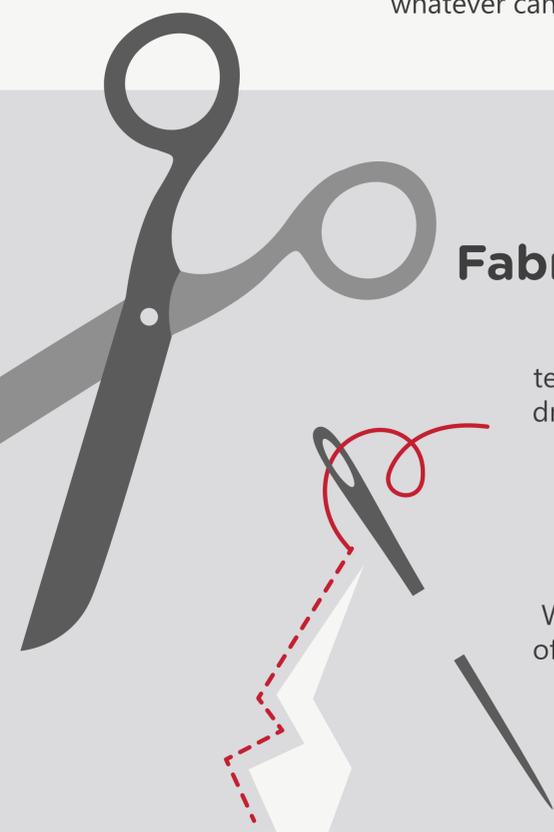


Things That Can Go Wrong Often Will



Think you've thought of everything?
Take a look at this
list of tradeshow mishaps.
How do you suppose we found a way to
solve each of them?

In the world of tradeshows and exhibits, Murphy's Law often prevails. For, no matter how much forethought and planning go into tradeshow exhibits, it seems that whatever can go wrong will go wrong.



Problem: Fabric incident doesn't cut it

During installation, two fabric towers were being tethered to the tradeshow ceiling when the riggers dropped one tower's metal support and it ripped a large hole in the fabric.

Solution:

We sewed up the hole and then increased the size of an adjacent overlay graphic, which then covered the hole. No one could tell! And, the larger size graphic looked even better than the original.

Problem: No table for Martha is not a good thing

Businesswoman, writer and TV personality Martha Stewart was scheduled to sign autographs in a booth at a Las Vegas tradeshow. Just before the show, exhibitors realized there was no place for her to sign autographs.

Solution:

We went a furniture store in Las Vegas in search of a proper looking writing desk, not just an office desk. The store ended up loaning it to us for free. We placed a small sign on the desk, crediting the store for the loan.

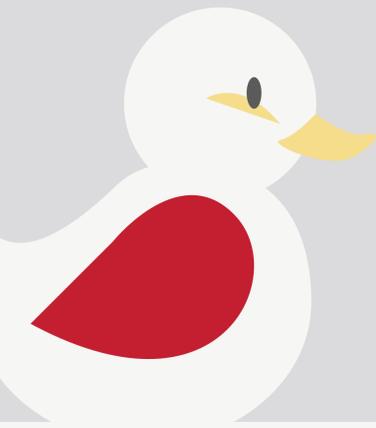


Problem: No toys for lots

A Nashville exhibitor had forgotten and left all of its give-aways in Houston. The company was actually trying to find someone who could accompany the tchotchkes on the next plane.

Solution:

We stepped in and arranged for a counter-to-counter delivery because of our "known shipper" status. The general public can no longer set up these types of deliveries on their own because of post-9/11 restrictions.



Problem: Size matters a great deal

One exhibit manager failed to realize that tradeshow management changed its booth space layout. While it was still in the same place on the show floor, it was shaped much differently than was originally planned. There was a two-story booth and the clock was ticking.

Solution:

Using AutoCAD and paper prints of the booth (like paper dolls), we figured out how to position the booth diagonally so it would work in the new layout.

