

Shipping Myths and Hidden Fees
Don't let your shipping company take you for a ride

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This May Be Too Graphic
Test your knowledge of graphics-related terminology in this month's quiz



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Unplug and Play
Hopscotch Technology Inc. turns a bad booth location into a backyard playground

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Game Show
Hewlett-Packard combines sizzle with substance at PRINT 05



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Step Right Up
Six staircases that elevate attendees and double-deck exhibit design



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BEST PRACTICES IN TRADE SHOW MARKETING

EXHIBITOR

MAGAZINE



CHE BELLA FIGURA!

www.ExhibitorOnline.com

Thanks for the Memories

Tradeshaw Memories software uses a PictureMate printer armed with the Tradeshaw Memories Template Designer software to build traffic at your next show. Send digital photos of customers, for example, from wireless cameras or memory sticks to the printer, and then print out the photo overlaid with a template filled with your graphics and text. Your prospects walk away with their photos — and your contact information. The Tradeshaw Memories Template Designer software also lets you design a photographic template to capture the prospect's e-mail address. The printer pauses between printing photos so you can manually enter the e-mail address, which is stored separately from the photo. Armed with prospects' photos and contact information, you can easily follow-up after the show. **Contact:** Comalex Inc., Naples, FL, 800-643-2762, www.tradeshawmemories.com

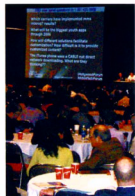


Kick-Glass Exhibits

One of the hottest design trends of the 1950s is starting to reheat. Windecor Window Tiles create a glass-block look for your exhibit that's both retro and futuristic. Made of clear acrylic, each tile is 3/8-inch thick and has an air pocket inside that acts as insulation from sound and weather. The tiles come in three sizes: 8-by-8-inches, 4-by-8-inches, and 3-by-8 inches. **Contact:** G.L. Downs Design Inc., Kansas City, MO, 800-741-0818, www.windecor.com

A Grand Slam GrandStand

If you've seen one banner stand, you've seen 'em all. Well, maybe not quite. The GrandStand stores graphics in its aluminum base, so all you have to do is unwind the graphic, mount it to the top and bottom trim strips, and slide it into the support grooves. The graphic then retracts into the base, protecting the image during transit. The unit measures roughly 86-by-39 inches and weighs just under 9 pounds. A gray nylon carrying bag is included, and a 50-volt display light is available. **Contact:** Drytac Corp., Richmond, VA, 800-280-6013, www.drytac.com



Get the Message?

Interactive Messaging Unlimited (IMU) is a software program that lets you show SMS/MMS messages on a video display, ordinary video monitor, projection-video system, laser-video display, live TV, Web stream, or a combination of these. For example, attendees can send text questions (via wireless devices) for booth staff to answer during demos or presentations. **Contact:** Pangolin Inc., Orlando, FL, 407-299-2088, www.pangolinsms.com