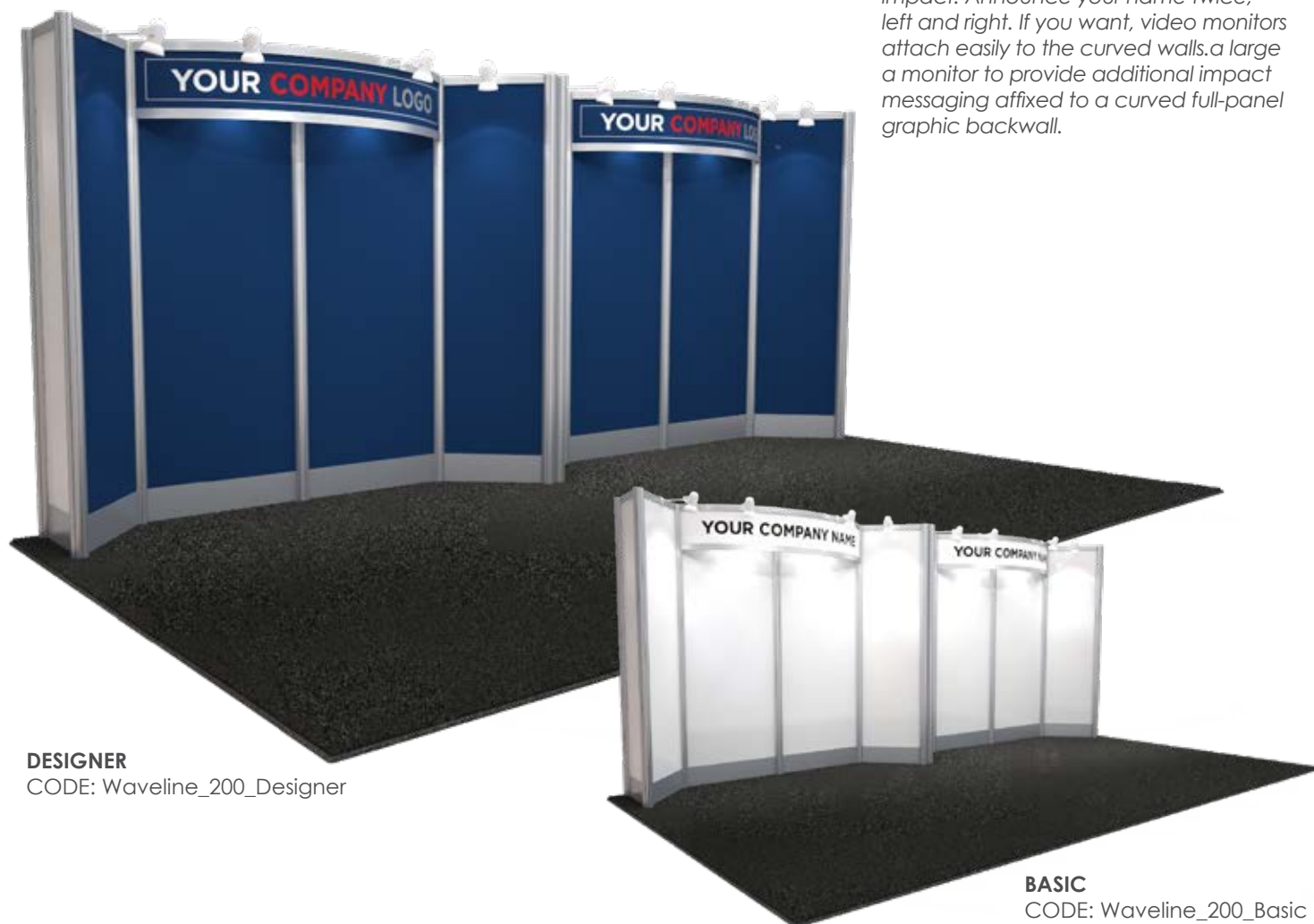
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# WAVELINE | 10' x 20'

Modern, curved, and sized for dominance, this configuration has large panels that provide a great canvas for high-impact graphics and messaging. Lighting from above helps you add visual impact. Announce your name twice, left and right. If you want, video monitors attach easily to the curved walls, a large a monitor to provide additional impact messaging affixed to a curved full-panel graphic backwall.



## DESIGNER

CODE: Waveline\_200\_Designer

## BASIC

CODE: Waveline\_200\_Basic

## Package Features Shown:

- **BASIC** – Includes hard wall exhibit booth
- Company name on header (basic text of company name only)
- No graphics (Consider upgrading to "Designer" version for graphics)
- (8) Stem lights
- **DESIGNER** – Includes hard wall exhibit booth
- Full graphics on panels as shown in blue
- (8) Stem lights

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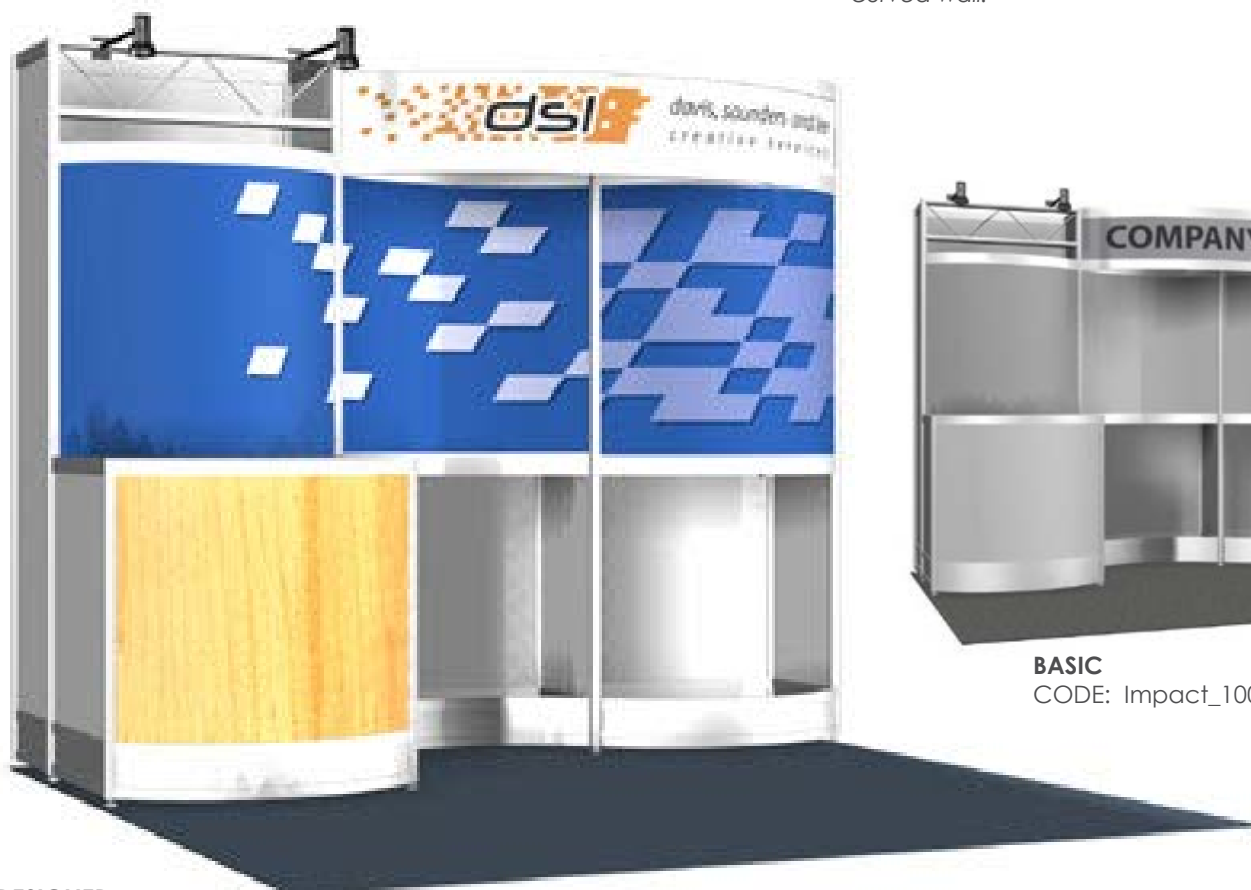
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# IMPACT | 10' x 10'

It may be small, but sleek and curvy makes it a winner. Large panels give you a great canvas for high-impact graphics. Shelf space with overhead lighting lets you visually emphasize product displays and invite hands-on experiences. Want a monitor for a video presentation? It attaches easily to the curved wall.



**BASIC**  
CODE: Impact\_100\_Basic

**DESIGNER**  
CODE: Impact\_100\_Designer

## Package Features Shown:

- **BASIC** – Includes hard wall exhibit booth with credenza backwall unit
- Company name on header (basic text of company name only)
- No graphics (Consider upgrading to "Designer" version for graphics)
- (4) Stem lights
- **DESIGNER** – Includes hard wall exhibit booth with credenza backwall unit
- Full graphics
- (4) Stem lights

## ORDER THIS PACKAGE

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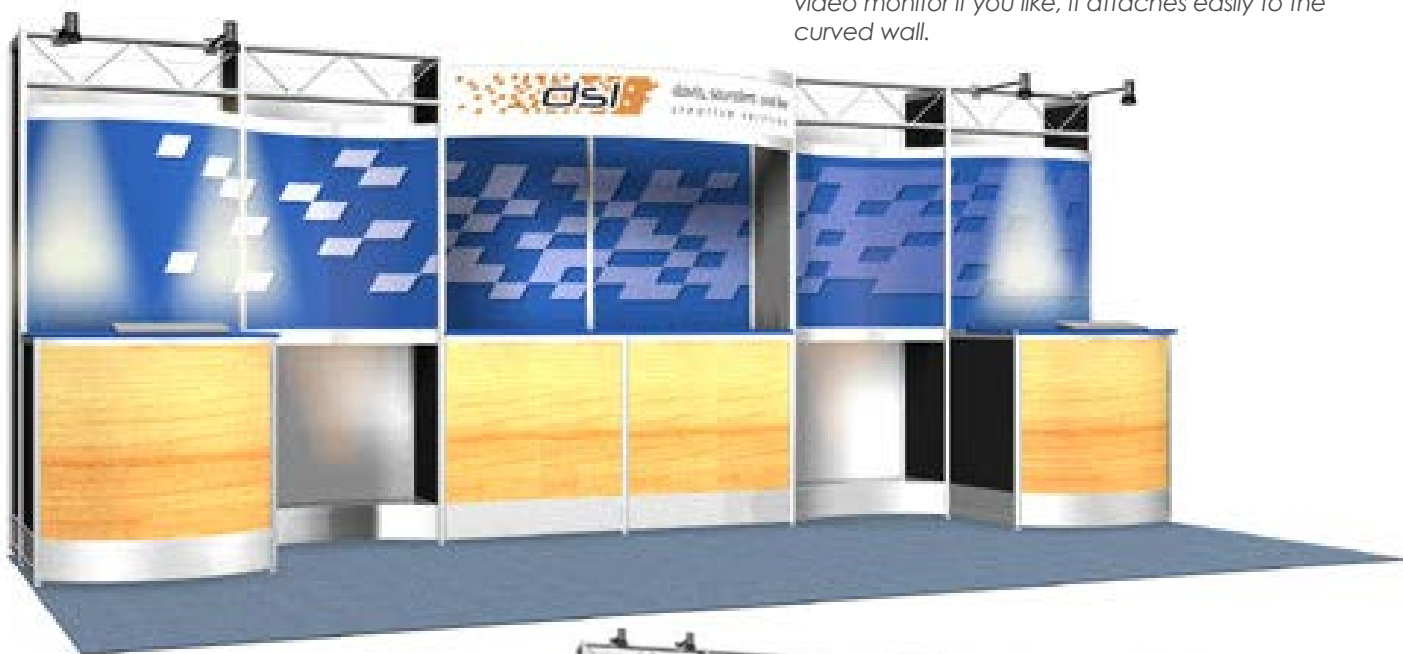
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# IMPACT | 10' x 20'

It's sleek and curvy, designed to dominate space and attract attention. Large panels give you a great canvas for high-impact graphics. Shelf space with overhead lighting lets you visually emphasize product displays and invite hands-on experiences. Add a video monitor if you like, it attaches easily to the curved wall.



**DESIGNER**  
CODE: Impact\_200\_Designer



**BASIC**  
CODE: Impact\_200\_Designer

## Package Features Shown:

- **BASIC** – Includes hard wall exhibit booth with company name on header (basic text of company name only)
- Includes hard wall exhibit booth with credenza backwall units
- No graphics (Consider upgrading to "Designer" version for graphics)
- (6) Stem lights
- **DESIGNER** – Includes hard wall exhibit booth with credenza backwall units
- Full graphics on panels as shown
- (6) Stem lights

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# Perspective™ Series

## Impressions Line

Choose from a wide, flexible selection of 10' x 10', 10' x 20' and 20' x 20' options in this Perspective™ Series group. Each is designed for a specific purpose, and to help you execute your marketing plans on the show floor. Some have generous storage, and some are last-minute adjustable based on show set up and traffic flow.



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# LAUNCH | 10' x 10'

This modern, sleek configuration lets you own the space and manage the flow. There's a front counter for quick personal interaction. For display and hands-on engagement, there's a large wall cabinet and shelf, and two tablet stands on either side. Add a monitor for motion and impact. It's easily affixed to a well-lit, curved wall.



Impressions Line

## Package Features Shown:

- (1) Rounded end wall cabinet
- (2) Tablet stands
- (1) Half round cabinet with curved panel graphics
- (1) Barstool (other color options available)
- Finished frame edges

Audio Visual/Monitors ARE NOT included in the package but may be easily ordered separately. Contact your Customer Account Manager. Conceptual renderings only. Exact booth properties may vary by city and location of event.

## ORDER THIS PACKAGE

CODE: Launch\_100\_01

Want to customize your booth even more?  
Call your Customer Account Manager  
at 972.580.9000

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**Use of audio/visual equipment may affect final price as determined by location.**

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# LAUNCH | 10' x 20'

This modern, sleek configuration lets you own the space and manage the flow. There's a front counter for quick personal interaction. For display and hands-on engagement, there are two large wall cabinets and shelves, and two tablet stands on either side. Add a monitor for motion and impact. It's easily affixed to a well-lit, curved wall.



Impressions Line

## Package Features Shown:

- (2) Rounded end wall cabinet
- (2) Tablet stands
- (1) Half round cabinet with curved panel graphics
- (1) Barstool (other color options available)

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## ORDER THIS PACKAGE

CODE: Launch\_200\_01

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# TOUR | 10' x 10'

This eye-catching, dramatically lit configuration lets you offer attendees a guided tour at the reception counter, or allow them to explore on their own. The back shelving and extended credenza is ideal for independent hands-on product interaction (with tethering). Deliver high impact messaging with plenty of graphic space.



## Package Features Shown:

- (1) Lockable cabinet counter with front panel graphics
- (1) Barstool
- (2) Lockable backwall counters
- (2) Fixed shelves
- Finished frame edges

Audio Visual/Monitors ARE NOT included in the package but may be easily ordered separately. Contact your Customer Account Manager. Conceptual renderings only. Exact booth properties may vary by city and location of event.

## ORDER THIS PACKAGE

CODE: Tour\_100\_01

Want to customize your booth even more?  
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# TOUR | 10' x 20'

This is a larger take on an eye-catching, dramatically lit configuration. Offer attendees a guided tour at the reception counters, or allows them to explore on their own. The back shelving and extended credenzas are ideal for independent hands-on product interaction (with tethering). Deliver high impact messaging with plenty of graphic space.



Impressions Line

## Package Features Shown:

- (3) Lockable cabinet counters with front panel graphics
- (2) Barstools
- (3) Lockable backwall counters
- (3) Fixed shelves
- Finished frame edges

Audio Visual/Monitors ARE NOT included in the package but may be easily ordered separately. Contact your Customer Account Manager. Conceptual renderings only. Exact booth properties may vary by city and location of event.

## ORDER THIS PACKAGE

CODE: Tour\_200\_01

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# CONFER | 10' x 10'

A front counter dominates here, making it perfect for direct demos by your staff. You'll have significant, virtually seamless graphic space both on the front counter and back wall. Build a hierarchy for as many as 5 key message types, or choose high-impact images that capture the essence of your brand and the experience you offer.



Impressions Line

## Package Features Shown:

- (2) Lockable cabinet counters with front panel graphics
- (2) Barstools
- Finished frame edges

Audio Visual/Monitors ARE NOT included in the package but may be easily ordered separately. Contact your Customer Account Manager. Conceptual renderings only. Exact booth properties may vary by city and location of event.

## ORDER THIS PACKAGE

CODE: Confer\_100\_02

Want to customize your booth even more?  
Call your Customer Account Manager  
at 972.580.9000

**All exhibit rental booths include:** Standard carpet in a selection of colors, Graphic printing production, Labor to install & dismantle, Roundtrip shipping and material handling of exhibit booth properties only, Daily vacuuming, Overhead lighting and electrical (for lights only)

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# CONFER | 10' x 20'

It's a larger version of the front counter-dominant booth, and perfect for direct demos by your staff. You'll have virtually seamless graphic space on the front counter and back walls. Build a hierarchy for as many as 9 key messages, or choose a few high-impact images that capture the essence of your brand. The storage closet is a valuable addition.



Impressions Line

## Package Features Shown:

- Double wide storage closet with interior lights
- (3) Lockable cabinet counters with front panel graphics
- (2) Barstools
- Finished frame edges

Audio Visual/Monitors ARE NOT included in the package but may be easily ordered separately. Contact your Customer Account Manager. Conceptual renderings only. Exact booth properties may vary by city and location of event.

## ORDER THIS PACKAGE

CODE: Confer\_200\_02

Want to customize your booth even more?  
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# DIALOGUE | 10' x 10'

Need deep demos and longer conversations? This configuration creates dialogue progression: an introductory table up front, and serious personal engagement around the back wall counters. Lockable cabinets provide plenty of product storage. Think about an optional large monitor to deliver your sales messages on a continuous loop.



Impressions Line

## Package Features Shown:

- (3) Lockable cabinet backwall counters
- (1) Round bar height table
- (2) Barstools
- Finished frame edges

Audio Visual/Monitors ARE NOT included in the package but may be easily ordered separately. Contact your Customer Account Manager. Conceptual renderings only. Exact booth properties may vary by city and location of event.

## ORDER THIS PACKAGE

CODE: Dialogue\_100\_03

Want to customize your booth even more?  
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# DIALOGUE | 10' x 20'

Need deep demos and longer conversations? This configuration creates dialogue progression: introductory tables up front with guest seating, and more intense engagement around the back wall counters. Lockable cabinets provide plenty of storage. Consider optional large monitor to deliver sales messages on a continuous loop.



Impressions Line

## Package Features Shown:

- (4) Lockable cabinet backwall counters
- (4) Fixed shelves
- (2) Round bar height tables
- (6) Barstools
- Finished frame edges

Audio Visual/Monitors ARE NOT included in the package but may be easily ordered separately. Contact your Customer Account Manager. Conceptual renderings only. Exact booth properties may vary by city and location of event.

## ORDER THIS PACKAGE

CODE: Dialogue\_200\_03

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# EXCHANGE | 10' x 10'

Conversations flow freely and ideas exchange easily in this fresh-looking set-up. Modern barstools around a long half-round table encourage your guests to pull up a chair and start networking. An optional monitor on the curved full panel graphic back wall offers the perfect focal point for discussion and video demonstrations.



## Package Features Shown:

- (1) Half round 7' long table
- (4) Barstools
- Finished frame edges

Audio Visual/Monitors ARE NOT included in the package but may be easily ordered separately. Contact your Customer Account Manager. Conceptual renderings only. Exact booth properties may vary by city and location of event.

## ORDER THIS PACKAGE

CODE: Exchange\_100\_02

Want to customize your booth even more?  
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# EXCHANGE | 10' x 20'

Conversations flow freely and ideas exchange easily in this fresh-looking set-up. Modern barstools around a long half-round table encourage your guests to pull up a chair and start networking. Optional monitors on the curved full panel graphic back wall offer the perfect focal point for discussion and video demonstrations.



Impressions Line

## Package Features Shown:

- (2) Half round 7' long tables
- (8) Barstools
- Finished frame edges

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## ORDER THIS PACKAGE

CODE: Exchange\_200\_02

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# HUDDLE | 10' x 10'

*This set-up is for getting down to business. Use the graphics-friendly reception counter for introductions, coordinating pre-scheduled and spontaneous meetings — and for locked storage. A bar-height table and chairs encourage purposeful conversations with a casual feeling. The back wall is well lit, and a great canvas for high impact graphics.*



## Package Features Shown:

- (1) Lockable cabinet counter with front panel graphics
- (1) Round bar height table
- (3) Barstools
- Finished frame edges

Audio Visual/Monitors ARE NOT included in the package but may be easily ordered separately. Contact your Customer Account Manager. Conceptual renderings only. Exact booth properties may vary by city and location of event.

## ORDER THIS PACKAGE

CODE: Huddle\_100\_01

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# HUDDLE | 10' x 20'

Getting down to business even bigger. Use the graphics-friendly reception counter for introductions, coordinating pre-scheduled and spontaneous meetings — and for locked storage. Bar-height tables and chairs encourage multi-person conversations with a casual feeling. The back wall is well lit, and a great canvas for high impact graphics.



## Package Features Shown:

- (2) Lockable cabinet counters with front panel graphics
- (2) Round bar height tables
- (8 ) Barstools
- Finished frame edges

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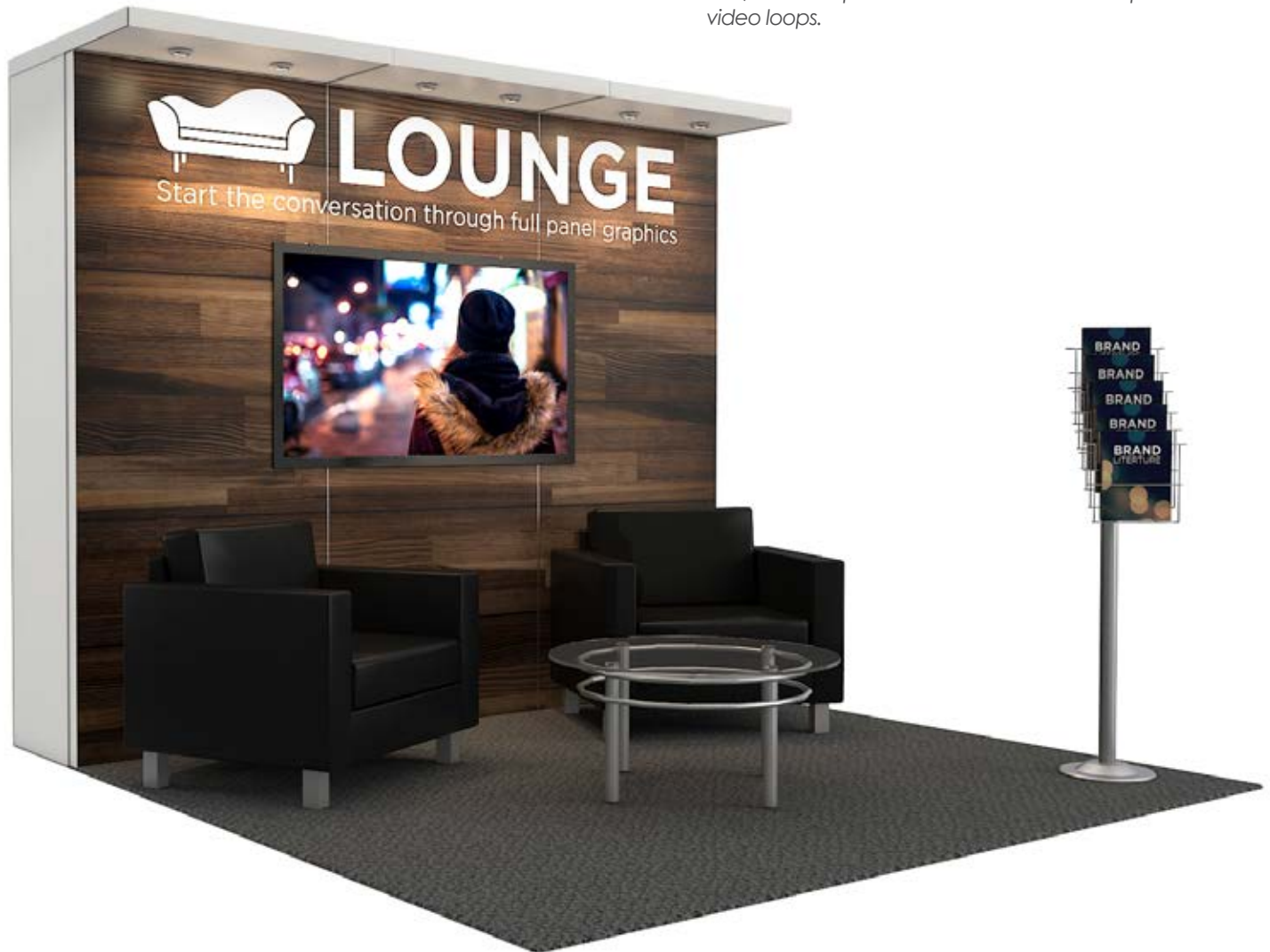
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# LOUNGE | 10' x 10'

Relaxed lounge settings promote personal connection and creative thinking. More companies are offering these environments at work — why not on hectic expo floors? This set-up features exceptionally comfortable seating, a coffee table, a literature rack, a print back wall, and an optional monitor for brand and product video loops.



Impressions Line

## Package Features Shown:

- (2) Soft seating chairs - available in powered\* or non-powered (\*Charging station)
- (1) Round coffee table
- (1) Literature rack
- Finished frame edges

Audio Visual/Monitors ARE NOT included in the package but may be easily ordered separately. Contact your Customer Account Manager. Conceptual renderings only. Exact booth properties may vary by city and location of event.

## ORDER THIS PACKAGE

CODE: Lounge\_100\_02

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# LOUNGE | 10' x 20'

Lounge settings promote personal connection and creative thinking. More companies are offering these environments at work — why not on hectic expo floors? This set-up features exceptionally comfortable seating, a coffee table, seat cubes, a literature rack, a print back wall, and an optional monitor for brand and product video loops.



Impressions Line

## Package Features Shown:

- (2) Soft seating chairs available in powered\* or non-powered (\*Charging station)
- (1) Loveseat available in powered\* or non-powered (\*Charging station)
- (1) Rectangle coffee table
- (2) Vibe seating cubes (various colors available)
- (1) Shelf
- (2) Literature racks
- Finished frame edges

Audio Visual/Monitors ARE NOT included in the package but may be easily ordered separately. Contact your Customer Account Manager. Conceptual renderings only. Exact booth properties may vary by city and location of event.

## ORDER THIS PACKAGE

CODE: Lounge\_200\_02

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## SESSION | 10' x 10'

When a lot of safe storage for your demo products is your top concern, this option is for you. The large storage closet provides a panel for sales messaging or impactful images, in addition to the main back wall. Both have nice, self-contained lighting. You'll have a seating area for productive sessions on the expo floor, and an attractive literature rack.



### Package Features Shown:

- Storage closet
- (1) Round cafe table with (3) chairs (black/white or red/white available)
- (1) Literature rack
- Finished frame edges

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### ORDER THIS PACKAGE

CODE: Session\_100\_03

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**Use of audio/visual equipment may affect final price as determined by location.**

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## SESSION | 10' x 20'

When a lot of safe storage for your demo products is your top concern, this option is for you. Two large storage closets provide panels for sales messaging or impactful images, in addition to the main back wall. You'll get nice, self-contained lighting throughout, a conference-sized seating area for productive sessions and an attractive literature rack.



Impressions Line

### Package Features Shown:

- (2) Storage closets
- (1) Rectangle cafe table with (4) chairs (black/white or red/white available)
- (2) Literature racks
- Finished frame edges

Audio Visual/Monitors ARE NOT included in the package but may be easily ordered separately. Contact your Customer Account Manager. Conceptual renderings only. Exact booth properties may vary by city and location of event.

### ORDER THIS PACKAGE

CODE: Session\_200\_03

Want to customize your booth even more?  
Call your Customer Account Manager  
at 972.580.9000

**All exhibit rental booths include:** Standard carpet in a selection of colors, Graphic printing production, Labor to install & dismantle, Roundtrip shipping and material handling of exhibit booth properties only, Daily vacuuming, Overhead lighting and electrical (for lights only)

**Use of audio/visual equipment may affect final price as determined by location.**

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# ARRAY | 10' x 10'

There are "pop-up" stores, pizzerias, cafes, and now there's an affordable spin on pop-up for the expo floor: the Array. Well-lit graphics panels set the stage. Cubby units show off your products and encourage attendees to get up close and personal. Edge-lit LED cube tables offer additional shelf space to highlight your offerings. Who can resist?



## Package Features Shown:

- (4) Cubby display units
- (2) LED cube tables (available in glowing colors of white, blue, green or red)
- Finished frame edges

Audio Visual/Monitors ARE NOT included in the package but may be easily ordered separately. Contact your Customer Account Manager. Conceptual renderings only. Exact booth properties may vary by city and location of event.

## ORDER THIS PACKAGE

CODE: Array\_100\_03

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Call your Customer Account Manager  
at 972.580.9000

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# ARRAY | 10' x 20'

There are "pop-up" stores, pizzerias, cafes, and now there's an affordable spin on pop-up for the expo floor: the Array. Well-lit graphics panels set the stage. Cubby units show off your products and encourage attendees to get up close and personal. Edge-lit LED cube tables offer additional shelf space to highlight your offerings. Who can resist?



Impressions Line

## Package Features Shown:

- (8) Cubby display units
- (2) LED cube tables (available in glowing colors of white, blue, green, or red)
- (1) Powered locking pedestal\*  
(\*electrical not included and must be ordered separately)
- Finished frame edges

Audio Visual/Monitors ARE NOT included in the package but may be easily ordered separately. Contact your Customer Account Manager. Conceptual renderings only. Exact booth properties may vary by city and location of event.

## ORDER THIS PACKAGE

CODE: Array\_200\_03

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at 972.580.9000

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# FASHION | 10' x 10'

If apparel is your business, this is your booth. You'll have a center panel for your company name and an impactful brand image or sales messages. Adjustable shelves and hanging racks, including a freestanding rack, let attendees browse through your goods without feeling congested. It's a modestly sized booth that packs a fashion punch.



Impressions Line

## Package Features Shown:

- (6) Slat wall adjustable shelves
- (2) Slat wall waterfalls
- (1) Waterfall hanging rack
- Finished frame edges

Audio Visual/Monitors ARE NOT included in the package but may be easily ordered separately. Contact your Customer Account Manager. Conceptual renderings only. Exact booth properties may vary by city and location of event.

## ORDER THIS PACKAGE

CODE: Fashion\_100\_01

Want to customize your booth even more?  
Call your Customer Account Manager  
at 972.580.9000

**All exhibit rental booths include:** Standard carpet in a selection of colors, Graphic printing production, Labor to install & dismantle, Roundtrip shipping and material handling of exhibit booth properties only, Daily vacuuming, Overhead lighting and electrical (for lights only)

**Use of audio/visual equipment may affect final price as determined by location.**

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# FASHION | 10' x 20'

If apparel is your business, this is your booth — and in this larger version, there's plenty of room for staff to engage. Two panels present your name, brand images, and key messages. Adjustable shelves and hanging racks, including a freestanding rack, let attendees browse through your goods without feeling congested in your space.



Impressions Line

## Package Features Shown:

- (12) Slat wall adjustable shelves
- (4) Slat wall waterfalls
- (3) Waterfall hanging racks
- Finished frame edges

Audio Visual/Monitors ARE NOT included in the package but may be easily ordered separately. Contact your Customer Account Manager. Conceptual renderings only. Exact booth properties may vary by city and location of event.

## ORDER THIS PACKAGE

CODE: Fashion\_200\_01

Want to customize your booth even more?  
Call your Customer Account Manager  
at 972.580.9000

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# FREEFORM | 10' x 10'

This configuration frees you to engage with attendees however you like. It forgoes the traditional reception counter and provides maximum display flexibility, with well-lit shelving and platform bases. You'll have a relaxed, casual product review and conversation environment, including a tablet stand.



Impressions Line

## Package Features Shown:

- (5) Fixed shelves
- (3) Platform bases
- (1) Tablet stand
- Finished frame edges

Audio Visual/Monitors ARE NOT included in the package but may be easily ordered separately. Contact your Customer Account Manager. Conceptual renderings only. Exact booth properties may vary by city and location of event.

## ORDER THIS PACKAGE

CODE: Freeform\_100\_03

Want to customize your booth even more?  
Call your Customer Account Manager  
at 972.580.9000

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**Use of audio/visual equipment may affect final price as determined by location.**

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# FREEFORM | 10' x 20'

Choose this for more generous well-lit shelving, a long stretch of platform bases, and two tablet stands. It forgoes the traditional reception counter and provides maximum display flexibility. You'll have a relaxed, casual product review and conversation environment, with the freedom you engage with attendees however you like.



Impressions Line

## Package Features Shown:

- (6) Fixed shelves
- (6) Platform bases
- (2) Tablet stands
- Finished frame edges

Audio Visual/Monitors ARE NOT included in the package but may be easily ordered separately. Contact your Customer Account Manager. Conceptual renderings only. Exact booth properties may vary by city and location of event.

## ORDER THIS PACKAGE

CODE: Freeform\_200\_03

Want to customize your booth even more?  
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at 972.580.9000

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# FREEFORM-S | 10' x 10'

It's easy to go freeform. The slat-wall shelving can be adjusted based on the show layout, traffic patterns or both. This booth provides maximum display flexibility without the traditional reception counter, enabling a more relaxed and casual product review and conversation environment. You'll also get an attractive tablet stand.



Impressions Line

## Package Features Shown:

- (5) Slat wall adjustable shelves
- (3) Platform bases
- (1) Tablet stand
- Finished frame edges

Audio Visual/Monitors ARE NOT included in the package but may be easily ordered separately. Contact your Customer Account Manager. Conceptual renderings only. Exact booth properties may vary by city and location of event.

## ORDER THIS PACKAGE

CODE: Freeform-S\_100\_03

Want to customize your booth even more?  
Call your Customer Account Manager  
at 972.580.9000

**All exhibit rental booths include:** Standard carpet in a selection of colors, Graphic printing production, Labor to install & dismantle, Roundtrip shipping and material handling of exhibit booth properties only, Daily vacuuming, Overhead lighting and electrical (for lights only)

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# FREEFORM-S | 10' x 20'

Choose this for more generous, adjustable, slat-wall shelving that can be changed based on the show layout, traffic patterns or both. You'll have a long stretch of platform bases, and two tablet stands. This booth provides maximum display flexibility without the traditional reception counter, enabling a freer, more relaxed environment.



Impressions Line

## Package Features Shown:

- (6) Slat wall adjustable shelves
- (6) Platform bases
- (2) Tablet stands
- Finished frame edges

Audio Visual/Monitors ARE NOT included in the package but may be easily ordered separately. Contact your Customer Account Manager. Conceptual renderings only. Exact booth properties may vary by city and location of event.

## ORDER THIS PACKAGE

CODE: Freeform-S\_200\_03

Want to customize your booth even more?  
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at 972.580.9000

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# SHOWCASE | 10' x 10'

Choose this configuration if you have products that would benefit from both great shelving and a distinctive glass display case. A reception counter enables close-up product discussions, as well as lockable storage below. There's plenty of space on the panels for compelling visuals and messages about your products, brand, or company.



Impressions Line

## Package Features Shown:

- (6) Fixed shelves
- (1) Glass display case
- (1) Lockable cabinet counter with front panel graphics
- (1) Barstool
- Finished frame edges

Audio Visual/Monitors ARE NOT included in the package but may be easily ordered separately. Contact your Customer Account Manager. Conceptual renderings only. Exact booth properties may vary by city and location of event.

## ORDER THIS PACKAGE

CODE: Showcase\_100\_02

Want to customize your booth even more?  
Call your Customer Account Manager  
at 972.580.9000

**All exhibit rental booths include:** Standard carpet in a selection of colors, Graphic printing production, Labor to install & dismantle, Roundtrip shipping and material handling of exhibit booth properties only, Daily vacuuming, Overhead lighting and electrical (for lights only)

**Use of audio/visual equipment may affect final price as determined by location.**

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# SHOWCASE | 10' x 20'

If your products could use long stretches of shelving and two distinctive glass display cases, this booth is for you. A reception counter enables close-up product discussions, as well as lockable storage below. There's plenty of space on the panels for compelling visuals and messages about your products, brand, or company.



Impressions Line

## Package Features Shown:

- (2) Glass display cases
- (12) Fixed shelves
- (2) Lockable cabinet counters with front panel graphics
- (2) Barstools
- Finished frame edges

Audio Visual/Monitors ARE NOT included in the package but may be easily ordered separately. Contact your Customer Account Manager. Conceptual renderings only. Exact booth properties may vary by city and location of event.

## ORDER THIS PACKAGE

CODE: Showcase\_200\_02

Want to customize your booth even more?  
Call your Customer Account Manager  
at 972.580.9000

**All exhibit rental booths include:** Standard carpet in a selection of colors, Graphic printing production, Labor to install & dismantle, Roundtrip shipping and material handling of exhibit booth properties only, Daily vacuuming, Overhead lighting and electrical (for lights only)

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# SHOWCASE-C | 10' x 10'

Is lots of safe storage a priority? The reception counter has lockable storage below, and there's a generously sized closet too. You'll have shelving for products and the ability to discuss them with attendees up front and close-up. There's plenty of space on the panels for compelling visuals and messages about your products, brand, or company.



Impressions Line

## Package Features Shown:

- Storage closet with graphic panels
- (6) Fixed shelves
- (1) Lockable cabinet counter with front panel graphics
- (1) Barstool
- Finished frame edges

Audio Visual/Monitors ARE NOT included in the package but may be easily ordered separately. Contact your Customer Account Manager. Conceptual renderings only. Exact booth properties may vary by city and location of event.

## ORDER THIS PACKAGE

CODE: Showcase-C\_100\_02

Want to customize your booth even more?  
Call your Customer Account Manager  
at 972.580.9000

**All exhibit rental booths include:** Standard carpet in a selection of colors, Graphic printing production, Labor to install & dismantle, Roundtrip shipping and material handling of exhibit booth properties only, Daily vacuuming, Overhead lighting and electrical (for lights only)

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# SHOWCASE-C | 10' x 20'

Hard to believe you'll find a more storage-focused booth. It has two reception counters with lockable storage below, and two generously sized closets. You'll have shelving for products and the ability to discuss them with attendees up front and close-up. Put compelling visuals and messages about your products, brand, or company on the panels.



Impressions Line

## Package Features Shown:

- (2) Storage closets with graphic panels
- (12) Fixed shelves
- (2) Lockable cabinet counters with front panel graphics
- (2) Barstools
- Finished frame edges

Audio Visual/Monitors ARE NOT included in the package but may be easily ordered separately. Contact your Customer Account Manager. Conceptual renderings only. Exact booth properties may vary by city and location of event.

## ORDER THIS PACKAGE

CODE: Showcase-C\_200\_02

Want to customize your booth even more?  
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# SHOWCASE-SC | 10' x 10'

Show off your product on adjustable, slat-wall shelving that can be changed based on the show layout, traffic patterns or both. Engage attendees at the reception counter with a close-up product discussion. In addition to a closet, you'll have storage below the counter, which also offers space for your logo, brand imagery and key messages.



## Package Features Shown:

- Storage closet
- (6) Adjustable shelves
- (1) Lockable cabinet counter with front panel graphics
- (1) Barstool
- Finished frame edges

Audio Visual/Monitors ARE NOT included in the package but may be easily ordered separately. Contact your Customer Account Manager. Conceptual renderings only. Exact booth properties may vary by city and location of event.

## ORDER THIS PACKAGE

CODE: Showcase-SC\_100\_02

Want to customize your booth even more?  
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# SHOWCASE-SC | 10' x 20'

If storage and flexibility count, this is for you. Adjustable, slat-wall shelving can be changed based on the show layout, traffic patterns or both. Engage attendees at two reception counters, both with storage below, and panels for your company name or logo, brand imagery and key messages. You'll also get two generously sized closets.



Impressions Line

## Package Features Shown:

- (2) Storage closets
- (12) Adjustable shelves
- (2) Lockable cabinet counters with front panel graphics
- (2) Barstools
- Finished frame edges

Audio Visual/Monitors ARE NOT included in the package but may be easily ordered separately. Contact your Customer Account Manager. Conceptual renderings only. Exact booth properties may vary by city and location of event.

## ORDER THIS PACKAGE

CODE: Showcase-SC\_200\_02

Want to customize your booth even more?  
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# THEATER | 20' x 20'

Even a small theater is a big draw at a trade show. This is a stunning design with the height to attract attendees from a distance and plenty of engagement opportunities for your staff. There are multiple audio and visual options available, including a theater with seating cubes



## Package Features Shown:

- Large graphic tower with storage closet
- Curved tower wall
- (1) Large lockable cabinet counter with front panel graphics
- (2) Kiosk counters
- (4) Soft seating chairs
- (4) Barstools
- (7) Vibe seating cubes (various colors available)
- (2) Literature racks
- Finished frame edges

Audio Visual/Monitors ARE NOT included in the package but may be easily ordered separately. Contact your Customer Account Manager. Conceptual renderings only. Exact booth properties may vary by city and location of event.

## ORDER THIS PACKAGE

CODE: Theater\_400

Want to customize your booth even more?  
Call your Customer Account Manager  
at 972.580.9000

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**Use of audio/visual equipment may affect final price as determined by location.**

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# BILLBOARD | 20' x 20'

This standout design has a high wall for impactful images to attract attendees. They're optional, but you'll want to consider it: monitors provide media delivery opportunities including video loops, touch screens, and other digital technologies that create the ideal space for engagement.



## Package Features Shown:

- Large graphic tower with storage closet and rooftop extensions
- (1) Double wide lockable cabinet counter with front panel graphics
- (2) Kiosk counters with front panel graphics
- (2) Round café tables
- (5) Chairs (black/white or red/white available)
- (2) Barstools
- (2) Tablet stands
- Finished frame edges

Audio Visual/Monitors ARE NOT included in the package but may be easily ordered separately. Contact your Customer Account Manager. Conceptual renderings only. Exact booth properties may vary by city and location of event.

## ORDER THIS PACKAGE

CODE: Billboard\_400

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at 972.580.9000

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# MARQUEE | 20' x 20'

A high wall for impactful images attracts attendees. Choose up to three optional video monitors to tell your story, plus media on interactive touch screens, and other digital technologies. You'll have ample storage with two closets, more panels for images or messages, and two hightop tables for conversation.



## Package Features Shown:

- Large graphic tower with storage closet and rooftop extensions
- (1) 10x10 enclosed/private meeting room space (or use for additional storage)
- (1) Lockable cabinet counter with front panel graphics
- (2) Kiosk counters with front panel graphics
- (2) Bar height tables
- (5) Barstools
- (2) Tablet stands
- Finished frame edges

Audio Visual/Monitors ARE NOT included in the package but may be easily ordered separately. Contact your Customer Account Manager. Conceptual renderings only. Exact booth properties may vary by city and location of event.

## ORDER THIS PACKAGE

CODE: Marquee\_400

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# ICON | 20' x 20'

Show off apparel like a great retail environment. You'll have fluid curves to present your name, brand imagery, and key messages. Plenty of display space, including adjustable shelves and hanging racks, even freestanding racks, invite browsing. Optional monitors let you present a brand enhancing video story.



## Package Features Shown:

- Curved tower wall with rounded backwall setting (mixture of slat wall and graphics)
- (1) Large lockable cabinet counter with front panel graphics
- (2) Barstools
- (2) Waterfall hanging racks
- (3) Platform bases
- (1) Powered locking pedestal\* (\*electrical not included and must be ordered separately)
- (5) Cubby display units
- (1) LED cube table (available in glowing colors of white, blue, green, or red)
- (4) Fixed shelves
- (3) Slat wall waterfall racks
- (1) Tablet stand
- Finished frame edges

(Mannequins are for sample ideas only. Inquire about these with your Customer Account Manager.)

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## ORDER THIS PACKAGE

CODE: Icon\_400

Want to customize your booth even more?  
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# Perspective™ Series

## Inventive Line

Place holder copy.....



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# PLACEHOLDER | xyz' x xyz'

This booth configuration provides an opportunity to highlight featured products along with reception counters that enable close-up product discussions. It has the benefit of plenty of message space for compelling visuals from your products, brand or company.

## Inventive Line to Come