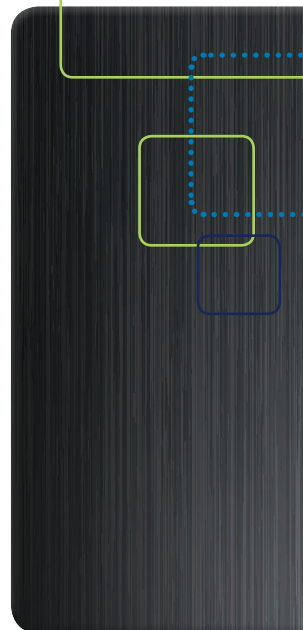
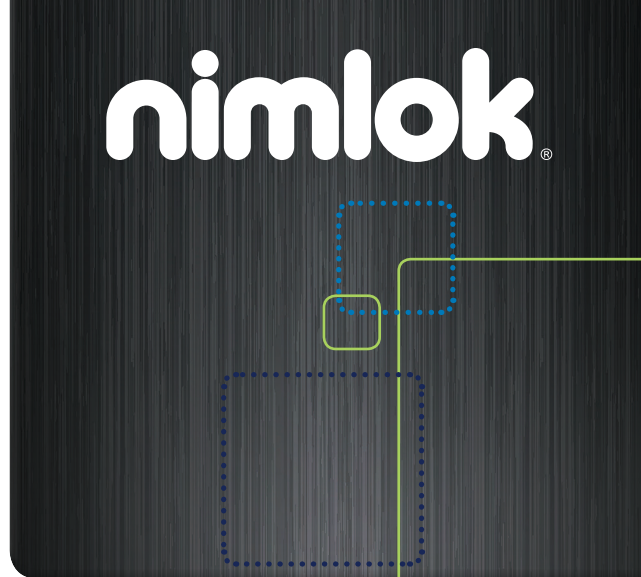
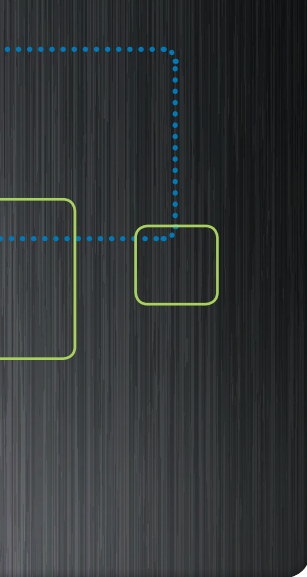


The background is dark grey with a white diagonal line running from the bottom left to the top right. Various geometric shapes, including squares and rectangles, are scattered across the page. Some are solid outlines in blue, green, or white, while others are dashed or dotted lines in the same colors. These shapes are of different sizes and are positioned in a way that suggests a network or a series of connections.

# nimlok<sup>®</sup>

**THE BOOTH  
YOU WANT  
FOR THE  
BUDGET  
YOU HAVE**



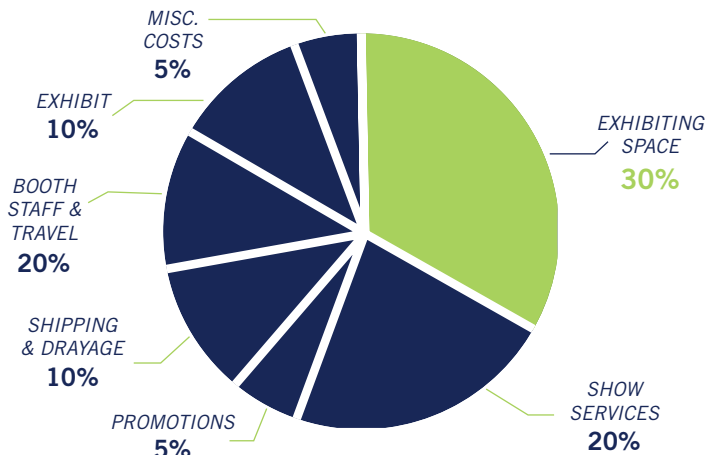
# introduction

There are a few key drivers that will help lead you down the right exhibit path—these are timeline, budget and overall needs for the exhibit to help you achieve at the trade show or event. It is recommended to spend only 10% of the overall trade show budget on an exhibit; the impact of creating a well-designed booth space has a large affect on overall trade show success (*EXHIBITOR Magazine*). This guide will help you invest in an exhibit that coincides with your timeline needs and show goals to create a lasting impression on the trade show floor.

## A FEW COMMON QUESTIONS WE WILL COVER INCLUDE:

- What kind of exhibit can I afford?
- What are my options with the timeframe I have?
- What is the price and production time difference between exhibit types?

## EXHIBIT BUDGET





# quality off-the-shelf display solutions

**PRICE RANGE**

\$ (\$5,000 - \$15,000)

**TURN TIME**

1-10 DAYS

## formulate® designer series TUBE-BASED FABRIC EXHIBITS

The Formulate® Designer Series line of exhibit kits features sophisticated lightweight aluminum tube structures paired with vibrant pillowcase zip graphics. With modern geometric designs, the Formulate Designer Series offers style, function and portability.



## vector frame™ modular exhibits EXTRUSION-BASED, FABRIC EXHIBITS

Vector Frame™ inline exhibits feature an extrusion-based aluminum frame system and stunning silicone edge (SEG) push-fit fabric graphics for a seamless finish. Dimensional designs add visual interest and a sophisticated look.



## hybrid pro™ modular kits EXTRUSION BASED, FABRIC EXHIBITS

Hybrid Pro™ Modular Exhibit kits are sleek and modern exhibit solutions, featuring a wide range of unique designs. Hybrid Pro Modular kits include vivid SEG graphics, dramatic lighting, functional accessories and eye-catching designs.



TO SEE THESE OFF-THE-SHELF EXHIBIT SOLUTIONS, VISIT: [WWW.PORTABLEDISPLAYS.NIMLOK.COM](http://WWW.PORTABLEDISPLAYS.NIMLOK.COM)

# dynamic custom modular displays

## PRICE RANGE

\$\$ (\$25,000 - \$45,000)

## TURN TIME

14-20 DAYS



## 10' x 20' - prudential

PRICE RANGE: \$25,000-\$28,000

This modern 10' x 20' inline exhibit displays brand messaging with confidence and style. Combining a backlit extrusion-based modular backwall with a custom angled fabric canopy and an interactive media kiosk, this modular exhibit pairs form with function. This award-winning exhibit stole the show with sleek style and smart design.



## 10' x 30' - glico

PRICE RANGE: \$27,000-\$32,000

This fun 10' x 30' inline extrusion and fabric based modular exhibit features colorful backlit graphics and dramatic lighting. The exhibit features a standard Vector Frame™ backwall amplified with backlit graphics and a customized Hybrid Pro™ counter accented by an elegant custom logo and floating product show cases. Open seating areas create the perfect space for booth visitors to gather and engage with booth staff.



## 20' x 20' - vigilanz

PRICE RANGE: \$40,000-\$45,000

This vibrant 20' x 20' island exhibit is a flawless combination of modular framework and custom accents, including a beautifully branded custom reception counter. A unique L-shaped canopy provides a sense of privacy, while a semi-custom square Formulate® hanging structure boosts brand presence across the show floor. Tech demonstration areas are incorporated into main wall structures and feature TV monitors and educational brand messaging. The seamless integration makes this custom modular exhibit shine.

VISIT [WWW.NIMLOK.COM/CUSTOM-TRADE-SHOW-EXHIBITS](http://WWW.NIMLOK.COM/CUSTOM-TRADE-SHOW-EXHIBITS) TO SEE MORE.



# impressive custom exhibits

## PRICE RANGE

\$\$\$ (\$40,000+)

## TURN TIME

21+ DAYS

## trilliant

This magnificent 80' x 125' custom island exhibit transports trade show attendees off the show floor and into an interactive coffee bar for an immersive café experience that drew a large crowd. With a fully-functional coffee bar, branded stage area for live entertainment and a sound proof coffee lab for hands-on training, this exhibit highlights that everything is possible in the world of custom exhibit design and exhibit manufacturing. This custom exhibit allowed Trilliant to reach attendees in a unique way, connecting the brand with a memorable experience.

[click here to learn more](#)



## certainteed

This unique 20' x 30' custom island exhibit cleverly integrated product displays in a unique museum-concept space. By integrating the company's insulation, tile and soundproofing construction products into the display walls themselves, this exhibit provides a live application-based, hands-on experience for booth visitors. Attractive backlit graphics combined with custom modular walls and a channel letter logo made this custom exhibit a resounding success. This engaging exhibit allowed CertainTeed to provide full-sensory experiences that helped booth staff educate customers and prospects.

[click here to learn more](#)



## rtp company, inc.

This energetic 50' x 50' custom exhibit created an impact with impressive hanging structures that mirrored the brand's logo and drew attendees to the booth. A custom reception counter created an elegant primary engagement point, while colorful plex panel walls created private meeting spaces to support sales goals. Dramatic lighting embedded into a showcase backwall display emphasized the brand's global reach. This large scale exhibit enabled RTP to schedule private one-on-one consultations to meet the company's goals during the trade show.

[click here to learn more](#)





# nimlok®



## conclusion

No matter what your specific goals are, there is a perfect trade show exhibit that will match your timeline, budget and needs. Remember—outlining your show goals, budget and timeline well in advance helps any exhibitor achieve success, no matter what size or exhibit type!

While it can be challenging to navigate the often complex costs associated with attending a trade show or event, Nimlok experts are here to help you get the booth you want for the budget you have. With nearly 50 years of experience, the global Nimlok network has been partnering with exhibitors every step of the way. Connect with a dealer today to start creating an exhibit that matches your budget without sacrificing your needs.

[click here to find a dealer](#)