

Advantages of a Portable Exhibit

We cannot recommend massive custom exhibits because they're big, heavy, expensive, and labor intensive. Companies are spending fortunes on these exhibits and realizing little increase in sales for the tremendous costs involved. Any time you need to change your corporate look, you either eat the expensive re-engineering fees or dump the exhibit and start over. (There is a booming second-hand custom exhibit market.)

The latest portables are fully customizable, modular and fit in rolling cases, making it much easier to store and transport.

1. Initial costs are much less. Since you are configuring standard modules into your own design, costs are substantially lower. You'll save from 30 to 80 percent over a custom-designed exhibit. And you'll get every bit as much business at the show.
2. Shipping is much cheaper. A portable exhibit weighs between 35 and 130 pounds and can be hand-carried or wheeled by one person. It can be transported in a car trunk or shipped via common carrier such as UPS. It can even be checked as airline baggage. Even after paying excess baggage and overweight surcharges, it's cheaper and faster than Federal Express. Never use the post office to ship your exhibit. The post office delivery reliability isn't as high. Since you don't have to hire a moving and storage company to ship your exhibit around, you save a lot of money on transportation.
3. Drayage is much less expensive. Drayage is the outrageous fee that exhibit producers charge you to move your exhibit and materials-usually with union labor from the loading dock to your exhibit floor space. In some cases, that several-hundred foot delivery will cost you more than shipping you're materials thousands of miles.
4. Storage is much cheaper or free. If you have a custom exhibit, you'll probably have to store it in a ware house, complete with storage and insurance fees. Most portable exhibits will store neatly in a corner of your office.

