



# Choosing the Right Display System

Exhibit Design | Large Format Printing & Finishing | Sales and Rentals



**MEDIA WORKS**  
incorporated

## Choosing the Right Display System

For many businesses, a trade show can offer a simple and convenient way to target relevant buyers. When attending a trade show, the greatest challenge can be rising above the visual roar of neighboring booths. You need to convey your message forcefully and effectively in just the few seconds that someone spends walking by your trade show booth.

The display decision should be based on your specific show objectives, your budget, and your corporate branding goals and guidelines. If you're the marketing director for a big company and want to position yourself as a leader in your industry, you'll need a very large space and a custom or high end modular exhibit. If you're a startup with a limited budget, you should consider an inexpensive popup booth or a rental exhibit.

### Retractable Banner Stands

Basically a window shade in reverse, pull-up displays are a quick way to enhance your trade show booth. Use several together to create a back wall, or one or two free-standing pull-up displays to accent the front of your booth. They are extremely lightweight and very quick to set up.



### Table Top Displays

If you don't require a large display, table top displays may be a good choice. Table top displays are much smaller and easier to set up. As their name implies, they simply perch on top of a table. They are handy if you travel quite a bit or need to set up quickly. Briefcase displays are an even smaller version.



### Pop-ups

Pop-ups are the most popular booth option for 10'x10' spaces and for sales events and conferences. There are a broad range of pop-ups available in the market today and most are available with podium wraps to convert the carrying case into a podium. Some of the key factors to look at in selecting a pop-up are durability, ease of setup, availability, and fabric colors. If you sometimes exhibit in smaller spaces you should also consider a convertible booth which can be easily converted to a smaller size. Pop-ups can be complemented with shelving, peninsula counters, backlit endcaps, literature displays, and other accessories which can convert an ordinary pop-up into a standout display!



### Panel Displays

Panel Displays are an alternative to pop-ups, and, depending on their quality and countertop options, can provide a higher end look than a pop-up. Panel displays generally hold more weight than pop-ups so they can work well if you have heavier products to display.



### Modular

Modular exhibits are higher end exhibits that provide a custom look but can still be setup easily. Modular exhibits generally use higher end materials including tension fabric structures, extruded aluminum frames, high end composites, laminates, and innovative bold designs. Modular exhibits will hold more weight and can also be used to hold large plasma screens and LCD panels.



### Truss Systems

Truss systems provide a bold, innovative, and unique look to a display. They are also excellent functional components that can be used to mount lighting, projectors, and Plasma or LCD panels. The high weight bearing capacity of truss systems also makes them great for displaying heavier weight products. Truss systems are often used in conjunction with other display structures like pop-ups and panel displays.



### Custom Exhibits

Custom exhibits provide the ultimate in branding and high impact. They are completely custom built so they can be designed to meet very specific show objectives and may include elements like rotating towers, theater spaces, conference areas, and numerous product/service display stations. The payoff in a custom exhibit can be huge since it sets you apart from the competition and creates a locked in memory of industry leadership.



**MEDIA WORKS**  
incorporated