



Highmark at CES

The versatility and flexibility of ExpoDeck was apparent at CES 2009 where ExpoDeck was incorporated into no less than 16 different exhibits. All of our clients report stress-free installations that enabled them to meet their client's time and cost constraints.

Delphi/ICON said that the rental exhibit it designed for NETGEAR was a huge success. "The cost efficiencies of renting enabled us to provide NETGEAR with everything they wanted. Design-wise and price-wise, the exhibit was a hit," says Debbie

Parrott Johnson, Director, Icon.

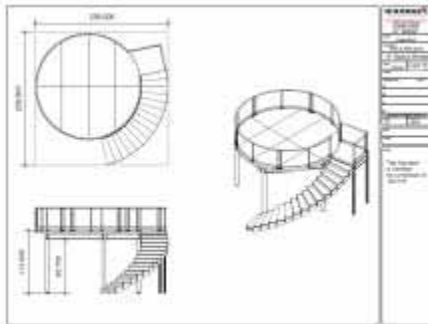
The 20' x 40' rental included two 16' x 16' ExpoDeck sections with bridge and staircase, ExZact Wall conference areas, storage and a media room. Custom Flexrail railings and infill panels from Highmark added unique flair that supported the NETGEAR brand. "Renting was the ideal solution. Highmark customized the properties to exactly what we wanted—and with the second deck—there was no need to rent extra meeting space," says Johnson. This included engineering the deck to fit around a column which was located in the first exhibit space NETGEAR was assigned.

ExpoDeck's fast installation kept the set-up on track. "The installation of a double deck impacts all aspects of set-up because the deck has to go up first. ExpoDeck went up incredibly fast—it has fewer parts than other decks on the market. We even came in a couple of thousand under budget on I&D," says Johnson.

"People always think incorporating a two-story is cost prohibitive, but I really think you might as well go up. It's often less costly than purchasing additional floor space or meeting rooms—and it pays off in increased visibility," says Johnson.

Made in the USA

ExpoDeck aluminum decking system was conceived, designed, and continues to be manufactured right here in Fort Wayne, Indiana. Not only is much of our aluminum comprised of 70% recycled material, we are currently sending between 3,000 and 5,000 pounds of aluminum back for recycling *each month*.



NEW ExpoDECK Express Kits Rental Program

We know you're struggling with shortened lead times—so we've done our part to help. Our upgraded extrusion machining center—paired with our in-house welding capabilities—means we've been able to reduce our turnaround times. In fact, our new pre-packaged rental kits can be out the door in as fast as ONE WEEK. And Custom ExpoDeck configurations can be turned-around in just *three-to-four weeks*.



Design to Win Update

Stay tuned for more details on the second annual Design to Win competition that promises to be even bigger and better this year. Once again, the winner will receive a free trip to the Event Design Summit in L.A. Get a jump on your submission by visiting www.expodeckdesign.com.

2008 winners, L-R:
William Quan, Phillip Lauzon, Daniel Tu