

growing ever since.

“We have noticed that more and more American companies start rental divisions because end customers don’t want to take a risk of buying and prefer to rent the frames,” Devolder says. Many of his customers are exhibit firms that traditionally work with plywood but are now looking to invest in items they can reuse.

“They can’t go on with ‘build and burn’,” he says. “After a few shows they get the initial cost back and from that moment, they make money on every new show.”

Jan Koren of Absolute Exhibits, a design and manufacturing firm with facilities in Southern California and Las Vegas, has been growing the company’s rental capabilities for the past several years and noted that just keeping the right stock and knowing how to sell it is not enough.

“I think the most important revelation we have had is that unless you are an all-inclusive exhibit house with an installation and dismantle contract and a specified system or systems for building, you can easily fail,” he said. “Being strictly a custom house in this tight budget economy is a very precarious place to be.”

Koren’s suggestion is to stay in the home city, build an inventory that can be grown over time and get partners in other major destination. His company partners with DimensionCraft in Chicago and also does reciprocal work in New Orleans, Atlanta and Nashville on a smaller scale. There is a two-way system for shipping exhibits and partners trust each other to supervise projects in their respective cities, which helps these smaller companies extend their geographical reach and grow their business

“We are always looking for partners – when you get a call for \$50,000 rental in New York and half the shipping bill is labor, it sucks the wind right out of you,” Koren says. “No one wants to lose a nice order, but unless you have five orders for the same show, costs are prohibitive. Again, most importantly (you have to) work with people you have confidence in and you will build your business by leaps and bounds.”



Broadview

Broadview, a worldwide provider of media software solutions for television and radio broadcast management, has rented their display from Nomadic in Las Vegas for the National Association of Broadcasters (NAB) show, for five years.

Proslide

Proslide, who designs rides for waterparks, took two Nomadic rental exhibits to shows in Las Vegas in 2008 - - this 20’ x 40’ for the Annual World Waterpark Association Symposium and Trade Show, and a 20’ x 70’ version for the International Association of Amusement Parks and Attractions.



Data Age

Data Age, provides financial transaction software solutions. They were awarded the Best of Show for their 20 x 20 Nomadic rental exhibit at the 2008 National Pawnbrokers Association’s convention and expo held in Las Vegas.

Load.com

Load.com, a developer of web-based applications for online business needs, won the Best of Show for their Nomadic rental exhibit at the 2005 SIGN-A-RAMA convention.



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