



We're Excalibur Exhibits



## We're Excalibur Exhibits

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Single-source tradeshow and event-marketing firm in Houston, Texas

Specialize in creative face-to-face marketing solutions for 3-D environments

Adept at aligning marketing strategy with long-term business goals

Full range of strategically focused design-build, rental and event management services coupled with

a process-driven integrated marketing approach to ensure our clients achieve success

Thriving for 16 years; Founded by Peggy Swords in 1997

International experts: Delivered 153+ international tradeshow exhibits to 120+ exhibit managers around the world

Award-winning design team

## Our Commitment

Our goal is simple: Transform our clients' business goals into 3-D, multi-sensory experiences that show a measurable return on the investment.

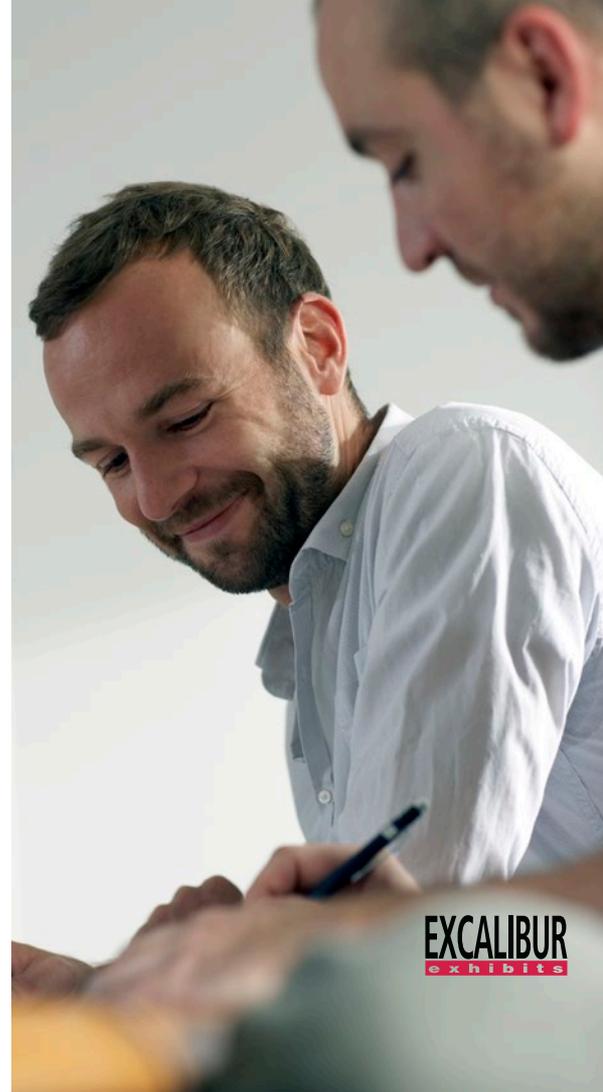
At Excalibur Exhibits, we develop creative, objective-based programs tailored to your target audience that deliver results. Together, we transform your marketing objectives into 3-D environments that entice, communicate – and ultimately – sell.



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## Our Philosophy

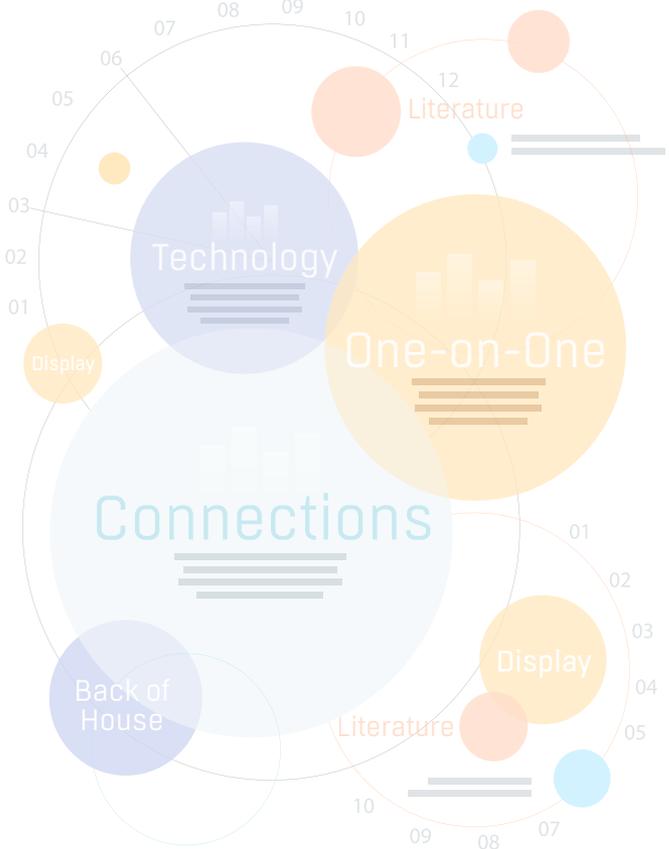
We strive to prove the value of everything we create. Proving value means more than just cutting costs. It means we're continually developing creative, innovative ideas to engage and inspire attendees. In our 16 years, we've seen the economy go up and down, which has taught us to be agile and flexible. We understand that you must prove ROI for every expense, making our commitment to add value beyond what is expected one of our greatest assets. Our expertise, creativity, attention to detail and ability to think like our clients ensure that your tradeshow investment will be well spent.





## Maximizing Space Experts

In every exhibit, from a 10' inline to a 100' island, certain things must happen. You need space for interacting with customers, your technology, storage, etc. Each area within the booth can increase or decrease depending upon the theme, space allotment and country protocol. At Excalibur Exhibits, we understand how to make the best use of whatever space you have. We specialize in maximizing your space and making the biggest impact possible.





## Our Process

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Discover – Meet with you to uncover business goals

Define – Outline needs and expectations

Design – Develop creative solutions to defined goals

Build – Craftsmen carefully build your exhibit

Deliver – We transport your booth to its intended location, install, dismantle and ship home



## Services



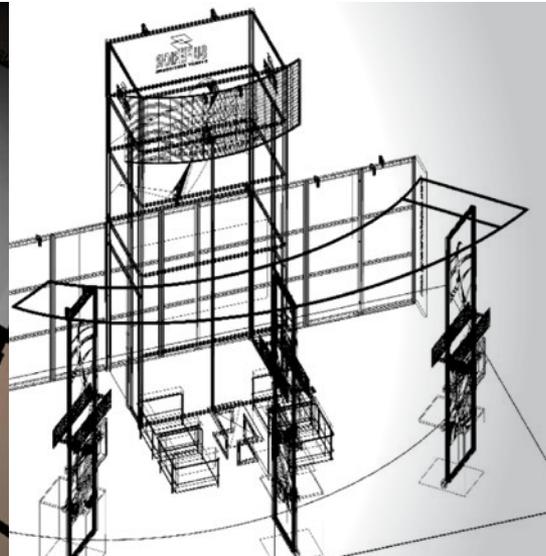
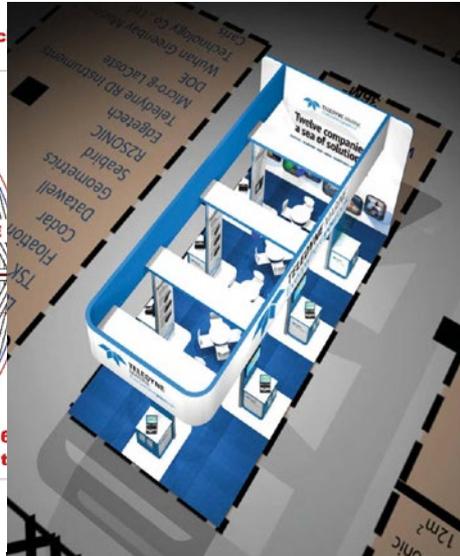
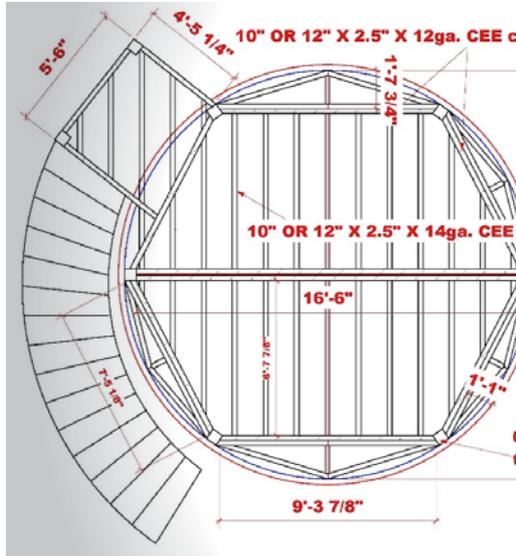
Custom Booth Design  
Tradeshow Strategy & Consulting  
On-site Show Management  
Large Program Management  
Installation & Dismantle  
Transportation & Logistics

Tradeshow Asset Management  
International Exhibit Management  
Rental & Modular Exhibits  
Project & Event Management  
Corporate Interiors/Environments  
Events

# Design

Excalibur Exhibits' award-winning design team's specializes in designing 3-D environments that are fully functional, bring a brand to life, captivate audiences, invite participation and are budget friendly.

With decades of experience, our designers are visual problem solvers. They analyze your marketing objectives and create visual solutions for your business goals. Our innovative design concepts create value by telling your brand's story in an engaging and creative way. Because exhibiting needs can vary from trade show to trade show, our designers incorporate flexibility into each trade show design concept so that the exhibit works within a variety of booth sizes and markets.





## Large Program Management

Excalibur Exhibits manages the entire tradeshow and exhibition program for many of our clients. Our Large Program Management Services drive accountability and cost savings across your entire tradeshow schedule. We work with you to develop a personalized plan, source whatever you need, deftly handle all asset management and services required and help you recapture valuable time and productivity.





## On-Site Tradeshow Management

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On the tradeshow floor, there are hundreds of details to manage. When you partner with Excalibur Exhibits, we'll sweat the details so you don't have to. Acting as your personal tradeshow concierge, we expertly juggle and oversee all the moving parts inherent to tradeshow participation. From onsite vendor management to labor supervision and invoice auditing, we ensure your show is executed flawlessly.



## Tradeshow Strategy & Consulting

Today's exhibiting programs have evolved into true 3-D interactive experiences. Experiential marketing is about immersing your customers in your brand. Showing them how to interact with your company in new and exciting ways and opening up a true 2-way conversation.

Excalibur Exhibits can act as an extension of your in-house marketing team, leveraging our vast marketing and exhibition experience to attract the attention of your customers and prospects before, during, and after your trade show or event. We can help you determine the right message, create the right promotion, train your booth staff, design attention grabbing direct mail, produce unforgettable corporate sales meetings and develop solutions to tie all your outreach efforts together.



## International



Excalibur Exhibits has extensive experience in international brand management and tradeshow execution. When deploying your brand on an international scale, consistency is key. As a single source provider, Excalibur Exhibits excels at developing global exhibition strategies that reinforce and strengthen your brand identity across cultural and business differences.

Since 1997, we have delivered more than 153 international tradeshow exhibits to more than 120 exhibit managers around the world. Our successful track record is based on our expertise backed by an established international network of industry professionals to ensure your international exhibition is executed flawlessly.

Design locally with Excalibur Exhibits and build internationally to ensure brand consistency and quality execution.

## Tradeshow Asset Management

Protect your valuable marketing assets by partnering with Excalibur Exhibits. We leverage our years of tradeshow expertise to guarantee that your booth properties arrive on time, are installed and dismantled carefully, are repaired when needed and stored in a safe environment.



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## Transportation & Shipping

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If you have ever worried whether or not your tradeshow exhibit – and all its components – would be delivered on time, and in one piece, you're not alone. You're also not one of our customers – yet. At Excalibur Exhibits, we understand that professional and dependable exhibit transportation and shipping of your trade show exhibit is a crucial part of a successful trade show experience. That is just one of the reasons why we only work with proven, licensed, insured and experienced carriers.



## Environments

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We create immersive environments by blending design, content, materials and technology. We meld the work of graphic artists, lighting and sound technicians, programmers and fabricators to find just the right balance between design and function. Let us show you how we can leverage our depth of exhibition expertise to create permanent and traveling environments that provide impactful and engaging experiences.

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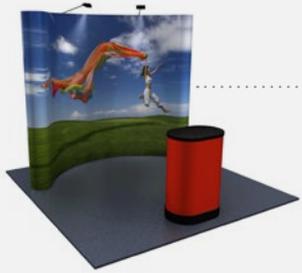
## Events

Much of the business of tradeshows is conducted off the show floor. From customer appreciation soirées to new product launches - corporate events are high profile, “one time only” experiences that build and strengthen brand relationships.

At Excalibur Exhibits, we design and produce unique corporate events that engage and motivate. When expectations are high, we deliver impactful experiences that clearly convey your message, provide a total brand immersion and energize your fan base. The end-result enables you to better inform, entertain, sell, train, motivate and reward your target audiences.

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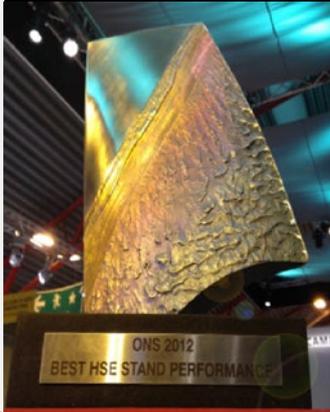


## Rental & Modular Exhibits

In addition to our custom exhibit design services, we offer a wide variety of modular and rental booth options. Modular booth materials can be fully custom or hybrid designs.

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## Why Choose Excalibur?

At Excalibur Exhibits, we specialize in getting your message to the right audience – no matter what size your booth is or where it's located.

Together, we can bring you more qualified leads for a higher return on your tradeshow investment.

We help you turn attendees to prospects and prospects to clients.

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