



Decks + More: Highmark Delivers

Dealer.com 's exhibit at NADA was a showstopper- translucent blue ExZact walls enclosed the top and bottom of a custom round ExpoDeck, with circular, custom fabricated workstations that tapered inward as they reached the floor.

With such an incredibly custom design, no one would ever know that Avon-Ohio-based Alexis Exhibits doesn't have an in-house shop. "We are a small exhibit house that caters to small and mid-sized companies looking for realistic cost structure paired with a high level of service," says Mike Smith, president of Alexis Exhibits.

From the 27-foot diameter circular ExpoDeck to the translucent ExZact wall panels, floor deck, and workstations, Highmark supported Alexis 100% of the way. "Highmark did 80% of the fabrication (including the custom elements). They even shipped the booth right from their shop to the show," says Smith.



"Highmark did an exceptional job of understanding the intent of the design—and there's a lot of geometry going on in this booth," says Smith. To ensure that it got the glowing translucent wall panel effect correctly—which required sandwich construction—Highmark fabricated multiple sample panels for Smith's approval.

"To get this project we had to go up against the big boys. Highmark ensured that we delivered," says Smith.

High Value, Small (Carbon) Footprint

Achieving value and maximizing ROI means making smart—and cost effective decisions. Renting exhibitry can be a means to this end goal.

Why rent from Highmark?

- You get what you want—for less. We inventory over 10,000-square feet of ExpoDeck and scores of ExZact walls. We also do custom shapes and sizes—oval, circular, odd angles or whatever your designer draws.
- Reduced cost of use. Not only will renting ExpoDeck reduce acquisition costs, it minimizes cost of ownership. Highmark products install fast, reducing your labor dollars. And because we set up every rental before it goes out, you know everything will be there, fit correctly, and be in prime condition.
- Greener pastures. Renting aluminum deck is the ultimate green solution because the components are used over and over—then recycled. Plus, using aluminum deck (as opposed to steel) lightens the load—which translates into reduced shipping and drayage costs.
- Up, not out. It often costs less to rent ExpoDeck and build up—than it does to purchase extra floor space and build out.
- Pain-free. With ExpoDeck, you know what you're getting so you eliminate stress and headaches on the show floor.



Quotable

"As the owner of Renze Display, a 114-year old exhibit and graphics company, it is important to me to always provide the best value for my customers' marketing dollars. Four years ago, one of our national food service companies wanted a two-story conference room in its exhibit, but they did not want to purchase a deck and have it appear on the balance sheet. We suggested renting an ExpoDeck from Highmark. The quality of construction, ease of assembly, and the weight savings of aluminum have indeed been a great value. From providing all the proper CAD drawings to adding special custom details to the deck rental—and shipping it all on time—Highmark has been a great partner."
Doug Buchanan, President, Renze Display



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