

Trade Show Trends
Check out the latest industry statistics from Exhibit Surveys Inc.'s annual report

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HP's Lean, Green Exhibit Machine
Hewlett-Packard Co. cleans up its act at the 2008 CES show

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\$3,000 Typo
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BEST PRACTICES IN TRADE SHOW MARKETING

EXHIBITOR

MAGAZINE

COMING OUT OF HIDING

www.ExhibitorOnline.com

APRIL 2008

\$9.50/CANADA \$14.00

Pleasing Plumbing

Exhibitor: E.C.A. Serel

Show: Unicera, 2006

Design: A24 Tasarim, Istanbul, Turkey, 90-212-281-3310, www.a24tasarim.com

Generally speaking, urinals are more gross than graceful. However, this display for Turkish plumbing provider E.C.A. Serel uses colorful stripes on the floor and wall as well as semi-transparent Plexiglas to turn these functional fixtures into artistic, aesthetically pleasing accents.



PHOTO: ALPTENIN BASKIR

Wet and Wonderful

Exhibitor: Price Pfister Inc.

Show: Kitchen/Bath Industry Show & Conference, 2007

Design: Price Pfister Inc., Lake Forest, CA, 800-732-8238, www.pricepfister.com

Without the water, a faucet is little more than a bunch of pretty pipes. That's why Price Pfister Inc. set up this eye-catching display featuring six of its Ashfield Widespread faucets. The running water created eye-catching movements and soothing sounds, while also demonstrating the faucets in action.



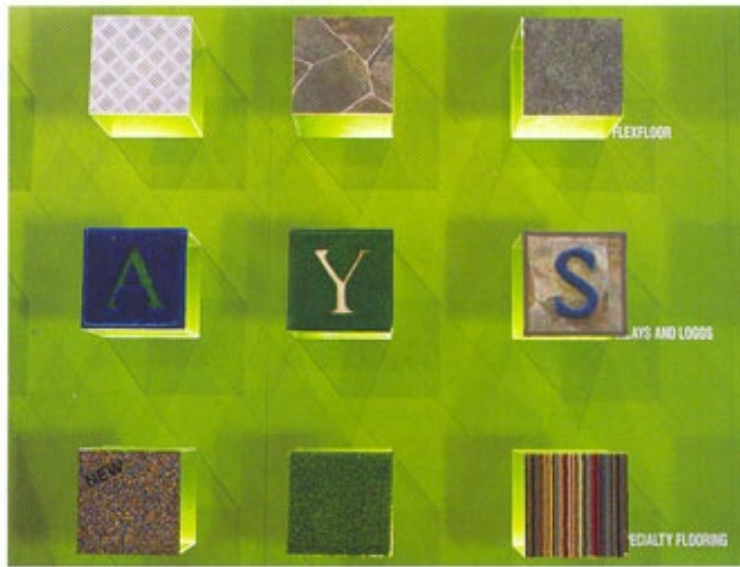
Off-The-Wall Flooring

Exhibitor: Brumark-Total Flooring Solutions

Show: EXHIBITOR2006

Design: Brumark-Total Flooring Solutions, an Exploring.com Inc. Company, Marietta, GA, 800-291-9606, www.brumark.com

Most flooring companies display their wares in typical, waist-level cases with flippable panels. Not Brumark. This eye-catching, back-wall display features carpet swatches glued to clear Plexiglas boxes, creating a stylish 3-D effect and offering side-by-side swatch comparisons.



Tré Chick

Exhibitor: American Leather

Show: HD Expo & Conference, 2007

Design: American Leather, Dallas, 800-456-9599, www.americanleather.com

Taking a cue from the egg-like shape of its chair, American Leather hatched an idea to place it above the floor in a nest. Part product display, part art installation, the vibrant pink chair is set against a black and white backdrop, ensuring it remains the focal point of the space.

