



**THE EXHIBITORS'
HANDBOOK
BOOK**
MODULAR DISPLAY SOLUTIONS

2011 ISSUE 1

BANNER STANDS | RETRACTABLE 1-5

BANNER STANDS | TENSION POLE & TELESCOPIC..... 6-7

OUTDOOR PRODUCTS 8-11

DFA | ECONOMY DISPLAY PRODUCTS 12-15

BACKWALLS & INFO CENTERS 16

VECTOR FRAMES | TENSION FABRIC 17

HOPUP | TENSION FABRIC 18-19

POPOP DISPLAY SYSTEMS | CASES 20-24

FORMULATE | EXHIBIT BOOTHS 25-28

FORMULATE | HANGING STRUCTURES 29-31

TABLE THROWS AND RUNNERS 32-33

FOLDING DISPLAY PANELS 34-37

ORBITAL EXPRESS TRUSS 38-54

LINEAR DISPLAY SYSTEMS 55-60

COUNTERS & KIOSKS 61-63

DISPLAY ADDITIONS 64

LITERATURE RACKS 65

CASES & CRATES 66-67

LUMINOSITY | DISPLAY LIGHTING 68

SYMBOLS USED IN THE EXHIBITORS' HANDBOOK:



premium product



product can be recycled
(does not include graphic application)



product is made in the U.S.



affordable product



new addition to
The Exhibitors' Handbook



economy product



product comes with a carry
bag or case

WARRANTY KEY:



lifetime warranty
(hardware)



90 day warranty
(hardware)



5 year warranty
(hardware)



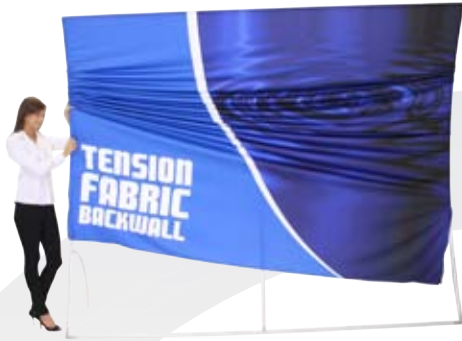
graphics limited
1 year warranty



1 year warranty
(hardware)



graphics limited
6 month warranty



FORMULATE

- advanced aluminum structure
- rugged plastic molded transit & storage case
- step-by-step instructions
- some kits include: front curved accents, low voltage lighting, tabletops and/or counter, literature pockets, headers and top accents



All kits come standard with an OCL wheeled transport case(s). Some kits also include an OCH case.



OCL

OCH

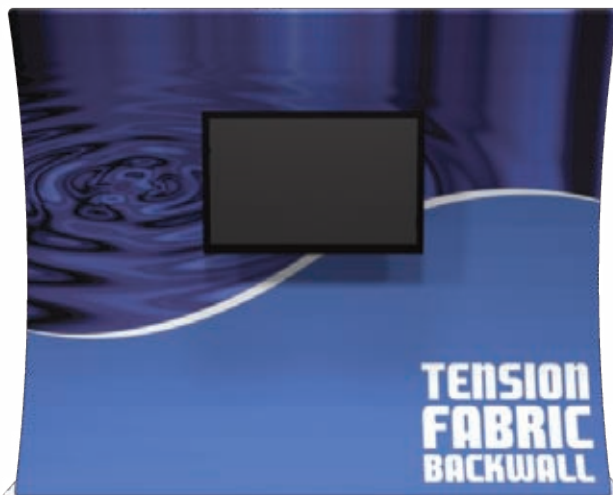
side mounted tables available on vertically curved Formulate backwalls



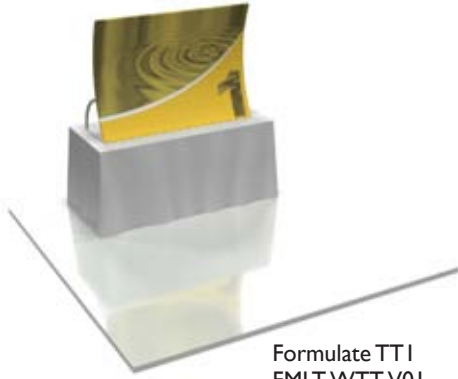
FORMULATE WITH MONITOR MOUNT

FMLT-WV-10-06

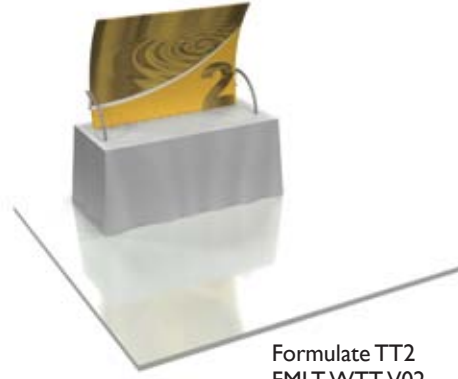
- seamless monitor integration into your backwall display
- advanced aluminum structure
- step-by-step instructions
- LCD max size= 42"
- LCD max weight= 87lbs



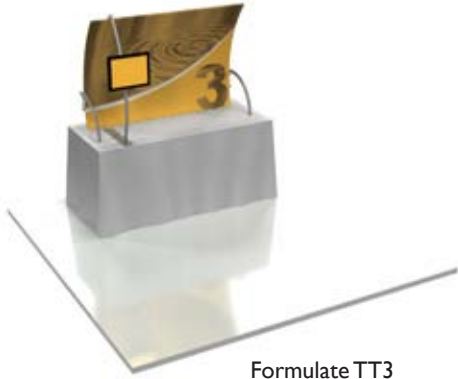
FORMULATE TABLETOP



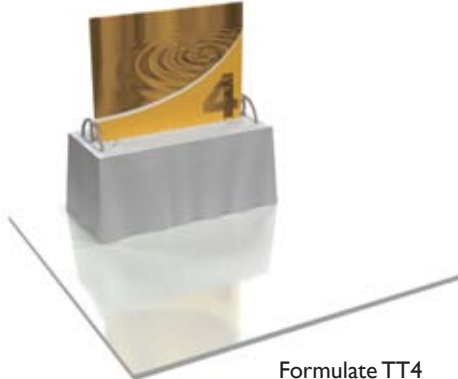
Formulate TT1
FMLT-WTT-V01



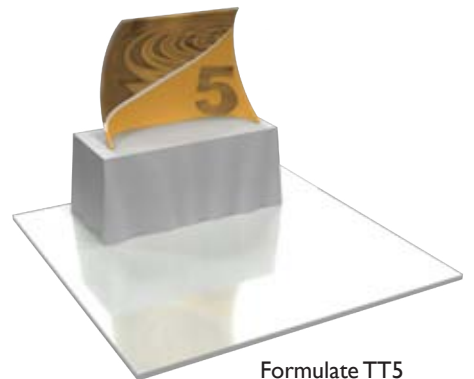
Formulate TT2
FMLT-WTT-V02



Formulate TT3
FMLT-WTT-V03



Formulate TT4
FMLT-WTT-V04



Formulate TT5
FMLT-WTT-V05

FORMULATE STRAIGHT BACKWALLS



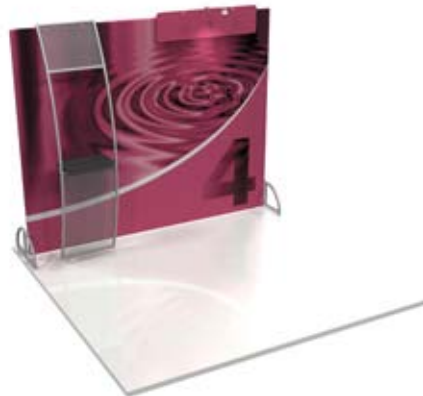
Formulate S1
FMLT-WS10-01



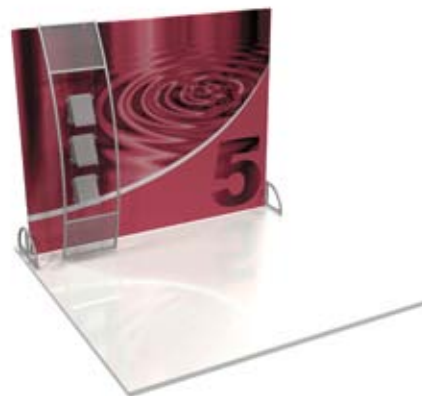
Formulate S2
FMLT-WS10-02



Formulate S3
FMLT-WS10-03



Formulate S4
FMLT-WS10-04



Formulate S5
FMLT-WS10-05



All Formulate structures come with a lifetime warranty.

FORMULATE HORIZONTALLY CURVED BACKWALLS



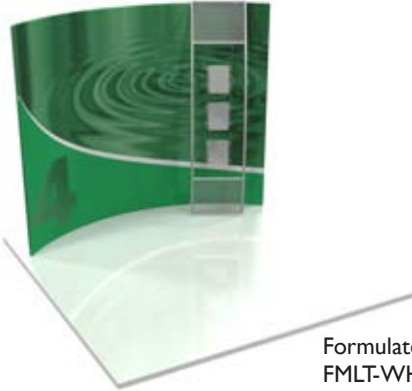
Formulate HC1
FMLT-WH10-01



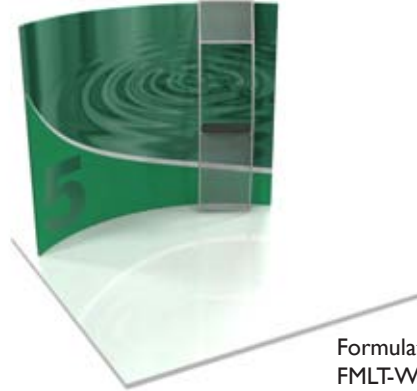
Formulate HC2
FMLT-WH10-02



Formulate HC3
FMLT-WH10-03

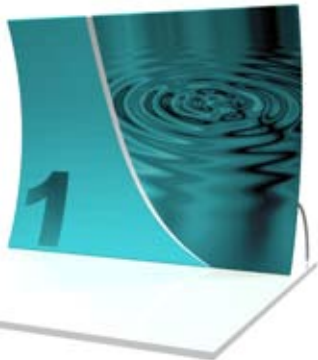


Formulate HC4
FMLT-WH10-04

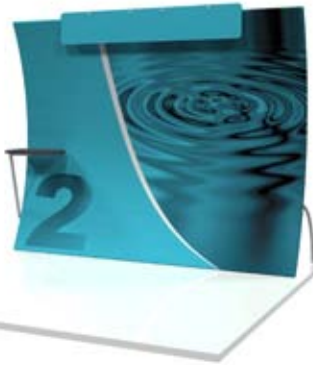


Formulate HC5
FMLT-WH10-05

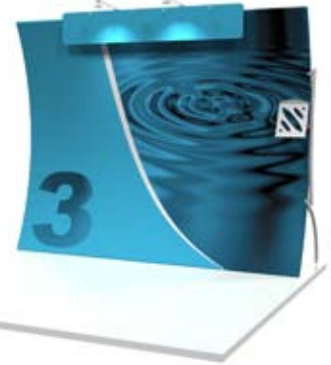
FORMULATE VERTICALLY CURVED BACKWALLS



Formulate VC1
FMLT-WV10-01



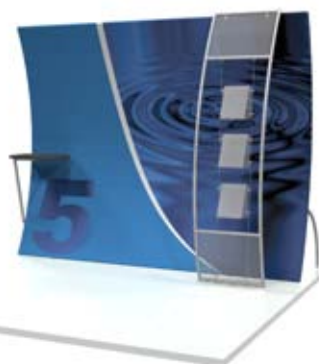
Formulate VC2
FMLT-WV10-02



Formulate VC3
FMLT-WV10-03



Formulate VC4
FMLT-WV10-04



Formulate VC5
FMLT-WV10-05



All Formulate structures come with a lifetime warranty.

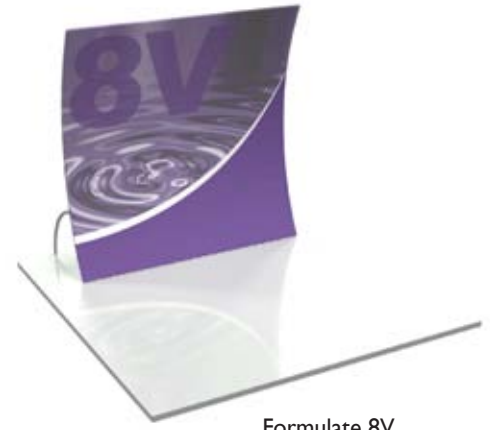
FORMULATE 8' BACKWALLS



Formulate 8S
FMLT-WS8-01

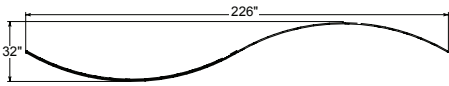


Formulate 8H
FMLT-WH8-01

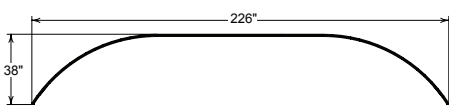


Formulate 8V
FMLT-WV8-01

FORMULATE 20' BACKWALLS



Formulate 20S
FMLT-WS20-01



Formulate 20H
FMLT-WH20-01



Formulate 20V
FMLT-WV20-01



All Formulate structures come with a lifetime warranty.