

Custom Built vs Portable

The intense competition of a trade show requires an attention grabbing stand. However, when trying to get the more bang for your buck, take into account the time involved in setting up your stand, the frequency of your shows and whether or not you'll be reusing the same stand.

A unique, custom built stand can look very impressive. However, keep in mind that costs will involve not just the stand itself, but also its transportation, storage and the time it will take to install and take down. What's more, some components of your custom built stand will need to be replaced at each trade show.

If your stand is travelling to many shows, a cost effective alternative is a portable stand. In addition to its time and cost savings benefits, portable stands can be used repeatedly. Both alternatives have their place. However, rather than regard portable stands as merely a less expensive alternative, consider the following benefits that go beyond price.

The Look

The most common portable stand, often referred to as a 'pop-up', is a simple, two by two metre, curved 'backdrop'. A major misconception is that all portable stands have this same look. However, our brand of portable stand, Premier Portable Architecture, can be configured into a variety of shapes and sizes. When designing your stand, don't limit yourself to merely a 'backdrop'. Premier Portable Architecture gives you the option to create curved rooms, s-shapes and arches.

Time savings

With a flick of the wrist the Premier Portable Architecture frame can be expanded and contracted in a matter of seconds. Using mag-bars, the roll-out graphics fit neatly together for a seamless look and when its time for your stand to be packed away, all parts fit into a hard carry case.

Versatility

A major cost saving advantage of Premier Portable Architecture is that once you've invested in the frame, graphics can be interchanged to create a totally new look for different shows. Individual panels can be updated when new products are launched or prices are changed.

Premier Portable Architecture also comes with a free configuration service, enabling you to change the shape of your stand as many times as you like. At one show you can have a tall tower and at another an archway. You can even create a smaller version of your stand for a smaller show or for your office foyer. Compared to the cost of having to build a new stand for every show, this versatility is equivalent to a saving of tens of thousands of dollars.

Optional extras

Premier Portable Architecture comes with several optional extras such as spotlights and shelving. In addition to the obvious practical advantages of having somewhere to hold such items, incorporating them will create a 'permanent' look for your portable stand.

Custom built stands still have their place. In order to achieve certain looks, custom building your stand may be a more appropriate option. However, a lot can be done with Premier Portable Architecture and when you consider its versatility and cost saving advantages, it quite often works out to be a viable alternative.

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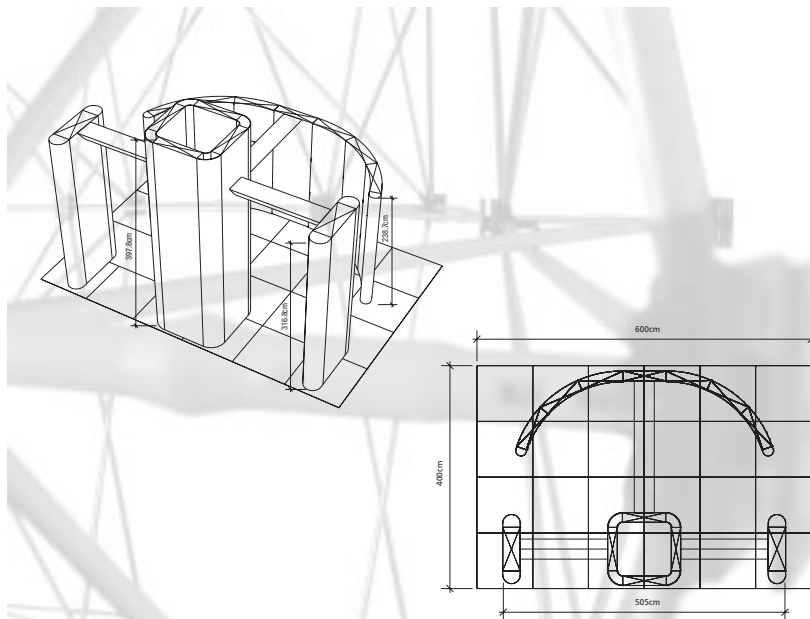
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CASE STUDY

One of our clients used Premier Portable Architecture for their last five shows. Their third show required a new look and the last two shows had a larger floor space. Their stand also required a professional installation and separate freight.

Outlined below is the client's events calendar, which gives a comparison of what the same stand would have approximately cost if it were custom built.

Event Date	Premier Portable Architecture	Custom Built
June 2001 - Sydney (first trade show)	<ul style="list-style-type: none"> Initial purchase for a 6 x 6m space • Framework • Graphics • Floor • Installation • Freight Cost \$60,000	<ul style="list-style-type: none"> Initial purchase for a 6 x 6m space • Construction plus materials • Graphics • Floor • Installation • Freight Cost \$60,000
August 2001 - Melbourne (using same stand as the Sydney event, no changes)	<ul style="list-style-type: none"> • Framework (paid) • Graphics (paid) • Floor (paid) • Installation (\$7,000) • Freight (\$1,500) Cost \$8,500	<ul style="list-style-type: none"> • Construction plus materials (paid) • Graphics (paid) • Floor (paid) • Installation (\$24,000) • Freight (\$6,000) Cost \$30,000
November 2001 - Sydney (totally new look, new graphics, same floor space)	<ul style="list-style-type: none"> • Framework (paid) (free configuration) • Graphics (\$25,000) • Floor (paid) • Installation (\$4,000) • Freight (\$500) Cost \$29,500	<ul style="list-style-type: none"> • Construction plus materials (\$30,000) • Graphics (\$30,000) • Floor (paid) • Installation (\$18,000) • Freight (\$2,000) Cost \$80,000
May 2002 - Adelaide (new look, new graphics 9 x 9m floor space)	<ul style="list-style-type: none"> • Framework (more framework required to make stand bigger; free configuration) (\$15,000) • Graphics (\$40,000) • Floor (\$5,000) • Installation (\$10,000) • Freight (\$2000) Cost \$72,000	<ul style="list-style-type: none"> • Construction plus materials (\$45,000) • Graphics (\$45,000) • Floor (\$5,000) • Installation (\$36,000) • Freight (\$8000) Cost \$139,000
June 2002 - Sydney (same 9 x 9m stand as above)	<ul style="list-style-type: none"> • Framework (paid) • Graphics (paid) • Floor (paid) • Installation (\$6,000) • Freight (\$1,200) Cost \$7,200	<ul style="list-style-type: none"> • Construction plus materials (paid) • Graphics (paid) • Floor (paid) • Installation (\$24,000) • Freight (\$5,000) Cost \$29,000
Total storage for the year	Cost \$500	Cost \$2,500
Cost comparison over 5 shows	Total cost \$177,700 Savings \$160,800	Total Cost \$340,500