



Convention & Event Guide

LOOK BOOK

Welcome to our conference, trade show and event trend guide, where we've got you covered on all the kinds of brand experiences you need to get noticed.

We've organized our pages to match your typical customer journey, starting with outside signage to grab your attention and guide you to your booth.

Once you're inside, we've got interior signage options to help users navigate their way around and we'll even hook you up with some lanyard options and other welcome materials to make customers feel right at home. Our guide is also packed with unique booth ideas and in-booth experiences that will help set you a tier above. And last but not least, we'll show you some quality stuff for your customers to take home after visiting your booth; the kind of stuff people actually want.

So let the next few pages be your personal guide to making your next event epic.



Unisex Jersey Tee

This updated unisex essential fits like a well-loved favorite, featuring a crew neck, short sleeves and designed with superior combed and ring-spun cotton.

Dye-Sublimated
Lanyard

Bio-Washed Classic
6-Panel Hat

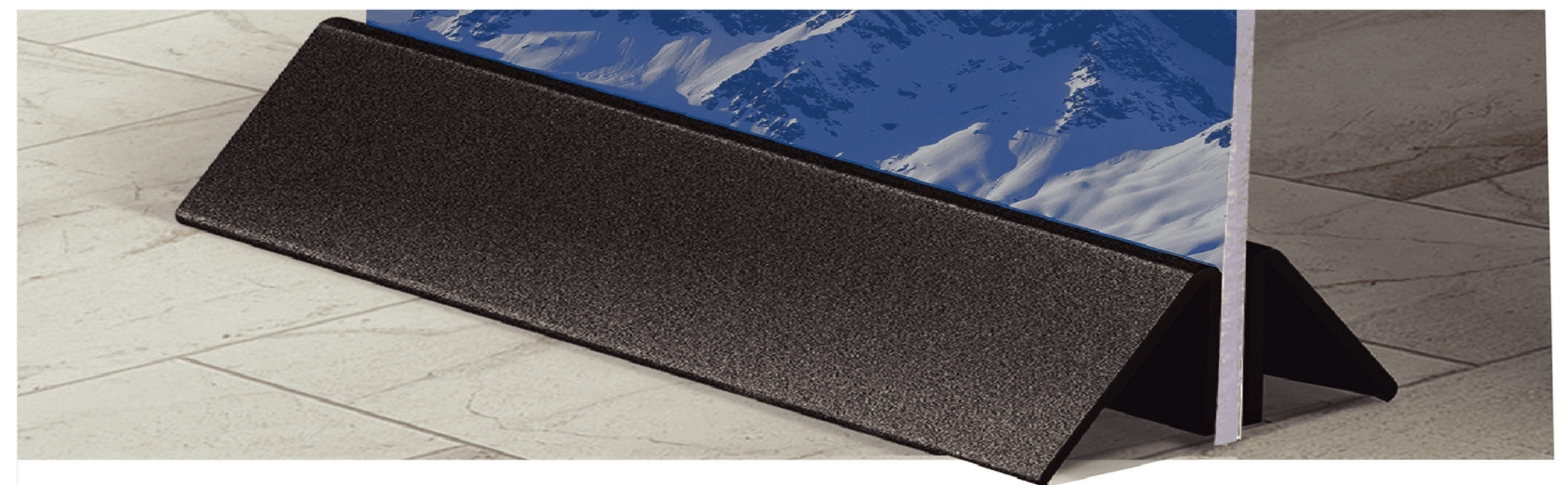
A custom twist on a classic: Our 100% bio-washed, chino twill hat is six-paneled, unstructured and low-profile. It's features a pre-curved visor and an antique brass tri-glide buckle closure.

Samsonite Mobile Solution
Convertible Waist Pack

Outdoor / Street Level



36" Freestanding Sign Holder



The 36" Freestanding Sign Holder is specifically designed to keep rigid signboards up to 1" thick in an upright and vertical position. It is constructed using steel and features a sleek, black, powder-coated finish. To secure the signboards, the two-piece sign holder includes bolts and wingnuts for easy assembly and stability.



Signicade Deluxe A-Frame

The Signicade Deluxe is the ultimate sidewalk advertising solution for those who need quick-change graphics. The heavy-duty plastic sandwich board has two 24" x 36" recessed graphic areas on the front and back.



A-Frame Banner Display

The A-Frame banner display is lightweight & weather-resistant. The sturdy aluminum poles easily connect for quick assembly and the grommated banners freely attach via hook and bungee cords.

Trade Show Entrance



Vinyl Banners (13oz.)

Make an impact upon entry with a premium Vinyl Banner. We use a heavyweight 13 oz. scrim vinyl material with a very smooth surface for best printing results. This material is typically used for billboards, building wraps, event flags, parades and more, so your custom banner is guaranteed to be vibrant and durable.

Indoor Signs

Retractable Banners

Retractable Banner Stands are lightweight and portable and include a carrying case. A banner stand is a convenient and professional way to showcase your products and services and when not in use, it can be easily retracted and stored in its aluminum casing.



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Table Covers

Complete your presentation with our simple and cost-effective table covers. They are dye sublimated and 100% washable should yours ever get dirty. Made from our 8.8 oz polyester fabric and sewn with rounded corners, table covers drape perfectly over three sides of a 72" x 30" x 30" display table and hang approximately 2 inches above the floor.



Tabletop Banner Stand

Our new Mini Retractable Banner Stand or Tabletop Banner Stand is a fantastic option for those looking to add a WOW factor to POP signage. It is a miniature version of our popular Deluxe Banner Stand and displays an A3-sized graphic that is easily retractable for travel or safe-keeping.



Tri-Fold Brochures

Premium quality flyers are available in a variety of sizes & folding options perfect for showcasing products and services.

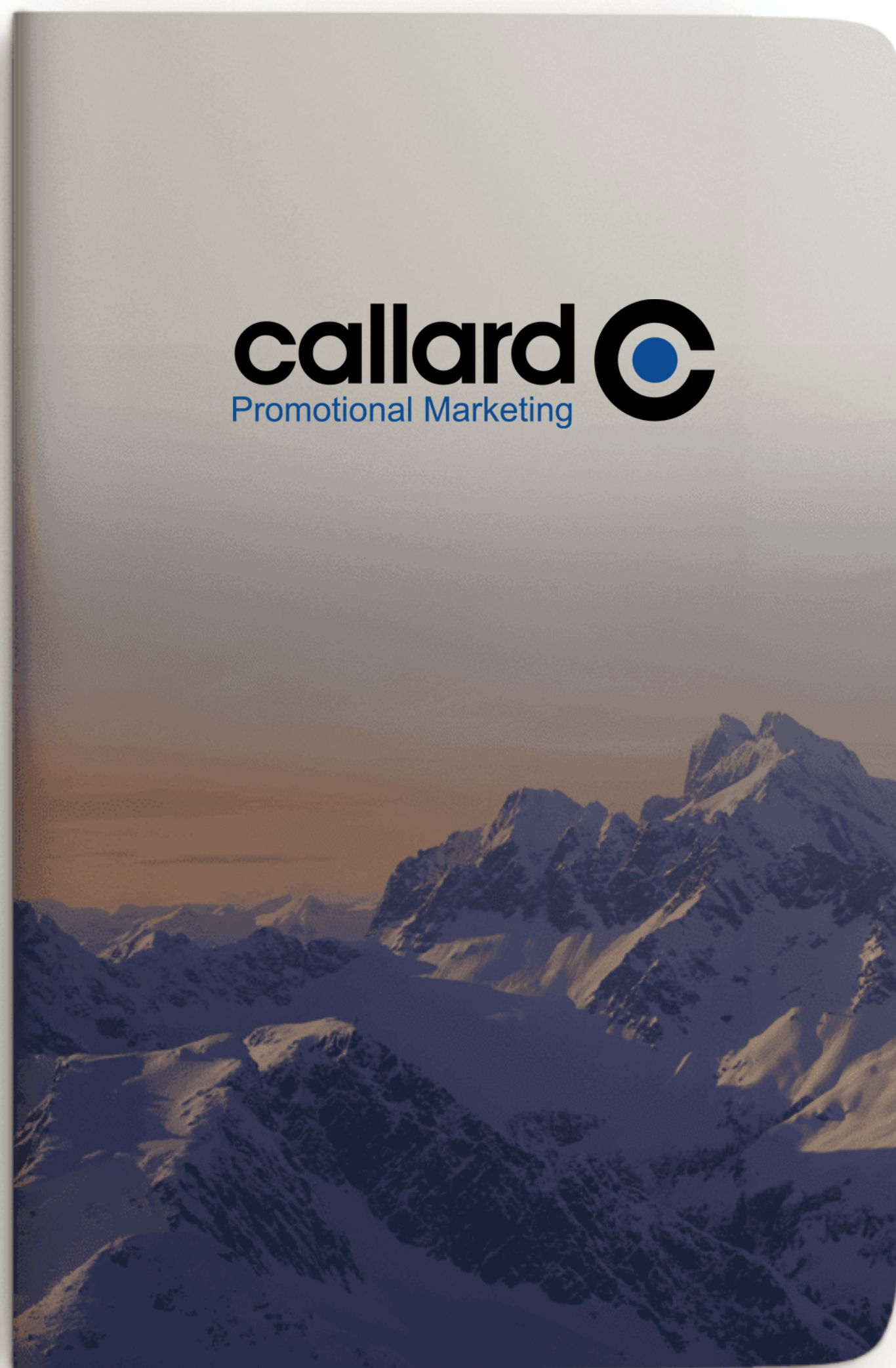


Registration



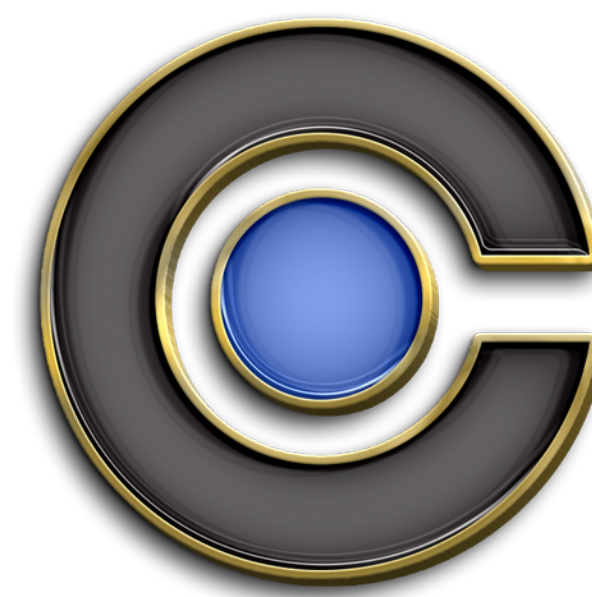
Parcel Tote

Our Parcel Tote boasts a squared hem, reinforced shoulder straps and a spacious main compartment. Crafted from a mid-weight, 100% cotton canvas fabric, this tote is both durable and light, making it ideal for carrying whatever attendees need throughout your event or conference.



Pocket Notebook

Our Pocket Notebook is the perfect stationary for even the pickiest notetakers. Its 3.5" x 5.5" saddle-stitched softcover is water-resistant and printed in full color to beautifully display any design



Soft Enamel Lapel Pin

Commemorate special events with Soft Enamel Lapel Pins. Soft enamel works well with any pin design and its economical price point and high quality finish makes it the top choice when it comes to custom pins.

Antimicrobial Click Pen

Finally, an event pen without all the germs! Our Antimicrobial Pen is not just coated on the surface. An EPA-approved antimicrobial additive is molded into the pen's plastic components to kill and stop the growth of bacteria.



3/4" Retractable Lanyard with 3" x 4" ID Badge

Spruce up your credentials with this super combo. It includes a 3/4 economy polyester lanyard with full-color domed zip reel and an ID badge for daily use or as a handy giveaway during an event. The pull cord length is approximately 30 inches.

Registration

callard 
Promotional Marketing



Power Pod MagSafe Battery Pack

For cordless charging on the go, the Casely Power Pod features strong, built-in magnets that snap onto MagSafe cell phone cases to keep attendees' phones and your brand awareness at 100%.

Booth

callard 
Promotional Marketing



Straight Fabric Backwall

Go BIG with your booth background.
The Formulate Essential 10-Foot
Straight Fabric Backwall has tube
framing with bungee cords and
rounded corners, keeping it upright
and upscale.



Charging Tower Counter

Let visitors recharge and reconnect at your branded Charging Tower Counter. This strategic station adds tech, value and just another reason to visit you! The tower includes a sturdy countertop and base, push-fit stretch fabric graphics, and eight high-speed charging tips: four Android micro USB and four Apple 8-pin lightning.



Booth



Tension Fabric Kiosk

The Formulate Kiosk couples a lightweight, vertical, curved, aluminum tube frame with a printed, zipper pillowcase stretch fabric graphic to create a funky and functional multimedia kiosk. The back panel draws visitors' eyes while an integrated monitor mount and tabletop provide space for digital messaging and display.

Booth



20' x 20' Island Kit

Dominate the event hall with this 20' x 20' island exhibit! Formulate® Fusion Kit 05 combines architectural lines and shapes with the latest developments in fabric to create a sophisticated, memorable and breathtaking presence. The 18-foot-tall, fabric-covered tower centerpiece features a 7-foot-diameter cone and three curbed architectural support beams. You can easily incorporate monitors and AV into the support structures to add multimedia messaging. The reception counter features a white laminate base and printed slat accents with abundant lockable storage. Monitor mounts are included. Internal LED light kits are not included, but can be purchased à la carte to add glow within the support structures.

10' x 3' Hanging Structure

Make an impression no one can miss with a 10' x 3' Formulate® Master Ring Hanging Structure. Manufactured and printed in the USA, its construction is superior and built to reuse for years to come. Zipper pillowcase stretch fabric graphics are coupled with lightweight aluminum tube structures to deliver impactful messaging from above. The durable graphics won't fade or warp during installation and are dry-cleanable in case they get dirty during teardown.



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