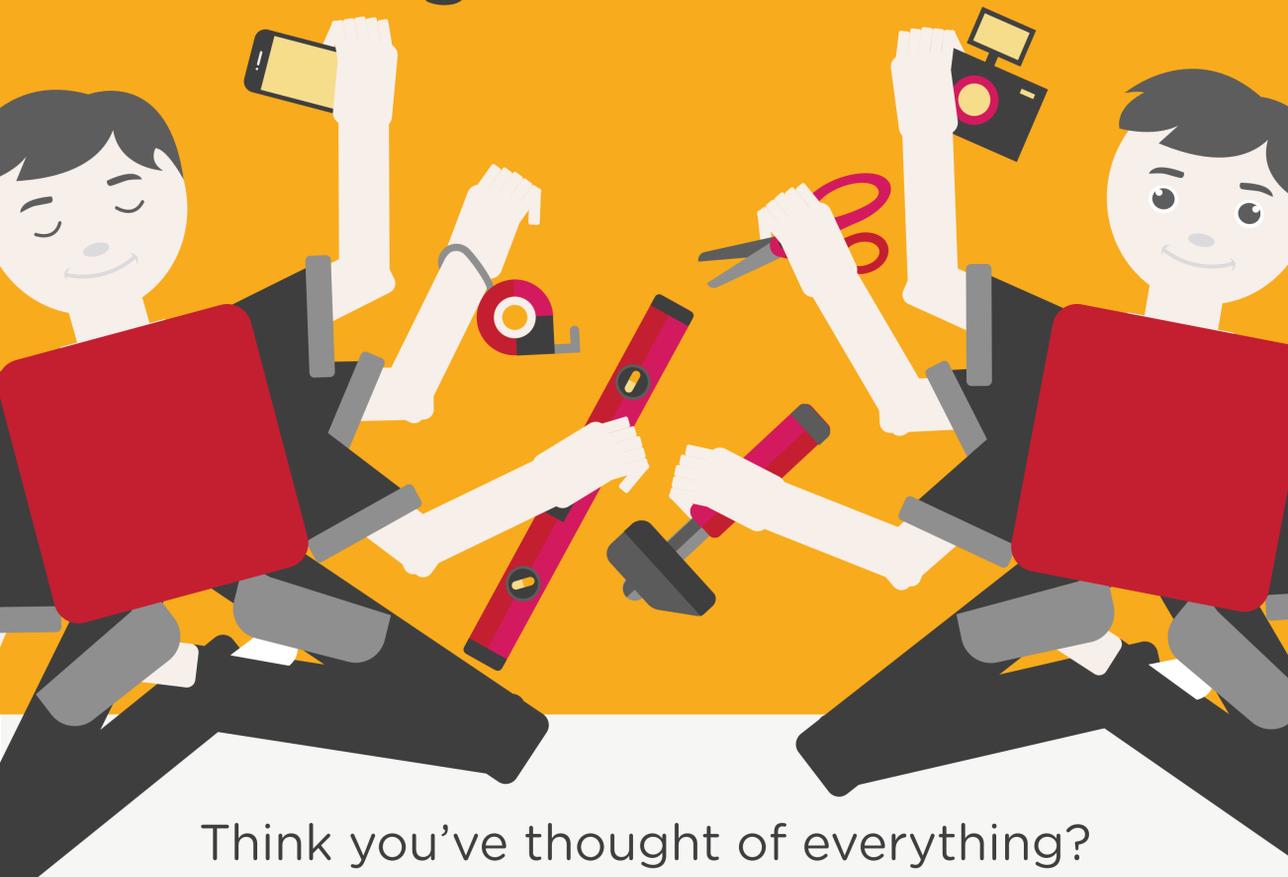


# Things That Can Go Wrong Often Will



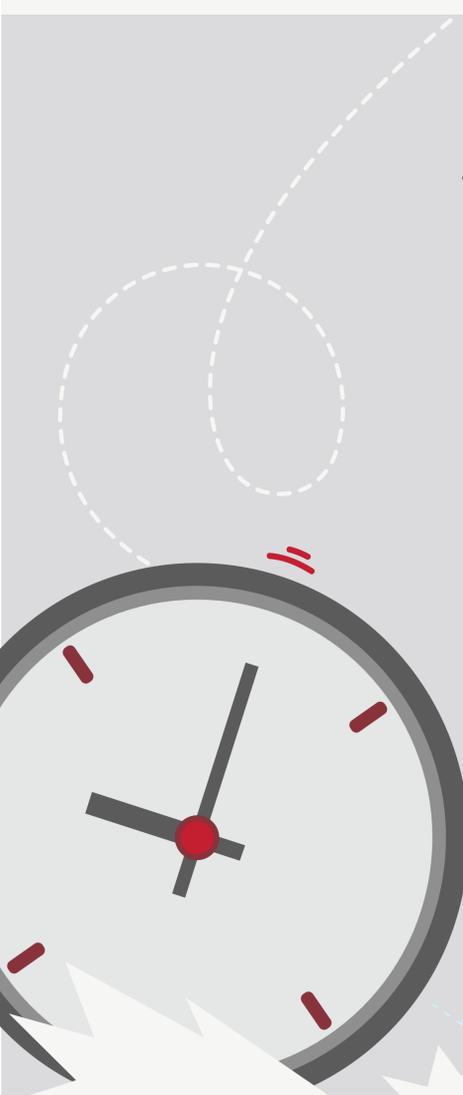
Think you've thought of everything?

Take a look at this

## list of tradeshow mishaps.

How do you suppose we found a way to solve each of them?

Excalibur's meticulous planning and construction process prevents many problems from occurring. What's more, it's Excalibur's problem solving know-how that can save the day if and when something does go wrong.



### Problem:

#### There was no room in the inn

A client dearly wanted to be an exhibitor at OTC, the oil and gas industry's major tradeshow in Houston, but it didn't have enough priority points to command a booth space. It was just one day before OTC's opening and the client finally breathed a sigh of relief.

### Solution:

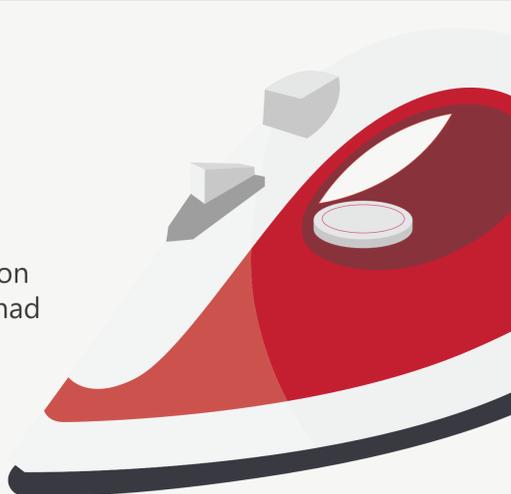
Just two days before the show opened, we discovered a vacant 10 X 20 space that an exhibitor had failed to show up for. Approaching show management, we told them we had a client who was ready and willing to fill that space. We also told them we could arrange a booth for them in time to make the show. Show management agreed to the proposition because empty space doesn't look good at a show. So, we successfully got our client into the show without their having to wait on a waiting list, which can sometimes take years to procure space. With the priority points system, our client was able to continue booking space at the show moving forward.

### Problem: Skirting the issue

On-site, a client decided he wanted skirting installed on his booth's small-diameter, high pub tables. Skirting had to be the right length and a certain shade of blue to match the company's branding.

### Solution:

We had someone search several fabric stores but none of these options met with client approval. So, just before store closing that night, we located just the right fabric. Later, in our hotel room, we used iron-on hemming tape in order to fabricate table skirts that were the correct color and right size and length for these unusual tables.



### Problem:

#### Scratching the surface, badly

While unpacking some acrylic display cases a client purchased from another vendor, we discovered some unsightly scratches. The scratches were a serious detraction to the products displayed inside. It was late on a Saturday and most stores were closing or already closed.

### Solution:

We knew we needed to find some Novus scratch remover product, but where? Because it's a specialty product, most stores just don't stock it. Searching the internet, we discovered a thread written by aquarium aficionados who were discussing the use of Novus on aquarium scratches. We quickly located a nearby aquarium supply store that was open on Saturday. The Novus worked like a charm and the scratches disappeared. We discovered that it also works on scratched iPhones!

