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Exhibits International: Quick Facts

Exhibits International (EI) has been a trusted and visionary communications partner for more than 20 years, creating attractions and venues around the world. Our clients rely on us to achieve minor (and major) miracles of design and production – that tantalize the senses and ignite the imagination.

We are an international company, with a portfolio of highly successful projects in countries around the world. We have offices in North America and Europe, with facilities in Toronto and Amsterdam. Team members speak and write fluently in such languages as Japanese, French, German, Italian, Spanish, Polish, Dutch, Portuguese, Mandarin, Vietnamese, and, ~~of course,~~ English. Our team is diverse and represented internationally, with key team members in Canada, the United States and Europe. Clients around the world choose us first because we have the resources and commitment to fully serve their needs, wherever they need us to be.

EI is expert at delivering design-build solutions. We've taken projects from the creative plan, through the architectural and engineering specifications to fabrication, installation and dismantling/recycling. Our multi-disciplinary team includes a unique blend of designers, planners, project managers, craftspeople and fabrication specialists, with an on-call group of project associates. We maintain a robust network of specialists worldwide so that we can customize teams to meet specific project needs.

The EI team provides one-stop and expert service in all critical areas:

- ~~conceptual~~ Conceptual designs
- ~~d~~ Design development
- ~~d~~ Documentation
- ~~s~~ Specialty fabrication
- ~~g~~ Graphics design and production
- ~~f~~ Fabrication
- ~~i~~ Installation
- ~~a~~ Architectural fit-ups
- ~~i~~ Interactive exhibits
- ~~a~~ Audio-visual
- ~~l~~ Lighting and sound
- ~~h~~ Handling artifacts
- ~~s~~ Shipping, customs and international permits anywhere in the world
- ~~e~~ On-site maintenance

Exhibits International:
Working with Exhibits International

What can you expect when you work with us? First: service! Your satisfaction is paramount to each of us. We work alongside you, throughout the process, to resolve challenges and deliver confidence that your project is running smoothly.

Exhibits International is your partner. Our role is to interpret, design and construct your project so that it conveys the theme and meets the project's delivery criteria. But we're not afraid to offer you fresh design options to assist your decision-making. Throughout the process, we're sensitive to the design criteria, your bottom line and the all-important timeframe.

From managing the little details to unveiling the final picture, you'll find us a friendly, highly professional group who excel at what we do. At EI, we measure our success by the quality of your results.



Exhibits International:


Range of Services: Realizing the strengths of our in-house capabilities

Throughout the production cycle, we keep key design/project management services in-house, allowing us to maintain our reputation for superior production standards.

Project Management

Chosen for their diverse skill base, our project managers have proven abilities in problem-solving and customer service. As your frontline resource, you'll find that they're fanatical budget wranglers, expert negotiators, unwavering about quality control, driven by deadlines – plus they're dedicated listeners!

Environmental and Exhibit Design

 designers excel at creating three-dimensional experiences – right from the conceptual stage. Our fully rendered environments bring our designs to life in an interactive format using fly-through videos and prototype simulations. We're always watching the trends to bring you current staging, lighting and sound techniques.

Design Detailing

Our detail designers produce full working drawings using the latest AutoCAD software, working closely with lead project designers. Every detail is outlined, reviewed and finalized prior to reaching the shop floor.

Graphics Design and Production

EI has demonstrated proficiency in the following areas: corporate image; logos and trademarks; collateral materials, particularly brochures and posters; and signage. -Graphics production typically involves design development, generation of reproduction artwork and specifications and supervision of production.

In-house digital imaging and printing services ~~makes make~~ all the difference when it comes to quality control and production efficiency. We also have an established network of sub-contractors who produce graphics based on the finished layouts and artwork provided by Exhibits International.

Production

Being vertically integrated gives us more control over timelines and budgets – especially when it comes to production. Our manufacturing facility is equipped with state-of-the-art machinery as well as all the tools of our trade. Talented Cabinetmakers, Carpenters and Painters staff our woodworking facility.

Exhibits International also has a network of production partners. EI supplies all of the engineering and detailing; ~~our~~ our partners build from our specifications and under our direct management.

Warehousing

Our personnel clean ~~all exhibits, and do~~ perform regular damage checks and submit reports prior to storage. All exhibit materials are inventoried and catalogued in our database. Our facilities are well-located, secure and cost effective. When necessary, we can secure contracts for warehousing in any location in the world.

Transportation

Our logistics manager only works with companies that provide Air Ride Service, direct shipments and ~~can~~ handle tight turnarounds. We get to know all of our sub-contractors' teams; we deal directly with transportation managers and drivers.

Installation and Dismantle

Our personnel are trained to manage large crews under difficult deadlines and can work anywhere in the world. We provide all site equipment and schedule down to the last detail. Exhibits International has access to worldwide resources for sub-contracting labour and show services.



Proven Project Experience:

El Exhibits

Grolsch Brewery

'You have beer and then you have Grolsch': a distinctive statement that has been setting the tone for El Forum exhibit stand presentations for ~~many~~ years. The exhibit space we created is welcoming and inviting to many visitors and also supports the Grolsch defining statement.

This innovative stand is modular, facilitating a variety of configurations for different events and target groups. Grolsch International, and several different business units, use the stand to meet their diverse requirements. El Forum ensures ~~that~~ every stand and exhibit is customized to each need and is responsible for all design, project management and installation throughout Europe.

Nissan Auto Show

Designed by Nissan to reflect the ~~d~~ program developed for Tokyo, the essence of this project was to provide a clean and simply defined space where Ni ~~s~~ cars are the heroes.

Lifestyle aspirations are key in selling cars and the exhibit design needed to exceed these aspirations. The entire exhibit was ~~coloured~~ white. Materials, finishes and lighting ~~providing-provided added-additional~~ definition and variation. The individual personalities of Nissan vehicles ~~come-came~~ to life with an impressive visual statement that drives Nissan into the future.

Nike ISPO

Winner of the 1997 Silver Award, Exhibitor Magazine

This exhibit debuted in Munich, Germany and was designed to tell the story of Nike products, while emphasizing the thinking and technology behind the design.

Five name-brand athletes were brought in to endorse various categories (for example: ~~-~~ Michael Jordan represented basketball). Exhibits International turned the stories into bold graphic elements with five elliptical athlete towers and audio-visuals. Lighting created a futuristic feel to the experience, giving visitors an insider's view of what Nike products mean to various sports heroes.

NUON

Nuon asked 20 agencies to ~~-~~propose an exhibit stand concept for 25 exhibitions/shows per year. ~~-~~The stand would have to speak to different target groups throughout the year and be of varying sizes, from 20 square metres to 120 square metres (65 sq. ft. to 400 sq. ft.). The challenge was to keep the stand fresh, modern and dramatic, despite the vast size variations.

~~El developed Aa~~ modular stand system ~~was-developed~~ to meet Nuon's goals. The concept was presented in great detail to all the individual business units who would be using ~~-~~it to ensure ~~that~~ they understood its capabilities and possibilities. ~~-~~El Forum was awarded the job, not only for the appealing and practical design, but also for their track record in quality production.



Fletcher Leisure Group

Fletcher consists of four diverse divisions that share one large tradeshow environment. They came to EI for solutions that would link these divisions together with one voice and one corporate brand. We created an umbrella approach that allowed each division the unique identity it required, ~~while giving and gave~~ Fletcher the overall corporate branding it envisioned.

EI took a visual approach to this design, using translucent-coloured materials for the walls of each division – resulting in each division having its own identity within an overall “family” look. We created a unique display, including office space, shelving and custom tables for samples/storage use. A large perimeter sign gave Fletcher’s ~~speciality~~specialty line the extra appeal they desired.

Versatel

This ambitious company expanded rapidly across Europe with their business-to-business glass fibre telecom network, after the state monopolies broke up in the late '90s. -As a young company, Versatel approached EI looking for a ~~high-high~~-tech exhibit, which could grow with them cost-effectively.

EI created a flexible, modular design with boomerang-shaped metal structures that ~~both~~ reflect the high speed of the network and can be rearranged to fit various spaces. These ~~futuristic-futuristic~~-looking pieces incorporate functions such as video playback and Web surfing terminals, ~~while offering and offer~~ numerous options for adding different branding statements and graphics as Versatel grows. Versatel found that EI’s creation gave them a timeless structure that offered flexibility in both configuration and messaging.

Proven Project Experience:

EI Special Projects

Nike World Cup 1998

Our challenge: link one of the world's largest adult playgrounds – an interactive play area called NikePark – to the 1998 World Cup tournament to dazzle the European sportswear market.

Exhibits International worked in tandem with Image Design, Nike's in-house design team, to develop the design concepts, structural fabrication and installation drawings suitable for an event staged outdoors over 33 days. Installation was completed in five short weeks, thanks to precise planning, coordination and scheduling, making this an event that is remembered for its impact.

Nike World Cup 2002

13 Cities Worldwide

Winner of the 2003 Exhibitor Magazine Edge Award

At World Cup 2002, Nike hoped to reach 1.2 million children ~~in~~ over 30 days in a unique attempt to promote Nike footwear and enhance young people's skills in soccer.

Exhibits International dressed the park environments with more than 400 pieces of artwork, created interactive games, produced spectacular rave-themed events and managed all the details. The event was a logistical coup, with Exhibits International simultaneously managing 13 major events across four continents.

Dutch Royal Wedding, Amsterdam

To commemorate the 2002 marriage of Prince Willem-Alexander and Maxima Zorreguita, the New Church wanted an exhibition celebrating Dutch royal weddings dating back to 1791.

Exhibits International developed the overall concept for this exhibition and handled the project in every detail, including on-site construction, detailed working drawings, fabrication and installation of all showcases and scenic elements. The event was a success. In the first two months it drew 90,000 visitors, illustrating Dutch pride in their Royal Family and exhibition's appeal.

Air Canada Centre, Toronto

For the grand opening of the Air Canada Centre, the famous design firm, Bruce Mau Design, was commissioned to create an exhibit honouring the Toronto Maple Leaf's hockey history. EI was asked to bring Bruce Mau's vision to life.

This fully interactive experience lets the visitor try on goalie equipment, replay and relive the history of hockey, view sweaters and collectibles, and ~~see~~ observe the ~~passage~~ development of equipment design from their early beginnings to present day. A virtual tour is also available on the Air Canada Web site. EI created all showcases, graphics and interactive displays. The exhibit has become a "must see" stop on tours of the Air Canada Centre for school groups, tourists and visitors from around the world.

Proven Project Experience:

El Events

Heineken ~~Pet~~PET Bar

The Heineken PET Bar was designed by one of the company's in-house architects to introduce their new plastic beer bottle at various outdoor events and concerts.

Exhibits International transformed the design into a workable traveling event for Heineken. -The PET ~~bar~~Bar was ~~easy~~ to set up and dismantle. And Exhibits International was often on hand to produce the bar and execute its installation at dance events. The PET ~~bar~~Bar, with its intriguing ice-like wall, has been used at AHOY in Rotterdam and many other music events.

The Amstel Giant Living ~~r~~Room

Amstel beer represents friendship, fun and freedom. For the UEFA Champions League final, Amstel wanted to appeal to football fans.

To achieve this goal, Exhibits International fabricated the ultimate living ~~room~~, complete with an inflatable, oversized television screen, the ultimate chill-out couch, a lamp and a rug. The exhibit was placed in Albert Square in Manchester, England. Thousands of Amstel beer and football fans gained a truly memorable experience – all in the comfort of their supersized, outdoor home.

ING Bank ~~r~~ - Amsterdam Marathon

ING Bank asked Exhibits International to come up with a concept that connected the company's image with the Amsterdam marathon.

Inspired by the ING bank head-quarters in Amsterdam, Exhibits International came up with a winning approach. The building was wrapped in a durable outdoor material to transform it into a running shoe – an instant ~~tie into~~tie-in to the Amsterdam marathon.

BaanWorld

For several years, BaanWorld has been a three-day event in Europe and the U.S. that is part tradeshow, part exhibition and part congress.

Exhibits International handled all design, project management, production management, and complete venue interior supply for the BaanWorld events in both Europe and the U.S. Highlights of this work include stage design and performance co-ordination in Vienna, as well as stand design in the U.S.

Proven Project Experience:

El Retail and Interiors

Johnson Controls

The task before us: create a Customer Briefing Centre which functions as a high-tech sales presentation, customized to individual clients and simultaneously showcasing Johnson Controls' products within a working environment.

EI provided detailed working drawings, millwork and interior fabrication, general contracting and installation. In cooperation with the project team, we worked through the stages of design development, and production, managing an on-site contractor and audio-visual lighting contractors. The Customer Briefing ~~Center~~ Centre was one component within an overall renovation to transform an out-of-date Johnson Controls facility into state-of-the-art corporate headquarters.

Toys R Us

Competing for attention with a Ferris wheel and a life-sized Barbie house meant that EI's designs for the "World's Fair" area in the Toys R Us flagship store had to ~~not only~~ be different ~~but and~~ also blend into the envisioned fantasy world. New products and media launches were to take place in this area, so we wanted to add to this excitement without stealing anyone's thunder.

The circus big top was our inspiration, employing lighting and audio-visual aids to create the necessary big bang required in product launches in "The world's largest toy store." This unique location in Times Square, New York remains a launching pad for many of the leading toys now in the market.

Nasdaq MarketSite

Exhibits International put visitors ringside on the Nasdaq trading floor by creating an installation on two floors of an office tower in the heart of Times Square. The Presentation Centre was designed to totally immerse visitors in an activity-filled, multimedia experience with hands-on interactive displays that capture the fast-paced world of global financial transactions.

The design had visitors walk in through a ~~life-life~~-size fibre optic pipe, as if they were entering the computer conduit. The project team worked through each stage of prototyping, production and final installation, successfully meeting the schedule. The Nasdaq MarketSite Visitors Presentation Centre opened in May 2000 and is now a prominent fixture in the heart of Times Square, attracting enduring media and public attention.

NikeTown, London

Nike's primary objective was to create an impact-filled environment to trigger emotional responses, as well as to define the Nike brand and firmly establish Nike as a strong competitor ~~for in~~ the European sporting goods market.

Exhibits International developed the design concepts into innovative and interactive retail display units, which served as the principal featured attractions throughout all four levels of the new store. Coordinating fabrication on two continents, while facing an extremely challenging production and installation deadline, EI succeeded in portraying Nike's corporate image throughout this facility. The entire project was accomplished successfully, and within the budget guidelines set by Nike.

Camel

With the ban on tobacco advertising in the Netherlands, Camel sponsored a free interior make-over of its local tobacco store in order to get their branding message across. El was asked to bring some calm and sophistication to this clutter of products, magazines and souvenirs.

We created product categories with a defining grid of pipes, built cabinets and countertops, as well as light boxes that integrated the Camel logo. The well-received display offers a subtle balancing act that promotes Camel's name, without becoming an endorsement. The clientele also enjoys this service-oriented environment.

Proven Project Experience:

El Museums and Pavilions

The Montreal Holocaust Memorial Centre

Creating a world-class museum and cultural centre to memorialize Holocaust survivors is a complicated, sensitive process that often requires more than a year to complete.

In a period of five short months, El met an extremely aggressive schedule for museum installation – managing all construction for the refit of an existing building, creating new ~~ways of artifact mounting methods~~ to mount artifacts and working with an architect and construction team. Opened in June 2003, The Montreal Holocaust Memorial Centre is the largest and foremost museum in Canada dedicated to the Holocaust.

Humankind Pavilion, EXPO 2000

EXPO 2000 was Germany's first world fair. Exhibits International was hired to manage the development and creation of "The Humankind" theme pavilion.

Exhibit components were fabricated in both Europe and Canada, with Exhibits International coordinating the best resources for each requirement. Eight tractor-trailer loads of exhibit components were manufactured, shipped and installed on time and on budget. More than 30 million people attended the event.

Princess Diana Exhibit, Toronto

Diana, A Celebration — an award-winning exhibition dedicated to the life and work of Diana, Princess of Wales – arrived in Toronto with much fanfare in December 2003.

Exhibits International was instrumental in managing more than 200 of her most priceless artifacts and designing showcases that would securely preserve 20 dresses, including Diana's wedding gown, jewelry, books and childhood toys. As a collaborating project manager, Exhibits International helped to oversee the success of many elements of this exhibit for both the Althorp Estate and the show's producer, including such elements as lighting, audio-visual equipment, showcase design, installation, and graphics.

Samsung Children's Museum

The museum occupies three successive floors in a modern office building in downtown Seoul. Total space: 810 ~~sq-m-square metres~~ (9,000 sq. ft). On the surface, it was straightforward: provide design development, fabrication and installation for more than 30 interactive exhibits for the Samsung Children's Museum.

But to truly achieve this project's objectives, El had to understand the cultural philosophy of the Samsung Foundation and Lord's conceptual vision. The well-informed team handled design development, drawings, project management, on-site construction, exhibit theme fabrication, graphics, packaging, installation and electrical and audio-visual components. The museum remains one of the finest education-based leisure attractions on the Asian continent.



Peace ~~Of~~ Mind:

Project Tracking

Managing Changes

Even with the best planning, most projects will have the occasional unexpected change or refinement. We use a change order procedure to track any additional costs, or discounts, outside the original budget. Any revision or addition is assigned a change order number and given a monetary value. We get your approval on each one before we do anything and we keep a running record of these changes. Summary reports are issued to you as they are updated.

Tracking Inventory

We never know what the next project will ask of us – so we like to be prepared for anything. Exhibits International monitors inventory with an innovative tracking system that enables us to have detailed, current information at our fingertips. Rental stock inventory is also constantly updated, and our staff has immediate access to this information to respond quickly to client needs.

Client Communications

Our relationship means everything to the success of your project. That means we put a high premium on communicating well.

To help us work together – to expertly manage all the details and decisions – Exhibits International has developed a project management tool that really works. It's called CORE---: Client Online Resource System.

Think of CORE as a real-time resource centre: it's conveniently hosted on our Web site in a secure, password-protected environment. Simply login with your password and only you see the status of your project.

Here are just some of the resources you can effortlessly access with CORE:

- Sketches and rough drawings
- Updated renderings
- Acrobat PDF files of the latest drawings
- Online content
- Online help
- Message board
- Project management
- Online inventory

Delivering the Bottom Line:
Budget

Budgeting and Itemized Accounting

We tackle cost accounting on a per project basis. Our up-to-the-minute tracking methods, combined with a computerized docket system, help us **to** determine the financial status of any given project at **-a-** glance. We can anticipate final billing amounts, including documented pre-approved additions and/or deletions. This attention to detail keeps the project running smoothly and the budget on track.

Cost Control

Exhibits International makes use of an extensive network of suppliers and professionals. We also constantly research more cost-effective production methods and mutually beneficial joint ventures. All supplier quotations are reviewed for market value and invoices are checked against the original purchase order.

When requested, we will supply detailed estimates for supplier services based on our experience in the marketplace. Estimates are submitted to the client for approval prior to commencement of any actual production.

Quality Assurance:
A commitment to quality at every step

1. Discovery

First step: ask the right questions, listen to the details and clarify objectives. Each project is assigned a project manager, project coordinator, production manager and the most skilled personnel for the task. Planning upfront reduces confusion later.

2. Creative

Regular meetings with the project team begin: we brainstorm the creative – dream, sketch and model. ~~State-~~of-the-art renderings depict future designs. ~~Client~~ changes are quickly added to the evolving design. ~~Lines~~ of communications ~~stay~~ open.

3. Development

The troubleshooting phase~~—~~: ~~Where-where~~ we go in close, focus on the details, refine, refocus~~,~~ and burn some midnight oil. Fabricators and builders challenge plan details, before costly manufacturing begins, to ensure a fully functional design right off the drawing board.

4. Implementation

Raise the walls, build the display, power up the lights. Project managers are on site to oversee all the details on your behalf. ~~When~~ there are adjustments, we're ready for them.~~—~~ When it's time to pack up – we expertly dismantle, box and ship~~—expertly~~.

5. Assessment

Follow up is everything. ~~We~~ want to know what worked for our clients – because we're always looking to do it even better the next time.

Why EI?

Five reasons to work with us

1 - Proven

Exhibits International attracts personnel with exceptional credentials from around the world. Hiring the most qualified people reduces the guesswork, increasing your chances of success.

2 - Trusted

Globally, Exhibits International has been the first choice for some exceptional clients. We've handled complex projects and turned some heads with our designs. We take the utmost care with your project because our reputation depends on it.

3 - One-stop resource

As a vertically integrated exhibits company, we design and fabricate in-house, using full-time craftspeople and a selection of on-call specialists. Our facilities in North America and Europe give us the flexibility to respond to the most challenging demands quickly.

4 - Process-driven

No two projects are the same, but our commitment to a sound and logical process is constant. Every step of the way, we ~~ensure~~ make sure that you're informed ~~and making~~ so that you can make the decisions only you can make. Our internal teams know how to make contingency plans, meeting deadlines with enthusiasm and confidence.

5 - Partners in your success

We truly believe that we only look good when you do. We develop a strong relationship with your organization and your internal teams. From our frontline project managers to the shop in the back, our team is working on your behalf – to enhance your image, ~~to~~ and make your project memorable.

EXHIBITS INTERNATIONAL

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- Design Management Institute, Boston
- GVR
- BNO, Association of Dutch Designers
- HCEA
- EDPA
- OSPI
- CAEM



COVER TEXT

Awards:

Exhibitor Magazine — Exhibit Design Awards International Category

Gold — Nike Inc. — 1995
Silver — Nike Inc. — 1996
Silver — Nike Inc. — 1997
Edge — Nike Inc. — 2003

Exhibit Display Association of Canada — Eddi Award Best Portable Exhibit Kia Canada Inc. — 2000

Best Exhibit Under 240 Square Feet BD Medical — 1999

Best Exhibit 241 - 600 Square Feet Com Dev — 1996

Best Exhibit Over 600 Square Feet Infiniti — 1999 Nike EHQ — 1998 Nike EHQ — 1996 Volkswagen Canada — 1994

Best Special Project Under \$100,000 Imperial Oil for Metro Toronto Zoo — 1999 3M Canada — 1998

Best Special Project Over \$100,000 Nike Inc. — 1998 Ontario Provincial Police Museum — 1996 Holocaust Museum-National Park Service — 1993 Canadian Pavilion Expo '92 — 1992

Best Special Project Over \$250,000 Nike Inc. — 2002

Best Use of Visual Imaging Nike Inc. — 1999 Nike EHQ — 1998 Sprint Canada — 1997

Best Use of Photography National Park Service — 1994

Retail Installation Nike Inc. — 2000 Japan Tobacco/Camel — 2001 Toys R Us — 2002

~~Multi~~Multi-Media Presentations
Nike Inc. – 2000

Trade Show Exhibitor Association – Exhibit Focus Awards
Merit Award – Trade Show Alternatives
Nike Inc., – 1999

Etobicoke Chamber of Commerce
Business Excellence Award
Leadership – 1999

