

# EXHIBITOR

THE MAGAZINE FOR TRADE SHOW AND EVENT MARKETING MANAGEMENT

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## THE BOOTH STAFFING SOLUTION

HOW TO TURN YOUR SKEPTICS,  
GRUMPS, AND SLACKERS  
INTO A TOP EXHIBIT TEAM!  
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HOW I BOOKED THE ROLLING STONES

OLD BOOTH VS. NEW BOOTH

CHOOSING THE BEST VAN LINE



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# CLASSICAL COLLAGE

These five exhibits put time-tested architectural styles to effective use fulfilling trade show objectives.

PHOTOS BY JAMIE PADGETT AND DARRIS LEE

COMMENTARY BY NANCY AND CHARLIE MCMILLAN



## ▲ SAMSUNG TELECOMMUNICATIONS CO. LTD.

THE STRONG YET SIMPLE MINIMALIST SHAPE IS A VERY SUCCESSFUL DESIGN, MAKING A POWERFUL VISUAL STATEMENT FROM THE OUTSIDE, WHILE ENCLOSING VISITORS ENTIRELY IN THE SAMSUNG

WORLD FROM WITHIN. THE MASSIVE PRESENCE IS CREATED INEXPENSIVELY WITH SCRIM. BENCHES AND TABLES INSIDE DISPLAY A VARIETY OF PRIMARY COLORS.

DESIGNER/FABRICATOR: DERSE EXHIBITS



#### CMG WIRELESS DATA SOLUTIONS

THE SLIGHTLY EXPLODED DECONSTRUCTIONIST-STYLE OF THE PRODUCT DISPLAY CREATES A SENSE OF TENSION AND INTEREST. ONE WANTS TO WALK AROUND THE LEANING TOWER-LIKE FORM OUT OF PURE CURIOSITY, AN EXAMPLE OF A SIMPLE DESIGN FORM FULFILLING A CRITICAL TRADE SHOW FUNCTION.

DESIGNER/FABRICATOR: IMPACT UNLIMITED

#### ANDREW CORP.

THE BAUHAUS STYLE IS VERY MUCH ON VIEW IN THIS EUROPEAN-SYSTEM EXHIBIT. THE EFFECTIVE USE OF THE COMPANY LOGO IS THE DESIGN'S STRONGEST POINT - ONE GETS A CLEAR SIGHT OF THE COMPANY NAME AND LIGHTNING-BOLT LOGO AT EVERY POINT IN THE EXHIBIT.

DESIGNER/FABRICATOR:  
IMPACT UNLIMITED



The show: CTIA Wireless, Orange County Convention Center, Orlando FL, March 2002.

## NEC AMERICA INC.

THE ROUNDED, BRUSHED-METAL TUBING "STREET SIGN" THEME TAKES ITS DESIGN CUES FROM THE NEW NEC CELLULAR PHONE. THE GOBO LIGHTING ON THE FLOOR AND WALLS MIMICS THE CELLULAR PHONE'S DIGITAL NUMBER KEYPAD. THE EXHIBIT FILLS ALL PARTS OF ONE'S VISION WHILE CONVEYING AN OPEN AND UNCLUTTERED SENSATION OVERALL.

DESIGNER/FABRICATOR:  
ACCESS TCA



## LG INFOCOMM

THIS EXHIBIT'S LIGHT-WASHED PINK, GREY, AND BLUE PALETTE MAKES A RELATIVELY SMALL EXHIBIT SPACE FEEL LARGE, SERENE, AND EXPANSIVE. THE OVERALL DESIGN ALSO ACHIEVES A RARE, MUTUALLY-SUPPORTIVE LINKING OF GRAPHICAL AND LIGHTING ELEMENTS VIA THE DOT PATTERN LIGHT PROJECTION ON THE WALLS AND FLOORS.

DESIGNER/FABRICATOR:  
EXHIBITGROUP/GILTSPUR NEW YORK AND LG/AD



Jamie Padgett and Darrin Lee are principal photographers with Padgett & Co. of Chicago. Nancy and Charlie McMillan are design principals at the McMillan Group, an exhibit design and management company based in Westport, CT.