



# EXHIBITING ABROAD

EXPANDING YOUR GLOBAL FOOTPRINT



# FROM THE CEO

In today’s globalized economy, exhibiting internationally is more than a trend. It’s a prerequisite for opening new markets and growing internationally. We focus in assisting companies to exhibit worldwide. We recently moved into new offices in Bucharest, Romania to accommodate our growing European group of designers, detailers, and multi-lingual project managers that work with our fabrication teams. Additionally, we have long-term production partners in Asia, the Middle East, India, and Latin American in order to make exhibiting abroad easier and more convenient for our clients.

We reduce your show expenses by leveraging proven global resources and taking advantage of lower, in-country production and labor costs – while you reap the benefits. Whether you are entering a particular overseas market or looking to expand your brand’s global footprint in general, exhibiting well at international trade shows can be a critical factor in your success.

Frankly, exhibiting internationally can be a daunting task. With the complexity of arranging your trade show booth in a different continent, language, time zone, and culture it can be incredibly time consuming and overwhelming. We are here to handhold through the planning process and help to avoid sticker shock. The opportunity to travel the world can be amazing, a true passion for many people. We offer the support that will allow you to truly enjoy your times overseas.



*Todd M. Koren*  
TODD KOREN, CEO

# ABOUT US

Absolute Exhibits is a full-service single resource exhibit house with offices in the USA and Europe, and additional global partnerships in Asia, Latin America, India, and the Middle East. We design and manufacture custom trade show exhibit rentals around the world.

We are rooted in exceptional customer service, technology, and organizational strategy; the keynotes of moving our clients across the USA and beyond. We are multi-lingual, culturally savvy, and we will put our boots on the ground wherever clients need our assistance.







## Why Travel with Absolute Exhibits?

The unique manner in which we support all of our clients as they traverse the globe places Absolute Exhibits apart from other exhibit houses. You never travel alone. Your project manager, your account executive, your I&D lead supervisor, even our CEO – one of these people will be at your job site throughout your project. We learned many, many years ago through our USA projects that every trade show manager needs someone to rely upon – and we are that someone.

### HOW DOES THE JOURNEY BEGIN?

Clients first come in contact with their Account Executive leading to their Designer. In a series of meetings, the AE and the Designer glean all of the pertinent information about your project, show site, rules, regulations, and budget. Be mindful that as in the USA we have a unique pricing guarantee that pledges no after show billing and all exhibit building costs included.

### WHO IS MET ALONG THE WAY?

Once a contract is signed an introduction is made to an overseas Project Manager. The PM acts as the liaison between the exhibit builder, the show site coordinator, and will also serve as a new best friend! There are far more questions for first time international exhibitors or even those going to a new country show site – and the PM has the answers or will find answers for all questions

### WHAT IS THE TRADESHOW MANAGER'S ROLE ON THIS EXCURSION?

International show sites are very different from those in the USA. However, the good news is a signed contract with AE resolves most of the new issues that need to be confronted as virtually everything is rolled into one bill. As the trade show manager, the client acts as the overseer, product placement expert, and psychologist for company employees attending the show.

### WHEN DID I BECOME THE ESTEEMED ADVISOR?

What to wear? How to handle a business card? Should we offer food and drink? All very different answers than in the USA. However, it still remains that the relationship is fundamental. Encouraging the staff to take time with attendees is the first priority. It's not about scanning a badge and moving on to the next attendee. It's about developing a relationship, spending time with that person, and getting to know them. That really does go a long way toward generating trust and eventually business in the international community.





## TRUST IN OUR UNIQUE PRICING GUARANTEE



The frustration of never knowing the final price is over. The final billing number comes with your rendering packet and sales order. You sign to the true bottom line. No add-on's, no more bills. The sales order gives the upfront information and tools to make an intelligent choice knowing the costs being reviewed will not escalate and is a fixed price guarantee with no space for after show billing. I&D and exhibit transportation are included within that same sales order at an upfront, guaranteed price. Unexpected service costs? Absolute Exhibits pays additional charges. Guaranteed.

# A SAMPLING OF OUR SERVICES

Every client arrives with a unique set of wants and needs and a deadline that must be met. We address each project individually – our world is not cut and paste. We design and build forward-looking exhibit experiences without sacrificing strategy for the budget. Construction is our art while efficient installation and dismantle is a primary goal. Our unique solutions and worldwide in-house resources achieve targeted costs ... that is our aim.



## Design

Our designers are university educated multi-level degreed architects from around the world. Designers work collectively with clients and account executives using teleconferencing to achieve the most viable representation of client brand within an exhibit space.



## Graphics

Our graphic artists are university educated and are artists as well as graphic artists and can draw without a computer! They have in depth knowledge of marketing and can turn out stunning logos, color palettes, exciting compositions, and of course the catalogue that you are looking at right now.



## Project Management

Project managers work directly with the clients through the entire trade show experience in coordination with the sales personnel. They multi task with incredible organizational skills, calming personalities, and are the eyes and ears for all clients in our office, through the manufacturing process and finally at the installation and dismantle.



## Engineering

Our Detailers make certain that all elements of an exhibit are fundamentally sound and that the intrinsic parts such as the hidden doors behind the plasma screens, or the valves running the water fountains are there, accessible and working.



# INTERNATIONAL EXHIBITING

Today's business climate demands that as a full-service exhibit house we can take our domestic clients internationally. Your challenge is to catch the attention of qualified prospects by standing head and shoulders above the competition. WE travel with you to the worldwide stage. With our team of foreign location employees, as well as secure partnerships, we build exhibits across the world, considering branding and budgetary needs at the forefront. Exhibiting abroad is not new territory to Absolute Exhibits and we are thrilled to share our expertise with first timers!





## BRANDING ACROSS THE WORLD

Get a great logo - Place it everywhere -  
Integrate your brand - Stay consistent

Consistent, strategic branding leads to a strong brand equity, which means the added value, brought to your company's products or services that allow you to remain head and shoulders above the same unbranded products.

A perceived quality product such as Coca-Cola has built powerful brand equity, it can charge more for its product--and customers will pay that higher price. There is even an emotional attachment to Coke. For many name brand products, it's not just the features that sell the goods it is the attachment.

The challenge of integrating your logo, your message, and your graphics onto your exhibit environment, your back wall, even your banner stand can be a major issue. Your brand should be applied to all written communication and incorporated in the visual imagery of all materials, online and off.

These pictures represent a year in the life of the Absolute Exhibits' client, Polaroid. In Chicago, Berlin, Germany and Cologne, Germany, and three times to Las Vegas - a consistent brand experience across the world. This is constant, uniform branding in a variety of exhibit display sizes and servicing a diversity of cultures - done the right way.



Polaroid  
Photokina



Polaroid  
IFA



Polaroid  
PhotoPlus







AIM SOLDER, PRODUCTRONICA

## Our Clients

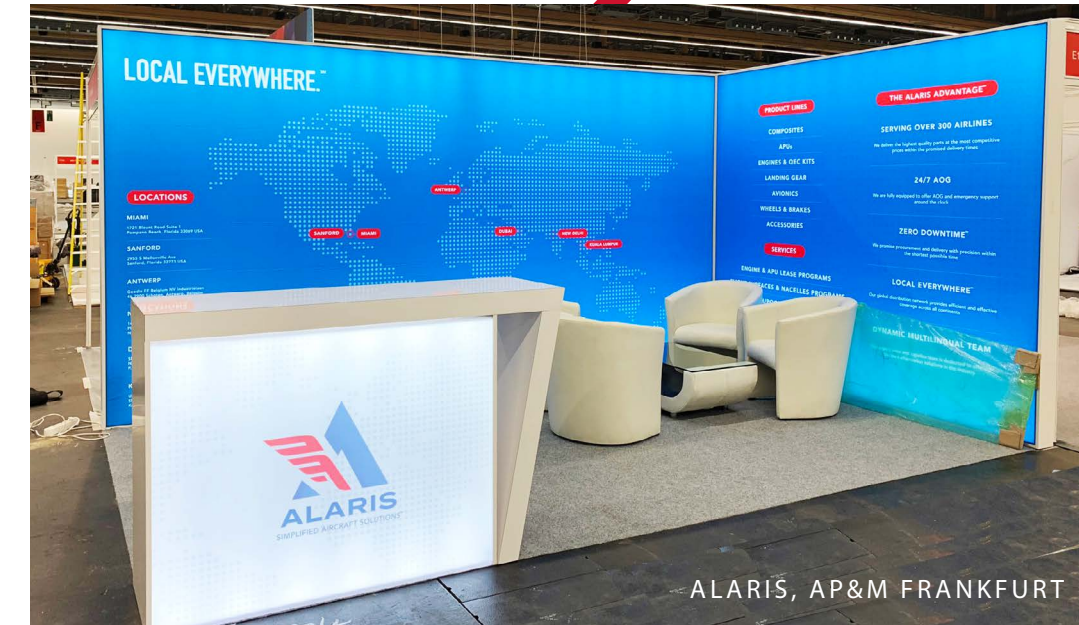
Here are some of the international exhibits we have built for our clients. Notice that booth space size is not a pre-determining factor in what we have chosen to present, nor is budget a defining factor. Look at the overall design value, branding factors, visibility, and in some cases a little “wow” factor that helps get the attention on the show floor and guides attendees into the exhibit. No sketch, drawing, or even colored rendering can pay justice to the actual pictures captured on the show floor.



VISTA ENTERTAINMENT, CINEEUROPE



FRAS LE, AUTOMECHANIKA



ALARIS, AP&M FRANKFURT





## DID YOU KNOW?

- You have to remain flexible, even more so than domestically.
- You must always have local currency in your pocket! You will find out that in some places you cannot use credit cards, such as in Rome, where you pay cash to get electric. Have cash for emergencies.
- You must let go of your usual expectations. For example, there are no plug-in extension cords in Brazil– instead they wrap raw wire with tape!
- The exhibition venues can be so different – such as halls in the Middle East not having enough air conditioning.
- Beer breaks for show laborers are acceptable in Germany – Oktoberfest lunches happen every day.
- It is much more common in China to see exhibit installers on stilts then on ladders!



# Testimonials

Client satisfaction is a foregone conclusion at Absolute Exhibits where it is all about customer service and gratification. We help to build brand awareness, generate leads and keep you connected to the audience no matter the country or market where you are exhibiting. Though do not take our word for it ... this is what our customers have to say.

"Your team is amazing! I heard such great things about your European service and how fabulous it was to work with....please pass that on and I love the you have partners around the world that mimic your level of service! Thank you!"

Pollard Banknote Limited  
Marketing Manager

"Our goal exhibiting abroad was to create an atmosphere that welcomed industry professional and consumers. An environment conducive to hanging around, playing with product and engaging in conversation. Absolute Exhibits provided that and is why we continue to engage them."

Polaroid Instant Print Category  
Sr. Director, Tradeshow and Events

"Working with Absolute Exhibits means working with an 'on demand' company. We enjoy travelling with them as much as we enjoy exhibiting at home in the USA. Thank you again for your service!"

Kodak Instant Print Category  
Tradeshow and Events Manager

"Having previously worked with Absolute Exhibits at U.S. shows, we had a much higher level of comfort knowing that they knew our brand and our people. That, paired with their European team on the ground that knew the venue, show organizers and local languages, really made exhibiting at bauma easy for us. Absolute Exhibits understood our desire to increase brand awareness globally, while also introducing new equipment. However, the thing that keeps us coming back to Absolute Exhibits is that they are really a "yes" company focused on finding solutions for us and meeting our service expectations from start to finish with each show."

McLanahan Corporation  
Marketing Director

We were very happy with the booth and for the dotting service in Europe when we got there."

Oklahoma Department of Commerce  
Director of Marketing



# Born in the USA... Travelling the World

Twenty years ago, when our doors first opened, exhibiting outside North America was a rarity, only done by the largest companies or companies stepping into international pavilions through the USA pavilions. As everyone knows the world has changed, international commerce is a major part of every country's economy, and goods travel with the speed of light. Closing the door to international selling limits company growth. The best news is that unlike the USA, international expositions are truly global in scope. The major shows may easily have 2,500 to 5,000 exhibitors and last five to seven days. Attendance is always 100,000 or more than likely 200,000+.

Take a quick look at some of our latest exhibit projects. We were born in the USA, but with eyes wide open, we have assembled a team of designers, fabricators, and project managers that are on call 24/7 to travel with you around the world.





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SOUTHERN CALIFORNIA | LAS VEGAS  
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