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Volume 1, Issue 1

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Welcome to Exhibit M!

Welcome to the first issue of Exhibit M, Massive Graphics' new quarterly newsletter. We have packed this issue full of hints and tips, articles, and interesting projects to help spark your imagination. With trade show season just around the corner, now is the time to start thinking about your exhibit - whether you are a trade-show pro in need of a fresh new look, or a first-time exhibitor. Make the pre-show preparation easier by getting a jump on things as early as possible!

10 Small-Booth Graphics Mistakes

- **Too many words**
 - Tip: Graphics paraphrase. Conversations explain. Text should not take more than 3 seconds to read - if it does, there is too much of it.
- **The wrong words**
 - Tip: Think benefits to attract buyers - attendees want to know what is in it for them.
- **Type that is too small**
 - Tip: Text should be a minimum of 4 inches tall.
- **Artsy fonts**
 - Tip: Use only serif and sans serif font styles.
- **Conflicting background**
 - Tip: Use light over dark, or dark over light.
- **Text below sight line**
 - Tip: Text should be in the two-foot zone across the top of the back wall.
- **Too many images**
 - Tip: Use one image, visible at 30 feet. Select one that will grab people's attention and communicate the brand or product at a glance.
- **Poor image quality**
 - Tip: Use only high-resolution images
- **Poor lighting**
 - Tip: Place lights every 2 to 3 feet for an even wash.
- **Nicks & dings**
 - Tip: Neatness counts. Laminate your graphics, pack them properly, and get help putting them up if they are very large.

Excerpted from Exhibitor magazine, December 2003.

Breaking News...

Massive Graphics recently completed wrapping a 40' Fredericton Transit bus for Kumho Tire. The design was created in-house and printed on our large-format solvent printer. Our installation team wrapped the bus in just two days.



Upcoming Events

February 9th, 2006 - Business After Hours / Open House

Quote of the Quarter...

"The measure of success is not whether you have a tough problem to deal with, but whether it's the same problem you had last year."

- John Foster Dulles

Did You Know....

- That Massive Graphics can print on fabric? Give your next trade show display an elegant touch by incorporating printed fabric into your exhibit.

- Massive Graphics has recently moved to a brand new, custom-built location at 225 Alison Blvd. in Fredericton, NB. The expanded showroom and production facilities mean we are better able to serve you than ever before!

- Massive Graphics is now open until 5pm for your convenience.

Case Study - New England Zoo

When the Zoo New England's Franklin Park Zoo was looking for a new twist on a trade show display, Massive Graphics was there to answer the call. With a life-size gorilla sculpture in-hand, the zoo was interested in somehow making use of this interesting piece. The zoo was sold on the idea of an interactive exhibit featuring the gorilla surrounded by grass, holding a flat-screen monitor showing images from the zoo, paired with a traditional trade show booth.

To take this exhibit from the conceptual stage to reality, we needed a way to easily move the cumbersome gorilla. The solution? A used hospital gurney. By affixing the gorilla to the gurney, anyone would be able to move the display into position. As well, transportation would be easy as the gurney would fold easily into the back of a van.



Initial concept

The gorilla itself needed a little maintenance as well. It was given a fresh coat of paint, and its handsome face was highlighted with appropriate colours for the western lowland gorilla. He moved into the 21st century with the addition of a 14" flat-screen TV, a DVD/VCR combo unit, and a stereo system with speakers and subwoofers. The electronics were accessible from the back of the unit, or via remote control. Once completed, it was permanently secured to the gurney to make transportation a breeze. To complete the scene, the gurney was wrapped in a printed skirt that matched the booth.

The trade show booth was designed in-house by our graphic designers. Working with supplied photos of the zoo's animals, several fantastic designs were created before a final version was decided upon. Complete with a 3-foot giraffe head peeking over the booth, the final outcome was a huge success.



Final design

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Canada
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E: info@massivegraphics.ca

Before you attend that trade show...

1. Set clear goals for your trade show participation - Consider what it is that you wish to get out of the show. Do you want to sell product? Promote or launch a new product? Increase recognition of your company?
2. Do your research. Choose shows that will give your business the best ROI in terms of your specific goals. Find out what the particular trade show's objectives are, and investigate and evaluate the show's audience to see if it is a good fit for you.
3. Once you've selected a particular show to attend, plan your budget and book your space. When determining your show budget, keep in mind items such as booth space and registration, display development, freight, show services such as furniture rental and electrical hookups, pre-show marketing, and personnel costs. Find out as much as possible about your space - where it is on the show floor, traffic patterns, lighting, etc.
4. Plan the exhibit in terms of your audience. Who are you targeting at this particular show? Is it retail customers? Wholesale buyers? Different audiences shop trade shows differently, and have different needs.
5. Advertise in advance. Put the word out that you're participating in a particular trade show. Invite clients, suppliers, and other contacts to attend the show. Plan and execute your pre-show marketing plan.