VISUAL
COMMUNICATIONS
solutions

PROMO
HANDBOOK™

best sellers
COLLECTION

powerful
VISUAL
COMMUNICATIONS
solutions

about us

We are proud to offer the largest offering of visual communication solutions for workplace interiors, retail environments, tradeshows and events.

We help our clients communicate visually and build their brands.

We continuously innovate, refine and expand our range and capability.

We build lasting relationships and become an extension of your team.

We provide an unrivaled spectrum of quality, speed and service.

We are in the business of helping your business, so allow us to prove that.

solutions

Portable Displays

Fabric Displays & Structures

Modular Exhibit Systems

Retail Displays

Wayfinding Signs

Custom Solutions

capabilities

In-house Manufacturing

Metal Fabrication

Woodworking

Graphic Printing & Finishing

Engineering & Design

services

Graphic Design

Exhibit Design

Sales & Marketing Tools

Installation & Dismantle

Logistics & Shipping

Warehousing & Asset Management

Retractable Banners

MOSQUITO

- **includes canvas carry bag, three-piece bungee pole and 90 day warranty**
- **offered in 9 size options**
- graphic materials: vinyl, premium fabric, supreme melinex (melinex not available for 1500mm)
- anodized silver or black base options (800mm only)
- swivel feet & snap-top graphic rail
- 400mm unit has 4-piece pole; 600mm, 800mm, 850mm and 920mm units have one bungee pole, 1200mm and 1500mm have two bungee poles

BLADE LITE

- **includes upgraded padded carry bag, premium telescoping pole and lifetime warranty**
- **offered in 8 size options**
- graphic materials: vinyl, premium fabric, supreme melinex
- toolless quick rail combines the ease of a snap rail with the reassurance of an adhesive fixing
- weighted base for stability
- adjustable leveling feet
- 400mm features 4-piece pole, all other sizes feature hybrid bungee/telescopic pole.

BARRACUDA

- **includes upgraded molded carry bag, our best internal mechanics, premium telescoping pole, slide to lock leader strips, and compatible with our best accessories**
- **offered in 5 size options**
- graphic materials: vinyl, premium fabric, supreme melinex
- anodized silver base
- toolless quick rail
- graphic tensioner
- adjustable feet on base
- hybrid bungee/telescopic pole

Table Throws

FULLY PRINTED TABLE THROW

- complete your presentation with a 4', 6' or 8' full or economy premium printed table throw
- maximize your advertising with additional space to display your message
- draped style offers ease of use

FITTED TABLE THROW

- form-fitted to fit 4', 6' & 8' tables
- fitted, fabric fully printed table throw lends a tailored, neat look
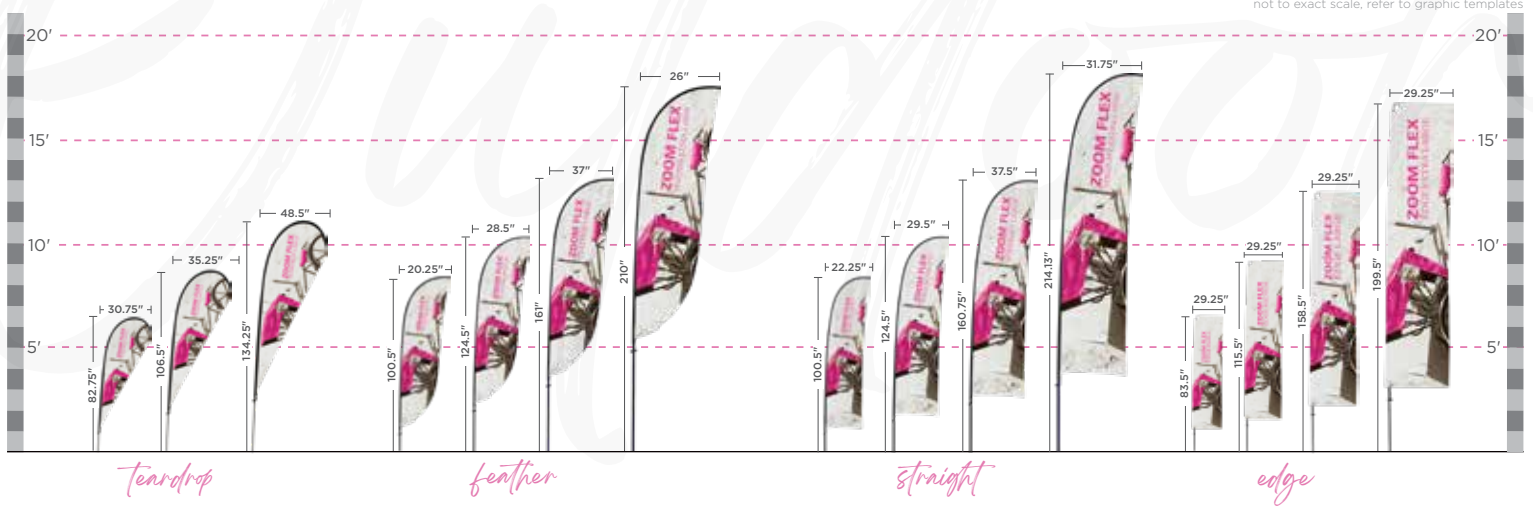
STRETCH TABLE THROW

- tailored to fit 4', 6' & 8' tables top to bottom
- stretch fabric dye-sublimated printed table throw lends a stylish and modern look
- zipper in the back provides access to underneath the table

Outdoor Displays

FLAG SHAPES & SIZES

20' — 15' — 10' — 5' — (scale markers on both sides)

26"
31.75"
29.25"
37"
37.5"
48.5"
28.5"
29.5"
29.25"
29.25"
35.25"
20.25"
22.25"
29.25"
30.75"

82.75"
106.5"
134.25"
100.5"
124.5"
161"
210"
100.5"
124.5"
160.75"
214.13"
83.5"
115.5"
158.5"
199.5"

teardrop   *feather*   *straight*   *edge*

ZOOM™ FLEX FLAGS

- can be used indoors or outdoors
- comes in four shapes: teardrop, feather, straight & edge
- graphic rotates in wind
- water ring base support adds stability to cross base (optional upgrades)
- graphic printed on flag material
- double-sided graphic available
- includes ground stake; various base options available

small   *medium*   *large*   *extra large*

ZOOM™ FLEX FLAG BASE OPTIONS

STANDALONE BASES			SAND & TURF		DRIVE OVER	BASE SUPPORT	STACKABLE BASE
cross base	square steel base	fillable ground base	auger base	ground stake (included)	drive-over base	water ring base support	stackable base

4

Outdoor Displays

ACE-2

- visual graphic area
  = 28.87"w x 35"h
- double-sided aluminum
  A-frame sign holder with
  black plastic
  corner grips
- clear dry erase graphic lenses
  included
- front-loading snap frames for
  easy graphic swaps
- quick, toolless assembly

ACE ECO

- foldable, economy aluminum
  A-frame sign
- choice of printed 6mm PVC
  boards and/or dry erase
  boards
- boards slide in at the top of
  the frame
- can be used indoors and
  outdoors
- quick, toolless assembly

POPUP BAR™ MINI & LARGE

- portable, pre-assembled aluminum frame
- zipper-enclosed storage space
- printable graphics on sides & front,
  attached by hook and loop
- locking wheel casters
- kit includes frame, graphics, two shelves
  and carry bag
- optional accessory headers that attach to
  the top of the mini & large Popup bars
- graphic header measure 16" graphic height

ZOOM™ STANDARD TENTS

10' & 20'w tents come in
roller bag

features:

- 10' opens to a base size of 9.8' x 9.8'
- **rust-resistant** silver aluminum frame with hex leg

features:

- 20' opens to a base of 9.8' x 19.6'
- **rust-resistant**, lightweight aluminum frame is
  completely self-contained with no loose parts

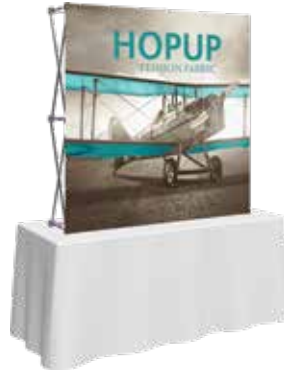*Weather-Resistant UV Printed Canopy!*

Collapsible Displays

hopup

Hopup™ collapsible displays utilize pop up frames and pre-attached fabric graphics for the ultimate ease of use. Displays set up in minutes, are lightweight and available in a wide range of sizes.

sets up in minutes!

HOPUP 2X2   HOPUP 4X3

embrace

Embrace™ collapsible displays feature push-fit SEG graphics that easily attach to the pop up frame along the edges. With displays up to 15ft tall and 30ft wide, there's a solution for every need.

edge-to-edge seamless graphic and fit!

EMBRACE 2X2   EMBRACE 4X3

xclaim

Few displays offer the graphic customization options of Xclaim™. With a wide variety of unique shapes and sizes, these displays capture the attention of your audience. Xclaim pop up displays use a magnetic frame that sets up and stores quickly and easily.

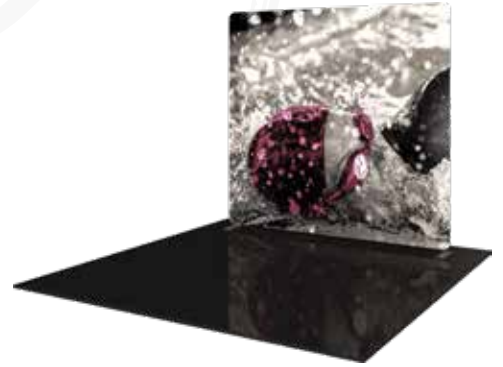*lightweight and portable!*

XCLAIM 2X2   XCLAIM 3X3

Formulate Tension Fabric Displays

essential

Formulate® Essential & Lite displays combine easy-to-assemble, customary frame features and printed fabric graphics for impactful displays that set up quickly! Essential displays are available in tabletop, 8ft and 10ft inline options, and feature simple aluminum tube frames that connect with bungee cords. Finished with pillowcase fabric graphics that slip over the frame, these displays are a low-cost, wow-inducing solution.
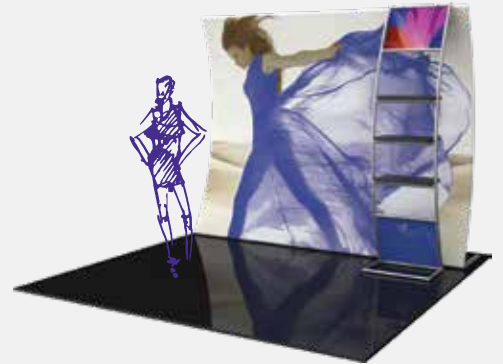
Formulate Lite displays are simple, portable and set up in 5 minutes or less!

master

Formulate® Master 8ft, 10ft and 20ft backwalls combine simplicity and style. Available in a variety of styles including straight, vertical curved, horizontal curved and serpentine curved, the options to choose from are extensive.

Tube frames easily assemble with the use of push-button or spigot connectors; graphics simply slide over the frame and zipper for closure. **Displays can be accented with display lighting, Master Backwall Accents, counters, kiosks and more.** Browse Master kits and accessories to find the display solution that's right for your needs!

designer series

As the premium line in the Formulate® fabric display collection, Designer features unique angles, features and stylistic elements making them modern and sophisticated exhibit solutions. Available in 10ft, 20ft and 30ft inline backwalls, **the Designer series couples lightweight aluminum tube frames with push-fit SEG and zipper pillowcase fabric graphics for a clean, stylish appearance.**

Many Designer portable display kits come with unique accessories, including monitor mounts, graphic accents and fabric canopies. Explore the wide variety of designs, accents and sizes available today!

Formulate Essential Hanging Structures

Formulate® Essential fabric hanging structures are an economy range of standard, simple hanging structures. The customary, economy aluminum tube frames feature bungee cords and are easy to assemble. Simply pull the pillowcase fabric graphic over the top and zip!
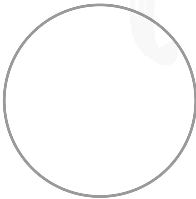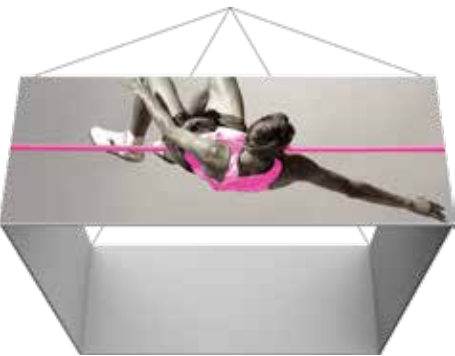
RING

double-sided graphic

bottom graphic

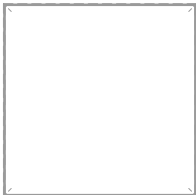| size	code
8' dia. x 2'h	ESS-RNG-0802-2
8' dia. x 3'h	ESS-RNG-0803-2
8' dia. x 4'h	ESS-RNG-0804-2
10' dia. x 2'h	ESS-RNG-1002-2
10' dia. x 3'h	ESS-RNG-1003-2
10' dia. x 4'h	ESS-RNG-1004-2
12' dia. x 2'h	ESS-RNG-1202-2
12' dia. x 3'h	ESS-RNG-1203-2
12' dia. x 4'h	ESS-RNG-1204-2

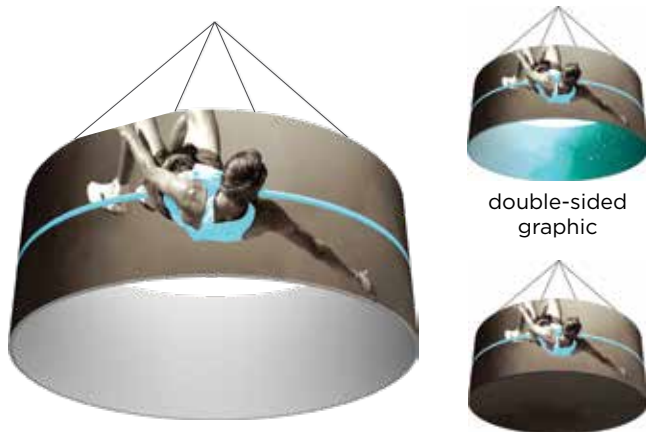## SQUARE

double-sided graphic

bottom graphic

size	code
8'w x 2'h	ESS-SQU-0802-2
8'w x 3'h	ESS-SQU-0803-2
8'w x 4'h	ESS-SQU-0804-2
10'w x 2'h	ESS-SQU-1002-2
10'w x 3'h	ESS-SQU-1003-2
10'w x 4'h	ESS-SQU-1004-2
12'w x 2'h	ESS-SQU-1202-2
12'w x 3'h	ESS-SQU-1203-2
12'w x 4'h	ESS-SQU-1204-2

Formulate Master Hanging Structures

Formulate® Master fabric hanging structures are made in the USA and are of the utmost quality and durability. Master hanging structures are available in a variety of shapes, sizes and styles including 2D and 3D options, and are perfect accents for island exhibits and event spaces.
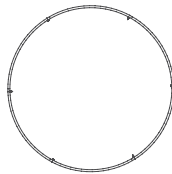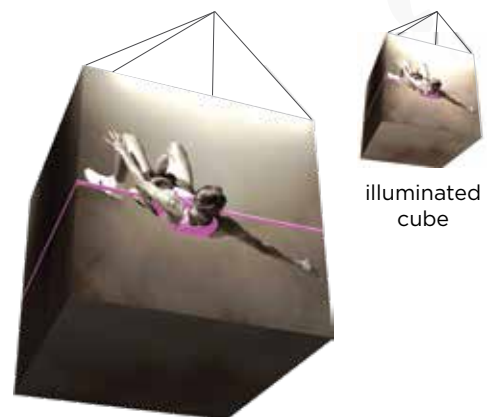
RING

double-sided graphic

bottom graphic

size
8' diam. x 2'h/3'h/4'h/5'h/6'h
10' diam. x 2'h/3'h/4'h/5'h/6'h
12' diam. x 2'h/3'h/4'h/5'h/6'h
14' diam. x 2'h/3'h/4'h/5'h/6'h
16' diam. x 2'h/3'h/4'h/5'h/6'h
18' diam. x 2'h/3'h/4'h/5'h/6'h
20' diam. x 2'h/3'h/4'h/5'h/6'h

CUBE

illuminated cube

size
3'w x 3'h
4'w x 4'h
6'w x 6'h
8'w x 8'h
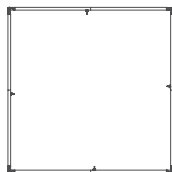10'w x 10'h

*illuminated cube also available
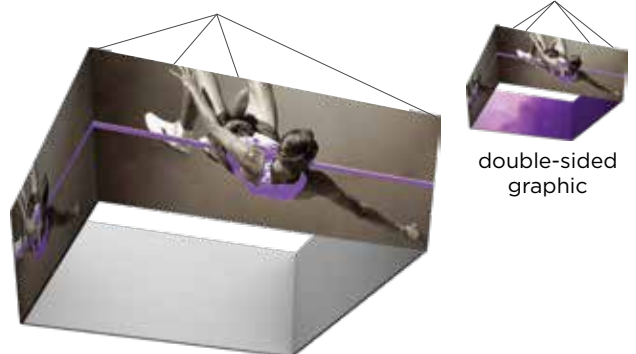
SQUARE

double-sided graphic

bottom graphic

size
8'w x 2'h/3'h/4'h/5'h/6'h
10'w x 2'h/3'h/4'h/5'h/6'h
12'w x 2'h/3'h/4'h/5'h/6'h
14'w x 2'h/3'h/4'h/5'h/6'h
16'w x 2'h/3'h/4'h/5'h/6'h
18'w x 2'h/3'h/4'h/5'h/6'h
20'w x 2'h/3'h/4'h/5'h/6'h

TAPERED SQUARE

double-sided graphic

size
8'w x 2'h/3'h/4'h/5'h/6'h
10'w x 2'h/3'h/4'h/5'h/6'h
12'w x 2'h/3'h/4'h/5'h/6'h
14'w x 2'h/3'h/4'h/5'h/6'h
16'w x 2'h/3'h/4'h/5'h/6'h
18'w x 2'h/3'h/4'h/5'h/6'h
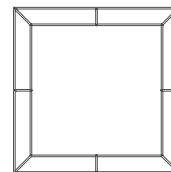20'w x 2'h/3'h/4'h/5'h/6'h

Additional shapes available!

Formulate Tension Fabric Structures

FUNNELS

Versatile Formulate® Funnels transform any environment through form, fabric and lighting. Formulate Funnels have an hourglass shape, come in 20′, 16′ and 12′ heights.

Funnels feature a heavy-duty, wooden base and silver brushed coated truss interior to create a dynamic, towering structure that commands attention. Fabric graphics have a zipper at the top and a silicone edge at the bottom for easy assembly.

TOWERS

FOUR SIDED TOWER   BACKLIT FOUR SIDED TOWER   SHIELD TOWER   CYLINDER TOWER

illuminated!

Mix and match the Formulate® line of towers to add architecture and drama to any event or interior space. Cylinder-shaped, Rectangular-shaped and Shield-shaped towers come in 12′, 10′ and 8′ heights and 3′ square/ diameters at the tops and bottoms. They combine the latest developments in fabric printed technology with aluminum tube frames to add dimension, décor and sculpture to any event, stage set, tradeshow booth or interior space. Custom sizes are available.
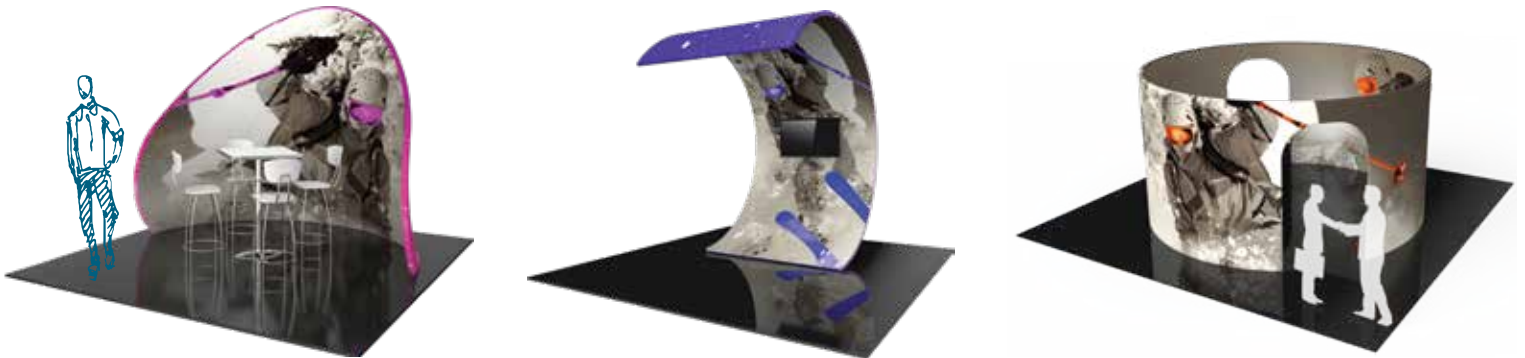
10

Formulate Tension Fabric Structures

ARCHES

Formulate® Arches add architecture and design to any event or interior space! Easily create and define a stunning entryway, focal point or stage set at your next tradeshow or event. Custom sizes are available.

CONFERENCE WALLS & ROOMS

Ergonomically designed, Formulate® walls combine the latest developments in fabric printed technology with gently curved 50mm aluminum frames to create private, cozy and stylish conference areas within any space.
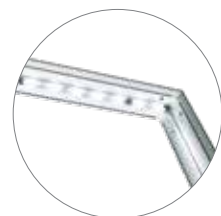
Vector Frame™ SEG Solutions

VECTOR FRAME ESSENTIAL LIGHT BOXES

Details

- light boxes feature sleek, scratch-resistant white aluminum frames with swivel feet
- LED light strips are pre-attached to the top and bottom of the frame
- includes choice of single or double-sided push-fit INTENSITY backlit fabric graphics
- includes 6' power cord
- comes with reusable cardboard box with handle
- easy to assemble

comes in a variety of sizes!

VECTOR FRAME MASTER BANNERS & LIGHT BOXES

Details

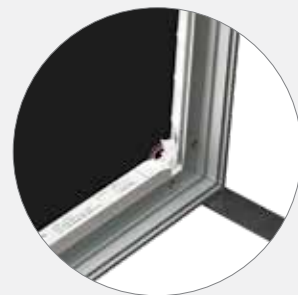- banners feature 2" aluminum extrusion frames and push-fit silicone-edge fabric graphics
- light boxes feature 4" aluminum extrusion frames with new & improved LED edge lighting & push-fit INTENSITY backlit fabric graphics
- single and double-sided graphics offered
- comes in OCE, OCS, OCH or OCL hard shipping cases

comes in a variety of sizes!

2" banner extrusion profile

4" light box extrusion profile

Vector Frame™ SEG Solutions

VECTOR FRAME MODULAR EXHIBIT KITS

Details

Vector Frame Master Backwalls couple simple aluminum extrusion frames with push-fit SEG fabric graphics to provide a modern and stylish appearance. Master Backwall kits include accessories such as shelving, literature holders and lighting. Backlit walls make branding and messaging stand out from the crowd.

illuminated wall

storage space

VECTOR FRAME EDGE WALL FRAMES

Details

Vector Frame Edge Wall frames are used in corporate interiors and retail spaces to showcase large printed brand messages and images. A slim edge frame holds a lightweight push-fit fabric graphic. A simple frame system that delivers maximum impact on walls. Standard and custom sizes available.

- slim, lightweight 3/4" aluminum frame
- easy-to-apply push-fit fabric graphic
- direct to wall mounting
- 9 standard size options, custom frame
  sizes available

Custom sizes available!

Retail Display Solutions

The word says it all! Blaze SEG Light Boxes are the ultimate in vibrancy, quality and durability. Blaze Light Boxes add life, color and illumination to corporate interiors, retail stores and restaurants, and they make brands come to life at events and tradeshows.

What's so *great* about BLAZE™?

No shadowing

Unlike most other Light Boxes, BLAZE has **full perimeter lights, virtually eliminating shadowing!**

Simple assembly

Associate level install.

Longevity

5 year lighting warranty & lifetime frame warranty.

Quick ship

3 days or less!

BLAZE™ *SEG Lightboxes*

wall mounted

Details

- 4" light boxes feature a sleek, aluminum frame, available in white, black or silver
- perimeter LED light bars are pre-attached to the frame
- light bars feature an internal power supply, which means no separate power supplies within the frame
- simple assembly; comes with hanging hardware
- UL Certified & ADA compliant sizing, approved for public spaces

Comes in 13 standard sizes

freestanding

Details

- 6" light boxes feature a sleek, aluminum frame, available in white, black or silver
- perimeter LED light bars are pre-attached to the frame
- light bars feature an internal power supply, which means no separate power supplies within the frame
- simple assembly
- UL Certified & ADA compliant feet, 3/16"h, approved for public spaces

Comes in 10 standard sizes

hanging

Details

- 6" light boxes feature a sleek, aluminum frame available in white, black or silver
- perimeter LED light bars are pre-attached to the frame
- light bars feature an internal power supply, which means no separate power supplies within the frame
- simple assembly; comes with hanging cables
- UL Certified & ADA compliant sizing, approved for public spaces

Comes in 13 standard sizes

Retail Display Solutions

MODify™

Welcome to **MOD***ify*™

The MODify™ collection of retail displays is a one-of-a kind system that incorporates SEG push-fit fabric graphics, which enable you to brand, promote and merchandise with ease! The premise of MODify is to do just that...modify with graphics, accessories and furniture.

What's so *great* about **MOD***ify*™?

ULTIMATE *flexibility.*

Silicone Edge Graphics (SEG)

Unlike any other Retail Merchandising System in the marketplace, MODify incorporates **SEG push-fit fabric graphics**, enabling you to design and replace graphics improving the longevity and value of your structure.

Quick ship — **7 days or less for most fixtures!**

Easy to modify — **with graphics and accessories.**

Simple assembly — **Associate level install.**

It's Nice to Have Options!

MOD_ify_™ **enables you to look different and stand out from the rest, while providing lifetime value and immense flexibility.**

Graphics

Vibrant, SEG push-fit fabric graphics offer the flexibility to incorporate any color, pattern, brand or message.

Easy fabric graphic install & changeout!

Colors

Frames are offered in your choice of color.
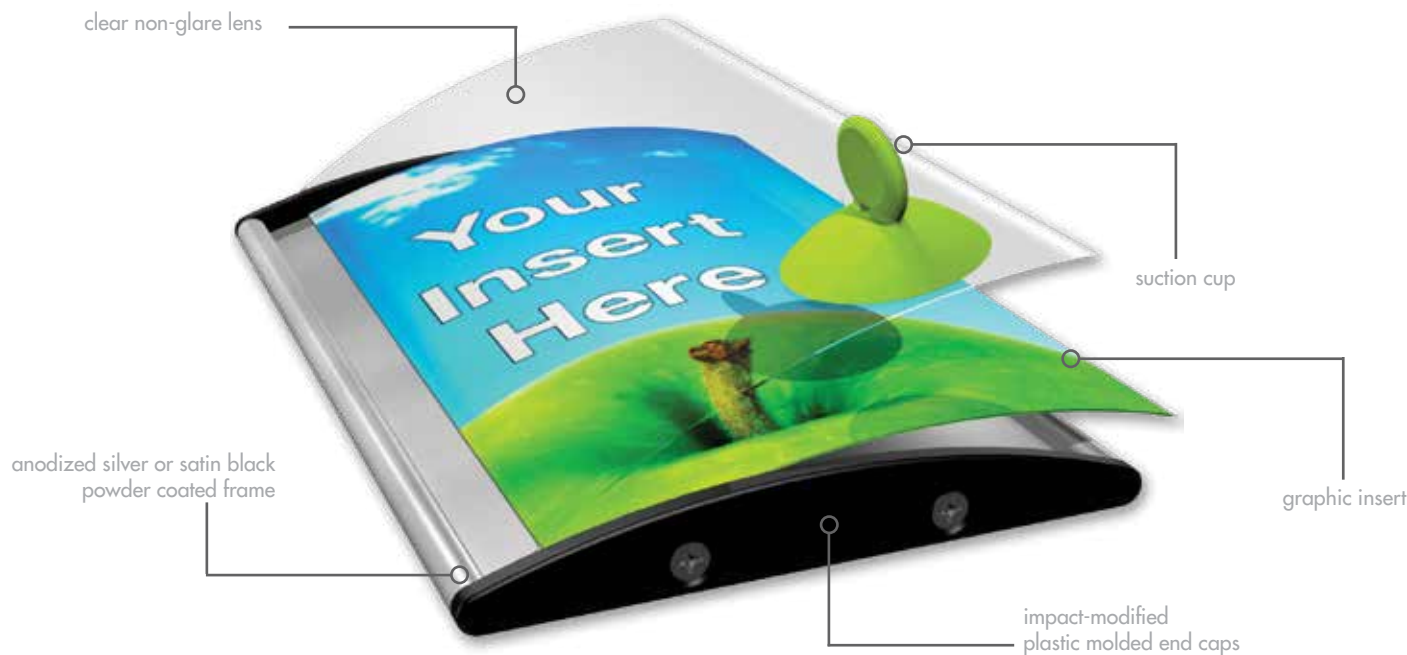
white   black   silver

Accessories

Shelves, waterfall and faceouts can be mixed and matched.

The **MOD**_ify_™ line includes:
Single Sided, Double Sided, Gondola & Four Sided Fixtures and Furniture & Accessories

Wayfinding Sign Solutions

SIGNPRO SYSTEMS

RHETTADVERTISING

CURVED SYSTEM ■ WALL SIGNS ■ DIRECTORIES ■ PROJECTED & SUSPENDED SIGNS

clear non-glare lens

suction cup

Your Insert Here

anodized silver or satin black powder coated frame

graphic insert

impact-modified plastic molded end caps

\\ Aluminum frame extrusions are offered from 4" to 48" wide, at varying heights

\\ Frames are available in anodized silver or powder coated black

\\ Plastic end caps are offered in gray or black

\\ Frames come standard with a clear, non-glare lens

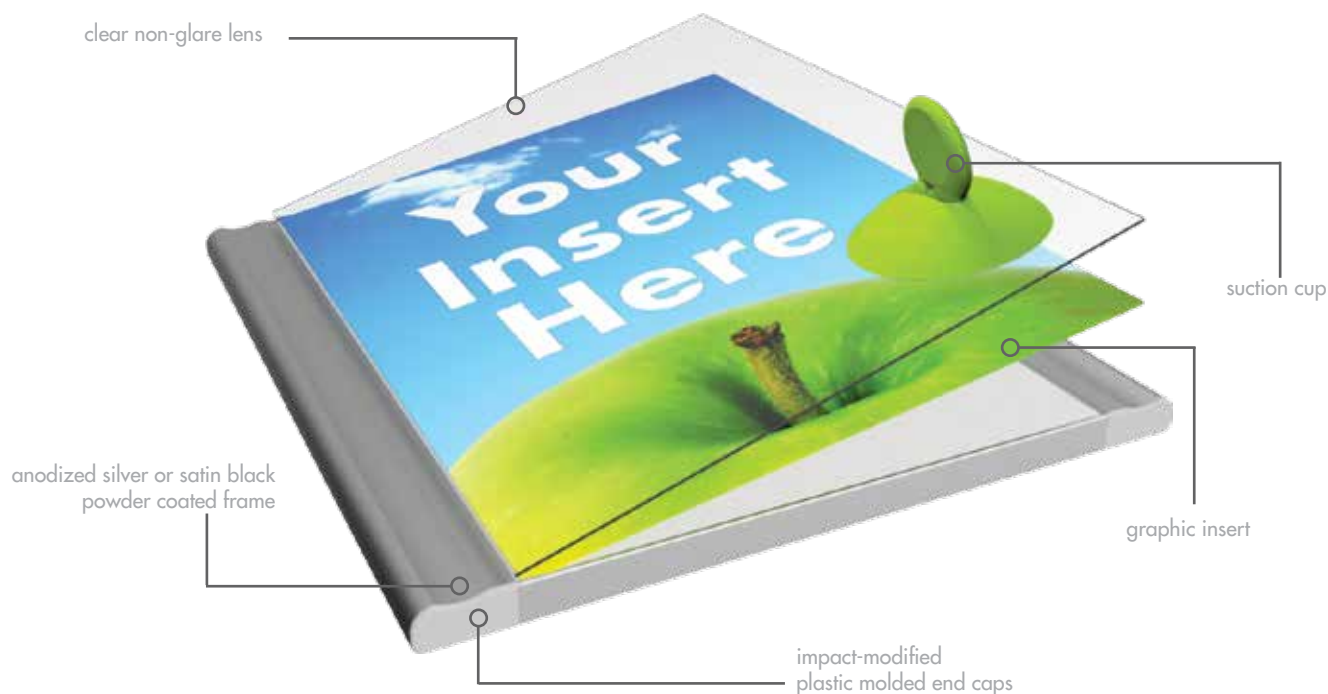\\ Tape mounting included, holes are an additional cost

\\ Custom lengths available

Wayfinding Sign Solutions

SIGNPRO SYSTEMS

FLAT SYSTEM

■ WALL SIGNS ■ DIRECTORIES ■ PROJECTED & SUSPENDED SIGNS

clear non-glare lens

suction cup

anodized silver or satin black powder coated frame

graphic insert

impact-modified plastic molded end caps

\\ Aluminum frame extrusions are offered from 6" to 32" wide, at varying heights

\\ Frames include round or square-shaped profile

\\ Frames are available in anodized silver or powder-coated black

\\ Plastic end caps are offered in gray or black

\\ Frames come standard with a clear, non-glare lens

\\ Tape mounting included, holes are an additional cost

\\ Custom lengths available

it all **starts** with an idea
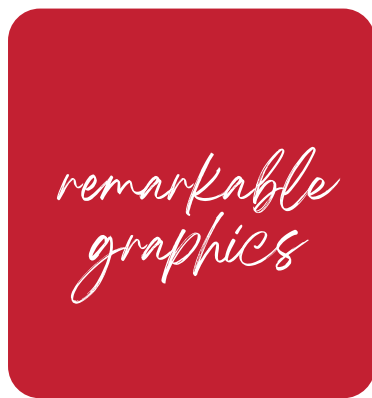
Custom Solutions

Our designers approach every project as an 'original' and incorporate metals, woods, fabrics, lighting and media into designs that once realized, beautify interior spaces and create **WOW-inducing** experiences at tradeshows and events.

Submit a custom project request and let us bring your ideas to reality!

custom woodworking

We have what it takes to bring your *ideas* to reality.

metal fabrication

remarkable graphics

PROMO
HANDBOOK™

promohandbook.com