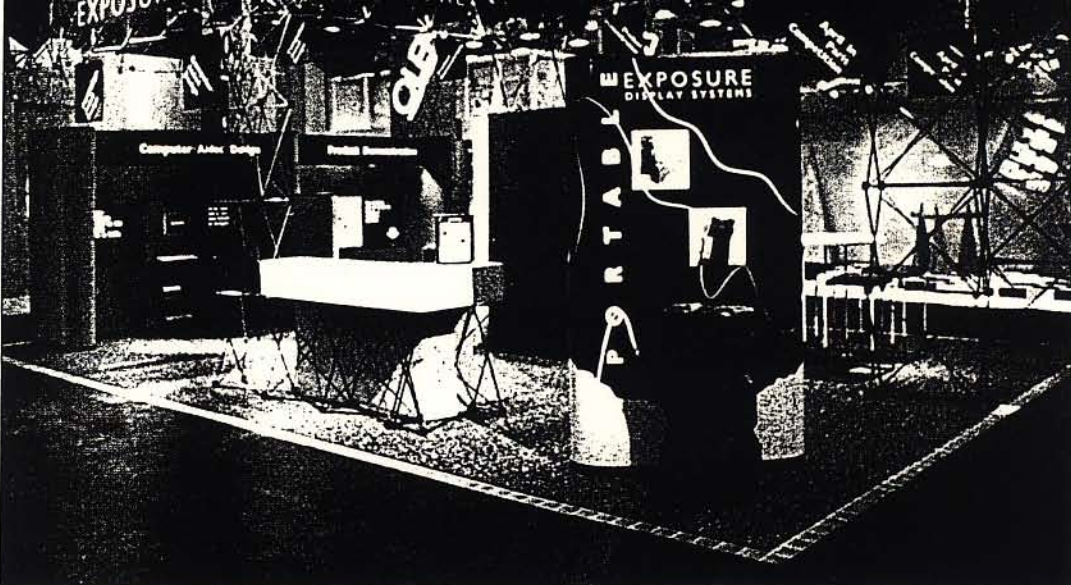




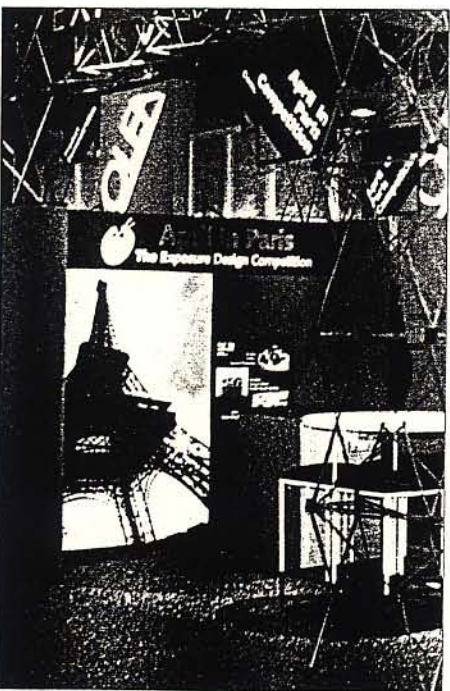
*Exposure
Display
Systems*



Brightly colored, spider-like aluminum trusses form large inviting archways around the edges of the Exposure exhibit.

TOOLS FOR DESIGN

Portable display components are often described as "lightweight," "functional" and "easy to use," but almost never as "design tools." Yet that's exactly what Exposure thinks they are and proved its point to judges with imaginative booth design and an eye-open-



To promote the design versatility of its products, Exposure sponsored the April in Paris design contest among its distributors.

ing computer-aided design (CAD) demo.

The emphasis on portables as design tools began prior to the Exhibitor Show 92. Exposure sponsored an "April in Paris" design competition among its distributors to encourage creativity with its products. The prize: a week for two in Paris. Exposure announced the winner (Quantum Productions of Chicago) at a champagne reception in its booth the first day of the show.

To further promote the design versatility of its portable display components at the show, Exposure cooked up a sleek and playful booth design. "We wanted to break out of the old pop-up mold," says designer David Gebow. "Our products are more than just building blocks. They also drive design."

Colorful collapsible aluminum trusses spidered out over the booth from atop a central black registration counter. Trusses also spanned the outer edge of the exhibit on three sides and created large aisle-side archways. The goal: to increase booth traffic by creating an inviting and accessible exhibit.

Color-coded design designated the various functions within the booth: green-blue, new product introductions; purple, CAD demo; red, design contest. "We wanted to get attendees thinking about how color can be used to enhance booth design," says Gebow.

Several large headers emblazoned with the company logo topped the exhibit; booth graphics identifying different products and services were suspended from the trusses

with cable and appeared to float in midair. Slick-looking, black-and-white speckled tables with matching black stools provided informal meeting areas in the exhibit.

To further illustrate the design functionality of its products to attendees, Exposure debuted an interactive CAD demo in its booth. Visitors were invited to use the computer to create their own designs with Exposure products. "By laying it out for them to see on the computer, we open their minds to all the possibilities," says vice president Marla Bowron.

And to boost the number of qualified leads gathered at the show, Exposure staffed its booth with actual distributors from across the United States and abroad rather than with just company representatives as it has in the past. "We figured who better to sell our products at the show than the people who are out in the trenches selling every day," says Bowron.

Overall the company was very pleased with the results: 135 leads. "I think the quality of leads improved greatly thanks to a super effort by our distributors," says Bowron. ■

By Kristin Troff, Staff Writer.

Exhibitor

Exposure Display Systems Inc.
7101 Fair Ave., North Hollywood, CA 91605
818-764-5126