

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.

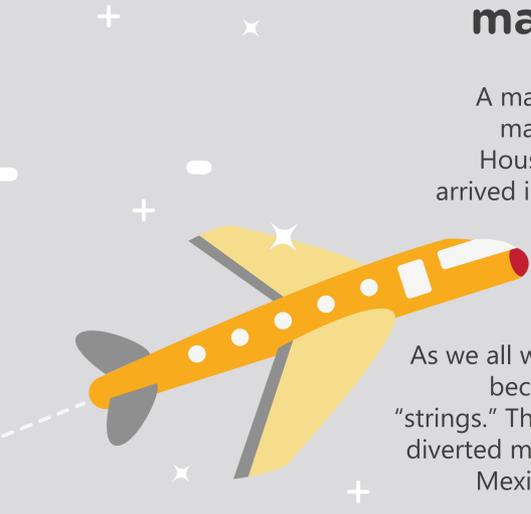
Problem: ✕

High-flying president may not make the press conference

A major oil and gas president's delayed flight almost made an intermediate stop in Sao Paulo instead of Houston. En route, the flight changed course and he arrived in time to meet the press. How did that happen?

Solution: ○

As we all were watching our phones for an updated ETA, it became clear that someone had pulled some major "strings." This executive was so important that his flight was diverted mid-air directly to Houston instead of stopping in Mexico City. He got to the press conference on time.



✕ Problem:

Now you see it, now you don't

One day before a tradeshow was to open, the client pulled a display model of a new product that had just been installed in its booth. Management determined it didn't want the product promoted just yet. What do you do with an empty display space?

○ Solution:

To fill the space, a new product model was located. Incredibly, it was found on one of the client's working ships 150 miles offshore in the Gulf of Mexico. Coordinating with the client, a helicopter was arranged to fly the model to shore where we picked it up. Because our client was a foreign entity, we were mandated to transport it to a local U.S.A. Customs office for entry. We then transported the model straight to the show floor. In the process, we discovered that the model had different specifications, making the current crating and pedestal display obsolete. We quickly photographed, measured and weighed the new model and sent the specifications to our headquarters. Skilled craftsmen in our workshop fabricated new ones and we transported them to the show floor. Fortunately, a backup logo had been made and so we applied it to the model on the show floor. That evening, the model and pedestal were wiped down and pronounced "show ready." Our client was over the moon because of our efforts.



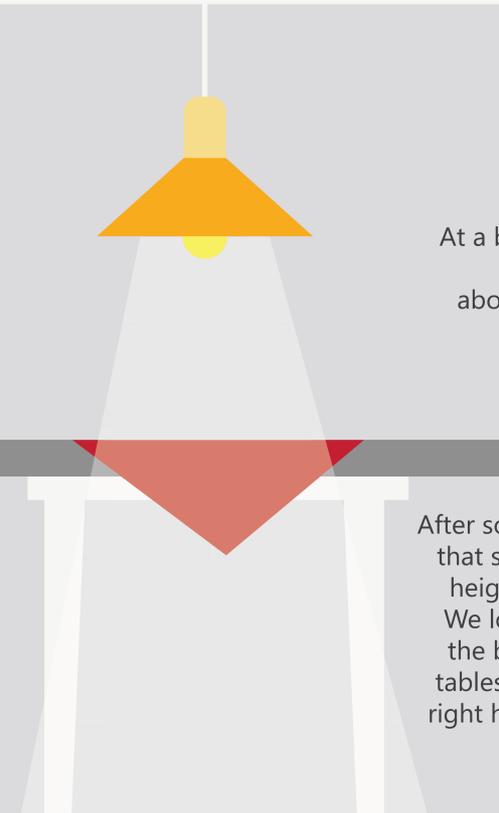
Problem: ✕

Now I see the light

At a booth installation in another country, a spectacular light box just wasn't looking right. It needed to be about three feet high instead of on the floor. We were strangers in a strange land and didn't have vendor connections readily available.

Solution: ○

After some thought and much measuring, we determined that simple banquet tables would provide the necessary height and structural strength to support the light box. We located three 6-foot tables and spaced them across the back of the booth. We then clothed and skirted the tables and placed the light box across the top. Voila, the right height, expanse and striking look all were achieved.



✕ Problem:

Something's gotta give

There just wasn't enough vertical space for a two-story exhibit plus its four-foot neon lights and four-foot logo. The client couldn't attend the show due to a family health crisis and could not be reached by phone. You think you have problems.

○ Solution:

We decided to use the logo and leave out the neon lights. When we finally were able to reach the client as the show opened, he was quite pleased. He thought it was a great solution, and he'd never really liked the neon lights in the first place!

