

Mission Impossible?
Tips to help you maximize your vendor relationships



21

Pack Mentality
Four companies harness the power of partnerships



29

Big Pimpin'
Rocawear debuts its blinged-out booth at The World Shoe Association Show



34

Sitting Pretty
Six unique examples of exhibit seating that combine form and function



70

Plan B
How one designer saved his booth and his career



73

BEST PRACTICES IN TRADE SHOW MARKETING

EXHIBITOR

MAGAZINE

July 2007

\$26.00/Canada \$37.00



THE 21ST ANNUAL SALARY SURVEY

www.ExhibitorOnline.com

Sitting Pretty

When it comes to taking a load off, just about any ol' chair will do. But if you want to send a memorable message about your company and brand, you'll need something a bit more creative than metal folding chairs. Here are six exhibit-seating options that pair typical functionality with atypical aesthetic flair.

By Linda Armstrong

Fashion Forward

Company: American Leather

Show: Hospitality Design Expo, 2007

Supplier: American Leather, Dallas, 800-456-9599,
www.americanleather.com

Two semi-circle leather couches strike a pose with a circular ottoman on a white-carpet runway, creating a chic and welcoming place for attendees to kick back and relax. The eye-popping pink couches stand out against the exhibit's black and white interior, beckoning to weary passersby.



Puzzle Piece

Show: Healthcare Convention & Exhibitors Association, 2005

Company: Exhibit Concepts Inc.

Supplier: Inside Innovations, Findlay, OH, 419-424-0878,
www.insideinnovations.com

Circles and squares are so last year. This free-form stool looks more like an errant puzzle piece than exhibit furniture, which is exactly what the folks at Exhibit Concepts Inc. were going for. Paired with a lava lamp roughly 4-foot tall, this leather bench is just too cool.



Old Meets New

Company: CaesarStone

Show: Kitchen/Bath Industry Show & Conference, 2007

Supplier: Haziza, Sun Valley, CA, 800-242-8992,

www.haziza.com

A study in contrasts, CaesarStone paired its quartz surfaces with the modern, smooth lines of these Z-shaped chairs. The transparency of the tangerine and light brown acrylic was a perfect companion to the dense traditional materials used in the tables and pedestals.



Seat Time

Company: Qualys Inc.

Show: RSA Conference, 2006

Supplier: Gee + Chung Design, San Francisco, 415-543-1192,

www.geechungdesign.com

Qualys Inc., a provider of on-demand security audits, is always on guard to protect its customers' networks. These stunning stools — retrofitted stainless-steel planters with built-in clocks — represent 12 international cities and symbolize Qualys' ability to provide 24/7 global network security.



PHOTO: ANDY CAULFIELD

What a Pill

Company: Belupo d.d.

Show: Medicine and Technology Fair, 2005

Supplier: Studio Rasic, Zagreb, Croatia, 38-51-484-7224,

www.studio-rasic.hr

Sometimes the obvious is apropos. That's why Croatian pharmaceutical company Belupo d.d. used this pill-shaped bench to draw attention to its new allergy drug. Made of wood, laminate, and plastic cushions, the tablet is the perfect cure for the common booth.



PHOTO: STUDIO RASIC

Little-Ass Cubes

Show: International Air-Conditioning, Heating, Refrigeration Expo, 2007

Company: Big Ass Fans Co.

Supplier: Design Within Reach, San Francisco, 800-944-2233,

www.dwr.com

With a name like Big Ass Fans Co., simple wooden stools would be a big-ass faux pas. That's why this exhibitor opted for these dramatic yellow cubes. Made of semi-hardened foam and simple polypropylene legs, these knee-high beauties are almost as memorable as the company's name.

