CASE STUDY

More than a Pop-Up

Client: Virginia-based Advertising & Marketing firm

Challenge: The need for more than a standard pop-up 8' x 10' exhibit booth and an

exhibit solution designed to be easy to set-up and suitable for either indoor

or outdoor use.

Solution: AluminEX exhibit rendering for client approval. Provide expert digital imaging

and color management services, as well as client set-up and take-down

training.



CASE STUDY

An Exhibits Double-Threat

Client: Two Washington-based Associations

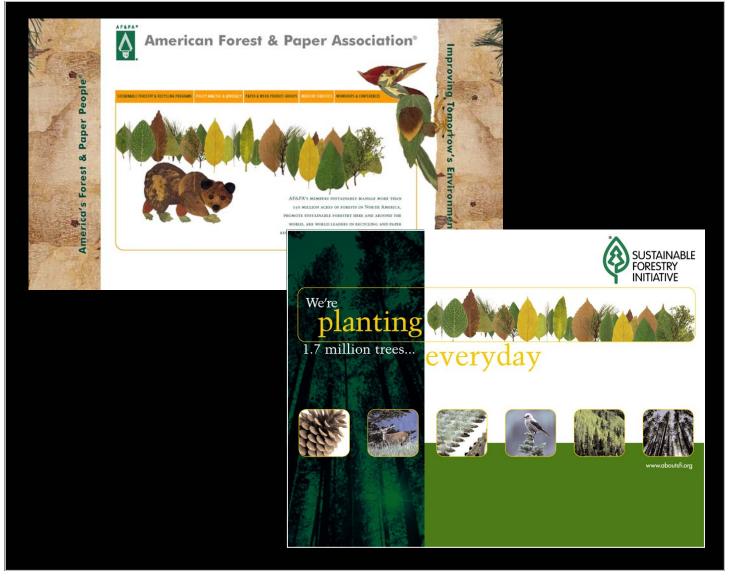
Challenge: Two affiliated associations, each with a need for an easy-to-set-up 8' x 10'

exhibit booth and an effective graphic design solution designed to attract attention and inform the public about their respective areas of interest.

Solution: Consult with clients and assist in concept development, provide graphic

design solutions, offer expert digital imaging and color management

services, as well as client set-up and take-down training.



CASE STUDY

To Be In Two Places at Once

Client: California-based On-Line Learning Provider

Challenge: Overlapping exhibit schedules, each requiring an easy-to-set-up 8' x 10'

booth, and infrequent needs for a 10' x 20' exhibit, combined with the need for the presentation of several different market-specific course offerings.

Solution: Consult with client and assist in concept development resulting in two pop-

up booths, complete with "bridge" option to accommodate larger booth environments, provide graphic design solution featuring interchangeable graphic panels that effectively communicate many different messages in many different configurations. Offer expert digital imaging and color

management services in addition to long-term exhibit storage



CASE STUDY

New Identities; Complete Make-Over

Client: Maryland-based Home Builder

Challenge: Provide complete set of sales tools and offer cost-effective "just-in-time"

reproduction of collateral materials enabling a professional presentation.

Solution: Creative design of corporate logo and property logos

Layout and printing coordination for corporate identity package Layout of brochures and flyers - short-run in-house reproduction

