



Designing the World's Best Exhibits

Martin M. Pegler

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Commercial and trade show exhibits are more than merchandise showcases. A trade show exhibit must do more than provide an environment for the product's presentation. The total design has to sell the brand name and brand image of the firm exhibiting.

This book features over 80 different exhibits and 250+ color photos — the work of top exhibit designers. Many are prize-winning exhibits selected from trade show venues across the U.S.

The book is divided into sections predicated on the square footage starting at 300 sq. ft. and going up to 45,000 sq. ft.

The exhibits are representative of industries as varied as clothing, sports gear, automobiles, computers/electronics, home and building supplies, entertainment, insurance, banking, and many others.

When possible, exteriors and interiors are pictured so the viewer can appreciate the design and space utilization — and see how the specialized designers have used signage, color, lights, animation, and decorative props to make their exhibits "shopper-stoppers" in the world of Show and Sell.

176 pages 8 1/2" x 11" 250 color photos hardbound 1-58471-038-1

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