Save Money, Save Time, Reduce Stress

Article # 5

Exhibit Design

Recent material developments and new designs can save money now and in the future. Lightweight exhibits reduce your freight costs, material handling cost, storage space and costs, set up and tear down costs, and perhaps even repair costs for many shows to come.

Stretch fabrics can be customized and changed inexpensively with colored lighting. Window shade pull up displays are easily shipped, or even hand carried by on site personnel and can be arranged in a variety of configurations to constantly present a changing appearance. Light weight materials such as foam core or corrugated cardboard weigh much less than plywood. Exhibit builders can provide a number of ways to reduce the cost of your new exhibit now and for the future.

Another growing trend is the resale of exhibits. A growing number of companies now specialize in selling refurbished exhibits. Mergers, closings, or re-branding by companies has resulted in custom exhibits being available at a greatly discounted price.

Before you order your new exhibit, be sure to check online for refurbished exhibits that may suit your requirements and save your organization money and design time.

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ACS, as a service to exhibitors, is providing this series of articles, helping you "Save Money, Save Time, and Reduce Stress". Most of these suggestions refer to freight and material handling, but some of the topics refer to exhibit design, planning, international exhibiting and other items. If you have any questions or comments, please contact your Airways Event Freight Group representatives, Gary Tolbert or Cindy Bohannon at 469-643-6037 or gary@eventfreight.com.