

CORPORATE PROFILE

EXHIBITOR magazine's Corporate Profile series provides an in-depth look at some of the industry's most experienced and respected vendors, suppliers, and strategic partners.

The logo for 'agam' features a blue horizontal bar above the letter 'a', followed by the lowercase letters 'agam' in a grey, sans-serif font. The background of the entire page is a teal-tinted photograph of a busy trade show floor with people walking, overlaid with a white, abstract, cell-like geometric pattern.

agam

EXHIBITOR
M A G A Z I N E



Agam Group Ltd.

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PHOTOS: AGAM GROUP LTD.

As exhibit designers and builders continue to make the move from traditional wood fabrication to aluminum construction, Agam Group Ltd. has emerged as a leading resource for exhibit houses. Agam’s in-house manufacturing, fast turnaround, and ability to create even the most custom shapes and angles enables its exhibit-house clients to take aluminum-based construction where it’s never been before.

Agam, headquartered in the Baltimore-Washington corridor, is the largest U.S. manufacturer of aluminum custom exhibits and exhibit components. The company wholesales to exhibit design and fabrication firms that choose to outsource part or all of

their aluminum-system needs to an expert — or that want to expand their resources without taking on additional overhead.

“Our clients will ask for anything from a couple of replacement parts or a light box to an entire exhibit. And we also have rentals. We do it all,” says Adam Beckett, CEO of Agam. Plus, since aluminum and fabric graphics are lightweight, exhibit houses using Agam as a resource are able to save clients thousands of dollars in shipping, installation and dismantle, and drayage costs versus traditional wood fabrication.

Agam’s state-of-the-art facility, paired with its expert engineering, means unlimited design possibilities. “There isn’t a design we can’t realize — no matter how

complex or unique the shape,” Beckett says. Agam stocks more than 100 types of extrusions, offers a tool-free frame system, and provides in-house laser-cutting, roller bending, and powder coating — all of which guarantee fast turnaround times on custom components. For instance, an Agam client recently had a last-minute request for a 16-foot-tall, 12-by-16-foot angled tower. “The client was in a bind,” Beckett says. “So we shifted resources in production, and it was manufactured and ready to ship in four and a half hours.”

How Agam Works

Most exhibit houses initiate projects by sharing their design renderings. Agam provides free computer-aided design (CAD) and engineering services, so there is no charge when an exhibit house begins the conversation by saying, “Here’s our design. How would you make this happen?”

From there, the Agam team details the project — doing the heavy lifting to figure out the best way to fabricate the client’s design. “We take into account cost, structural stability, and design integrity,” Beckett says. Perhaps the best value Agam provides is that the exhibit designers don’t have to be familiar with Agam’s components — or anything about fabrication. They can go wild with their most creative designs and Agam will figure out how to build them.

After that, Agam delivers a firm project quote to the exhibit house and then waits for the go ahead. When orders come in, the company is able to complete most projects within 48 to 72 hours.

Considering the fact that turnaround times on new exhibit builds are shrinking — and that the cost savings associated with lightweight aluminum and fabric architecture help exhibitors decrease their spend and increase the efficiency of their face-to-face marketing programs — Agam is expecting to grow substantially over the next five years. “Aluminum fabrication is the future,” Beckett says. “And Agam is leading the way.” **E**

The Agam Difference

The following offerings and capabilities help Agam Group Ltd. stand out from the competition and provide its clients with high-quality exhibits at affordable prices.



- ▶ The company’s Nexus panel system means exhibits can be set up without the use of tools.
- ▶ With more than 100 types of extrusions in stock, Agam can make any design a reality.
- ▶ The majority of Agam’s parts and accessories are made in-house at its 115,000-square-foot facility, which enables greater quality control.
- ▶ Firm and accurate price quotes allow exhibit houses and their clients to precisely estimate expenses and budget with confidence.
- ▶ In-house powder coating and equipment such as a laser cutter, CNC roller bender, water jet, press brake, and milling centers allow for tight 48- to 72-hour turn times on most clients’ projects.
- ▶ Free engineering means clients can approach Agam with a design and the company will determine how to fabricate it without charging for that service.

Introducing Agam Private Label

Agam is taking its engineering and manufacturing capabilities to the next level by offering complete exhibit fabrication, taking advantage of clients’ willingness to outsource projects to experts and helping to accommodate ever-tightening deadlines and capacity crunches.



For exhibit houses that are either over capacity or want to expand their resources without incurring additional overhead, Agam has introduced Agam Private Label. This service is ideal for companies that need to provide clients with complete exhibits that are built on a purchase or rental basis. Via this full-manufacturing service, the exhibit house shares its design, and Agam’s in-house pros take it from there. The Agam team engineers the project, creates computer-aided design (CAD) drawings, and manufactures everything — including all aluminum framework, silicone-edge graphics (SEG), and rigid panels.

Exhibits can also be staged in Agam’s expansive facility and then either shipped to the exhibit house or, if necessary, direct to the show floor. “We can even build the crates and stamp the exhibit house’s name on them,” Beckett says. “We can deliver whatever our clients need, whenever they need it.”



aluminum-based wholesale exhibit manufacturing
modular or fully customizable

over **100** extrusions

tool-free, **Nexus** panel system

unlimited design possibilities

Not sure where to start?

Let our team lead you to the best solution.
Contact us today for your free engineering consultation.

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Headquartered and made in the USA, **Agam** is the largest wholesale, aluminum-based exhibit manufacturer in the US. With the best equipped plant in the industry, our turnaround times are unmatched.

For more information visit agam.com

