





show**the**world

Atlantic Display Alliance

Open House and Distributor Support Program

Sponsored by Abex Exhibit Systems

Show the World Mission Statement

We aim to foster a strong relationship between the ADA and Abex through a custom modular, turnkey program that combines joint marketing, exclusive programs, Special Edition Showroom products, and customer education seminars.

The ADA will attract trade show and marketing decision-makers to their showrooms, which will be outfitted with Abex products featuring Ethos designs by renowned designer Armen Gharabegian.

Abex will provide ADA members with a superior Open House program valued at \$176,000*, qualified leads, and the opportunity to exclusively distribute select Abex and Ethos designed product in ADA territories.



The Studio Abex Advantage

The Power of One:

Studio Abex offers a complete turnkey portable modular system. Abex offers conceptual design from Ethos Design, along with CAD services. Our exhibits come complete with fully integrated parts-identification systems, as well as computer generated packing and set-up instructions. We provide a pre-ship set-up with a preview for you and your client, either in person at our Los Angeles headquarters or via Web cam.

The Abex Turnkey Advantage is that we are your single-point project management. We provide you access to our extensive product rendering galleries, and our complete Alliance Partner network for support products and services. We even provide a custom rendering Presentation Kit to help you close the deal.

About ETHOS Design

ETHOS is a progressive environmental design firm. Our focus includes event and exhibit design, in-store design, interior spaces, permanent structures, and graphic and interactive design.

ETHOS' multidisciplinary approach is a collaboration of Environmental and Industrial Designers, Graphic and Interactive Designers, Architects and Engineers.

Our integrated approach utilizes the strengths of each discipline to create truly great solutions that reflect our signature "hybrid" style, one that embodies limitless possibility, beauty, logic, and truth.

ARMEN GHARABEGIAN

Chief Executive Officer & Design Director



As Ethos Design's CEO and Design Director, Armen Gharabegian blends over 15 years of extensive Industrial Design and Fine Arts experience with event design expertise to create innovative environments. Under Armen's business leadership, Ethos Design has been highly successful in

anticipating market trends and providing seamless design solutions for both public and private clients. Gharabegian is a dynamic, creative solutions-provider who delivers inspiring results.

In 2004, Armen founded the innovative and trendsetting company Lounge22. Under his direction, Lounge22 has become a leading rental company that provides innovative furniture and environmental solutions both domestically and abroad. Lounge22 continues to set trends in the industry and is positioned to move into the retail market.

Armen holds both a Bachelor of Science degree in Environmental Design and a Master of Science degree in Industrial Design from Art Center College of Design in Pasadena, CA. He served as faculty member at the same institution for 6 years until 2005 with academic responsibilities including advanced courses in furniture and exhibit design. He continues to explore his passion in Fine Arts and pursue innovations in experimental design.



IRMA HARDJAKUSUMAH

Design Director



JASON IMBODEN

Lead Designer



JOE ZAMORA

Lead Designer

Open House Seminar Program

Abex: Marquis Sponsor of the 2008 ADA Open House Program

What Abex Provides:

Abex will provide a support package to offset a significant portion of the ADA's cost of producing the 2008 Open House Series. This includes a combination of Abex showroom sample units, marketing support, lead generation, the Meridia Audience Response system that captures attendee demographics along with their responses to key questions—these statistics will be available to all ADA members, and an educational speaker program series that will allow the ADA to choose from 3 well known industry speakers and a variety of topics.

The combined value of these goods and services Abex will provide to the ADA approaches \$176,000 for the 2008 year. Future support from Abex will be contingent upon business development with the ADA.

Specifically, Abex will provide each ADA member with the following:

- 20' Special Edition Echo with LED Lights or comparable system
- Media Kiosk with Studio Abex Rendering Loop
- Banner Stand with ADA Open House and Abex Branding
- Abex and Ethos for Abex Portfolio Kit
- Meridia Audience Response System will support the Open House Educational Speaker Program, including two sessions per day per location, as well as a Pre-Show and Post-Show E-mail Campaign

Product Loaner Program:

Abex will provide a Special Edition 20' Echo Showroom Demo Unit or comparable system for each ADA showroom. This model features a high-gloss black finish, plex wings and headers, dye-sublimated layered fabric panels, and programmable LED lighting kit.

Abex will provide for each ADA open house one Abex/ECHO Media Kiosk to be placed in each ADA Showroom, complete with monitor and video loop featuring Studio Abex and Ethos for Abex designs. Abex will also provide a custom-designed Portfolio for each showroom, which highlights conceptual design capabilities and the Ethos for Abex product line. Abex will also furnish banner stands featuring each ADA location for signage during the event.



Marketing Support:

Abex will provide through the Meridia Audience Response system pre-open House Electronic invitations and survey and post-event follow up mailings for each ADA Open House, customized with each ADA members logo and information. We will even help you distribute them if you wish. Abex will furnish each ADA location with attendee metrics and other demographics collected.

As part of the overall Abex marketing program, we intend to increase our marketing campaign for Echo and Ethos for Abex products with the objective of creating a buzz that draws customers to ADA showrooms to see new Abex/Echo products. This will be accomplished by increasing traffic to the Echo and Abex websites, industry advertising, and increased press coverage.

Leads:

Abex will forward all leads from ADA territories to the ADA distributor in that location. Any customer leads from Abex Web sites, including echodisplays.com and abex.com/studio, and Abex's Find a Showroom section will be directly referred to the ADA distributor in their area.

Educational Seminar Program:

Abex will provide informative and entertaining 75- 90-minute sessions on a variety of topics to serve as a draw for the ADA Open House series. The speakers will present topics that are of interest to marketing and trade show decision makers, and will provide them with a direct and immediate take-away application for their job.

Potential Topics include:

The Other ROI – Return on Information. How to collect the right information on the show floor to impact your bottom line.

Bridging the Generation Gap on the Show Floor – Visual and Verbal Communications, and how to sell to both the Under-40 and Over-40 Audience

Creating an Event Experience – How to make your exhibit “sticky.” Keep visitors around long enough to convert them to prospects

Leads To Sales -- Learn How-To Get 100% Lead Follow-Up. Understand the reason for the poor lead follow-up problem today, and learn the solution that will assure 100% lead follow-up to generate more business.

ALAN CORDIAL
Callan Communication



With over 30 years of experience in Sales and Marketing, Alan continues to bring innovative ideas that confront today's challenges. Alan has a proven track record driving sales for clients such as AT&T, Ford Motor Company, Sony, and Polaroid. He held a seat on the Board of Directors for both the EDPA and the TSEA, and led the joint taskforce that published the "RFI Guidelines for the Exhibit Industry."

RICHARD ERSCHIK

Leads to Sales Inc.



He has over 17 years of client-side experience in sales and marketing.

Today, Richard provides complete sales lead generation, qualification, prioritization, fulfillment and management services to clients across the country. He has the personal marketing and sales industry experience to relate to any business marketing challenges, and has a sense of humor to make an audience laugh.

Richard teaches how to get the results you are looking for, in the specific area of efficient and cost effective Sales Lead Processing and Management. His rapid-fire, provocative seminar presentations are eye-opening and loaded with valuable action items.

ROBERT F. DALLMEYER

RD International



What can you say about one of the industry's living legends, someone who's done it all? Exhibitor, show manager, author, teacher, lecturer, mentor, Renaissance man, friend and inspiration to countless individuals in and out of the exhibition business, Robert F. Dallmeyer has touched the lives of all who know him.

In 2003, Tradeshow Week named him one of the exhibition industry's 100 Most Influential People and one of its Top Five Industry Entrepreneurs. He is also listed in the prestigious "Who's Who in America." Want a resume? Dallmeyer has had a long and distinguished career both in and out of the exhibition business. He is someone who's proud of his industry, but not afraid to address its foibles--the same approach he takes to issues of interest to him outside of his work and to life itself.

Dallmeyer currently teaches exhibition management for George Washington University's Event Management Certificate Program at the University of San Diego. He is also an instructor in IAEE Certified Exhibition Management program, lecturing around the globe. He taught for several years at the World Trade Institute in New York City. His other teaching credits include tradeshow marketing and creative writing courses at Columbia College in Los Angeles; exhibition management courses at Drexel University, California State University at Fullerton, University of Nevada Las Vegas, UCLA, and the Institute of Exhibit Management.

Bob is currently a columnist for Trade Show Executive Magazine. His writings have also appeared in the New York Times, Business Marketing, Journal of Commerce, Tradeshow Week, American Management Assn., Small Business Report, Trade Show IDEAS, The Exporter, M&T International Advisor, Successful Meetings, Marketing Communications, CINTERMEX Magazine, Meeting Executives Report, Connecticut Business and Industry Magazine and Financial Planning Today.



Meridia Audience Response System

Abex will provide the Meridia interactive audience response system to each ADA Open House. This turnkey tool uses keypads and survey questions to record, analyze and report audience responses during the live presentations at each Open House session. All of this valuable demographic data will be captured during each presentation by Meridia, and provided to the ADA post-event. Meridia will also assist in developing pre-show and post-show e-mails with custom survey questions to help the ADA attract and identify targeted customers.

Meridia Trade Show Lead Link

The Meridia Audience Response program is a valuable sales tool for exhibitors on the show floor to help them capture, identify, categorize and process every booth visitor and maximize their time in the booth space. By identifying the visitor to the booth, the exhibitor can then provide a tailored experience based on their interests and needs, further maximizing ROI.

The Meridia Trade show Lead Link System allows the the customer to: Qualify the audience of booth attendees DURING a presentation, find out which attendees to approach BEFORE they leave the booth, and see REAL-TIME FEEDBACK of booth visitors sorted by value to the company.

Abex will make this tool available to ADA members for resale at a discounted rate, or possibly no charge, based upon the value of the Abex exhibit purchased.

The ADA's Pledge to Abex:

Marquis Sponsor Branding for Open House Series

- Abex logo in premier location on all pre-show communications, event signage, and hand-outs

Showroom Real Estate

- Premier location for 20' Echo Special Edition Showroom unit and Echo Media Kiosk in all ADA Showrooms

Sales Support

- Educated sales staff – ADA to make sales staff available for training on Abex products
- Commitment to follow-up on all leads filtered from Abex
- Commitment to give additional business to Abex
(Combined ADA revenue for 2007 was \$432,000)

The Echo: The First Intelligently Designed Exhibit System

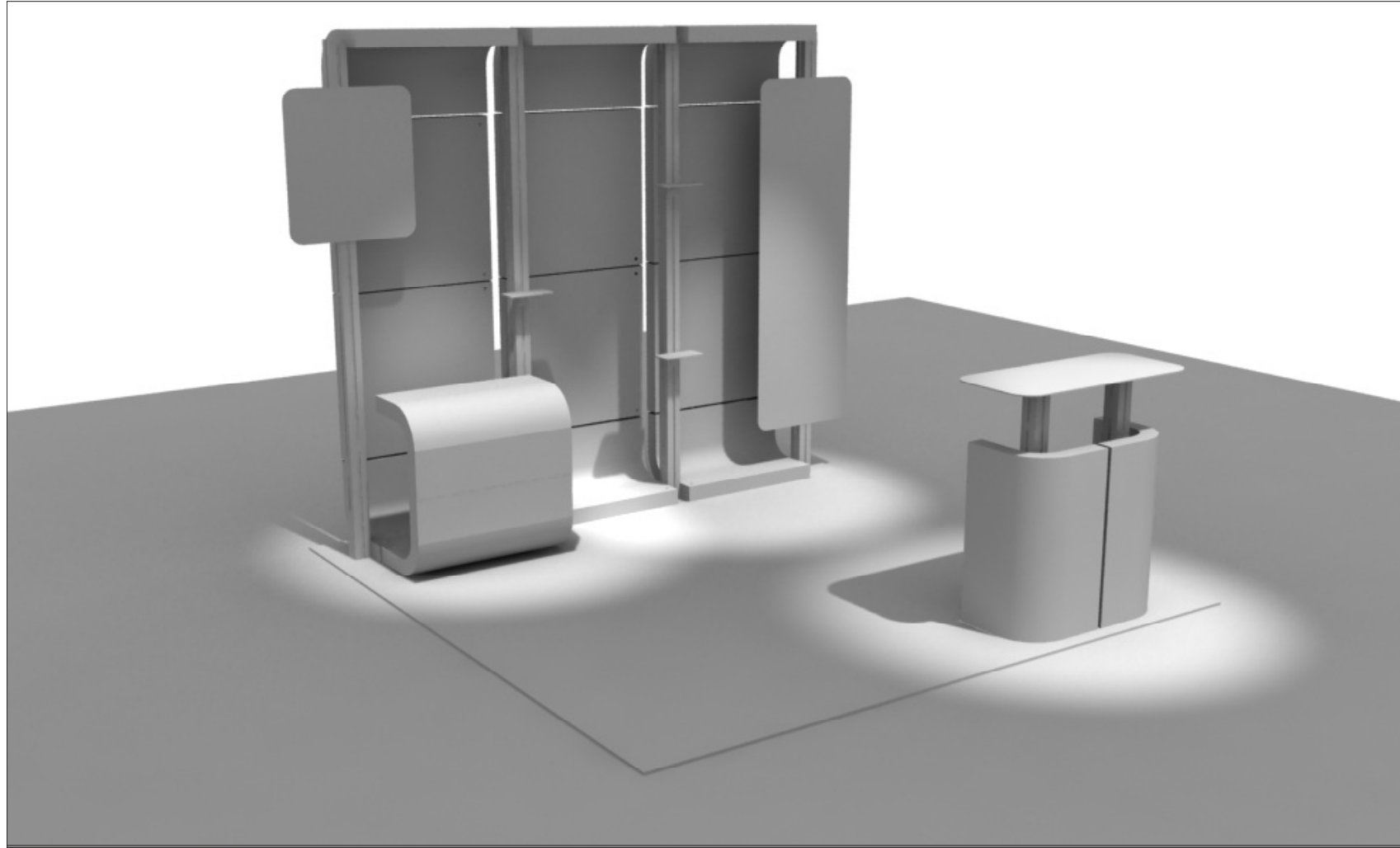
Developed in collaboration between Abex Display Systems and Ethos Design

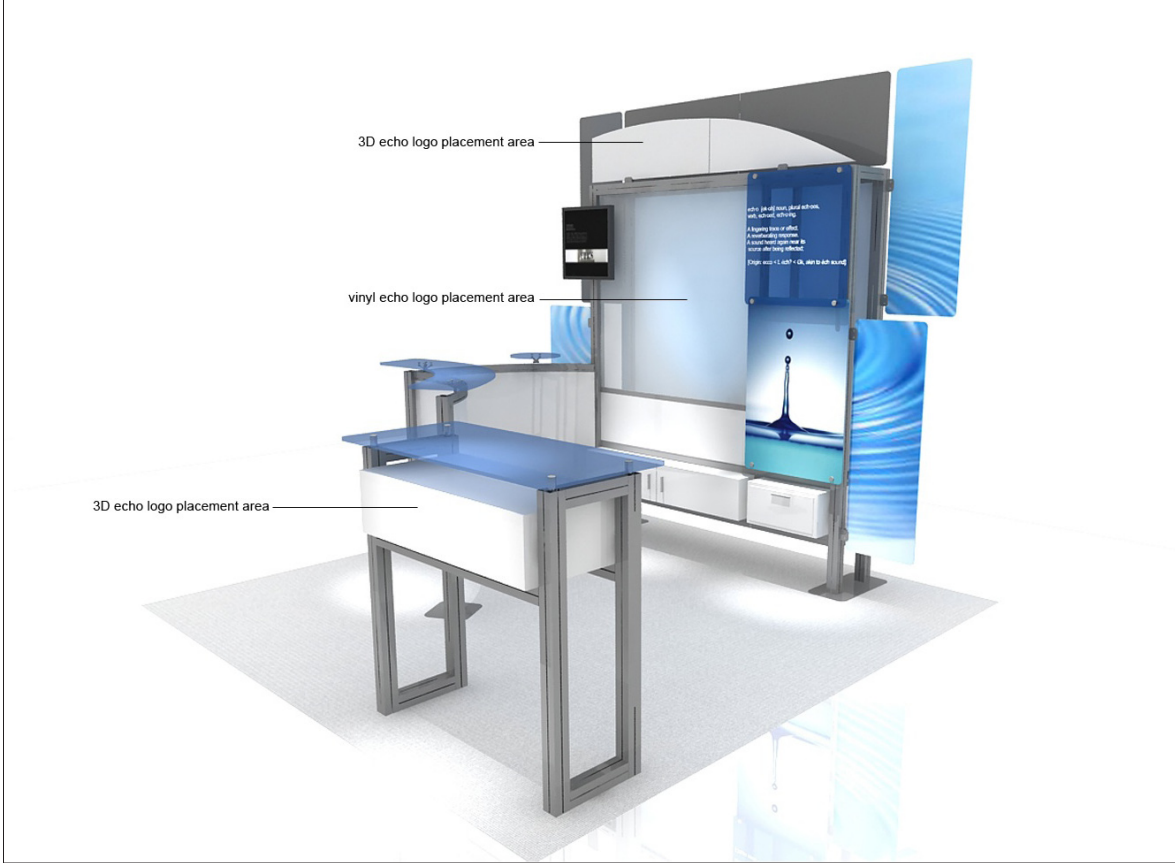
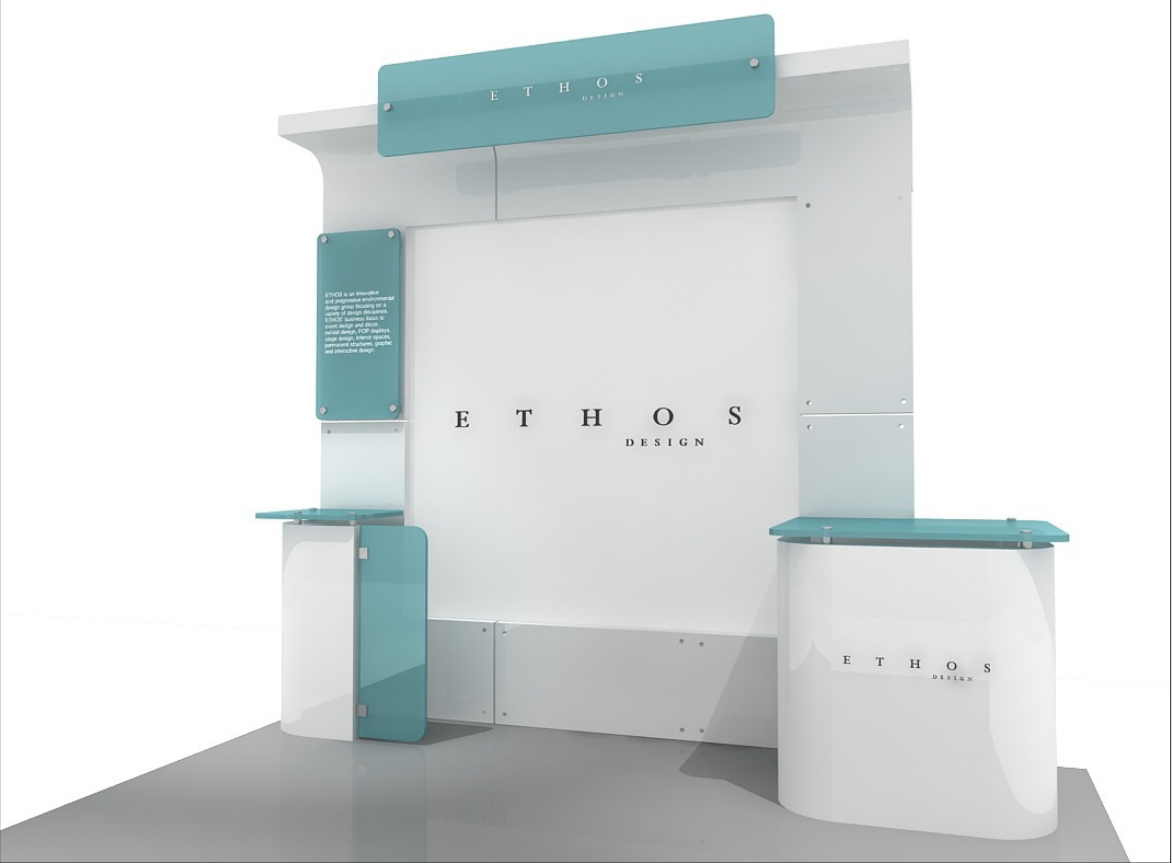
ECHO: The Beginning

The first pages of the following portfolio look at some of the early design explorations. These initial studies examine form, possible configurations and potential for customization, and how the booth could function in an exhibit setting.

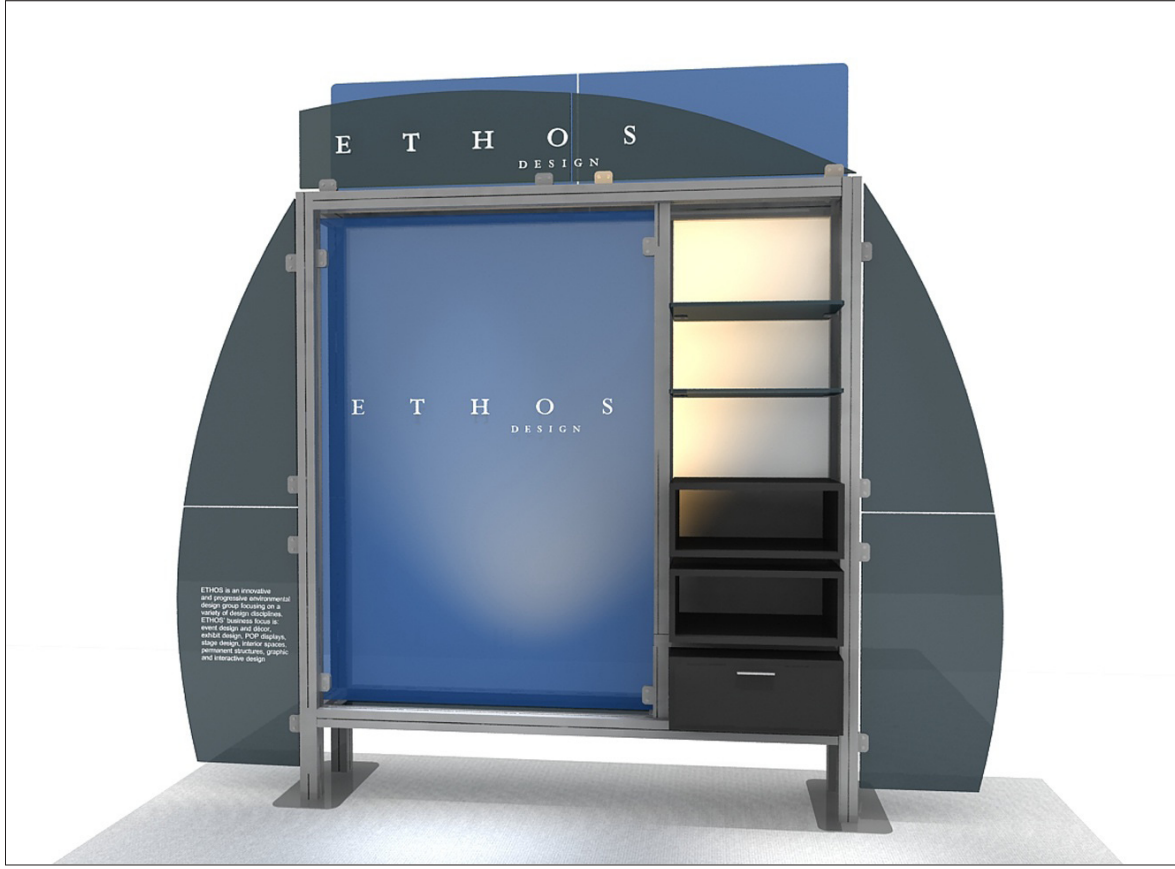
Designed for Abex by Ethos Design, the Echo resonates as an elegant solution in bringing together customization, diversity, modularity, and ease of installation.

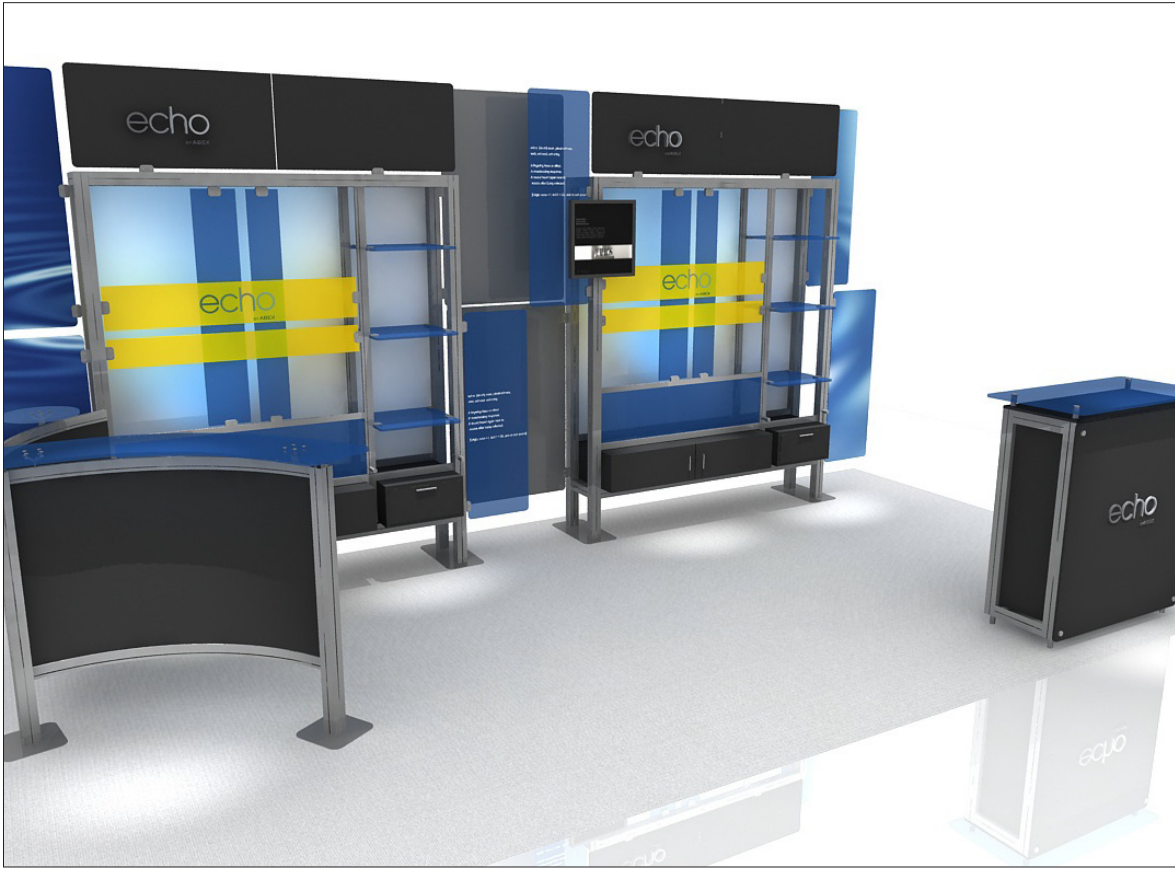
By purchasing an Abex booth, you gain access to Ethos Design's tradition of highly conceptual and expertly engineered design that's backed by Abex's standard of excellence.









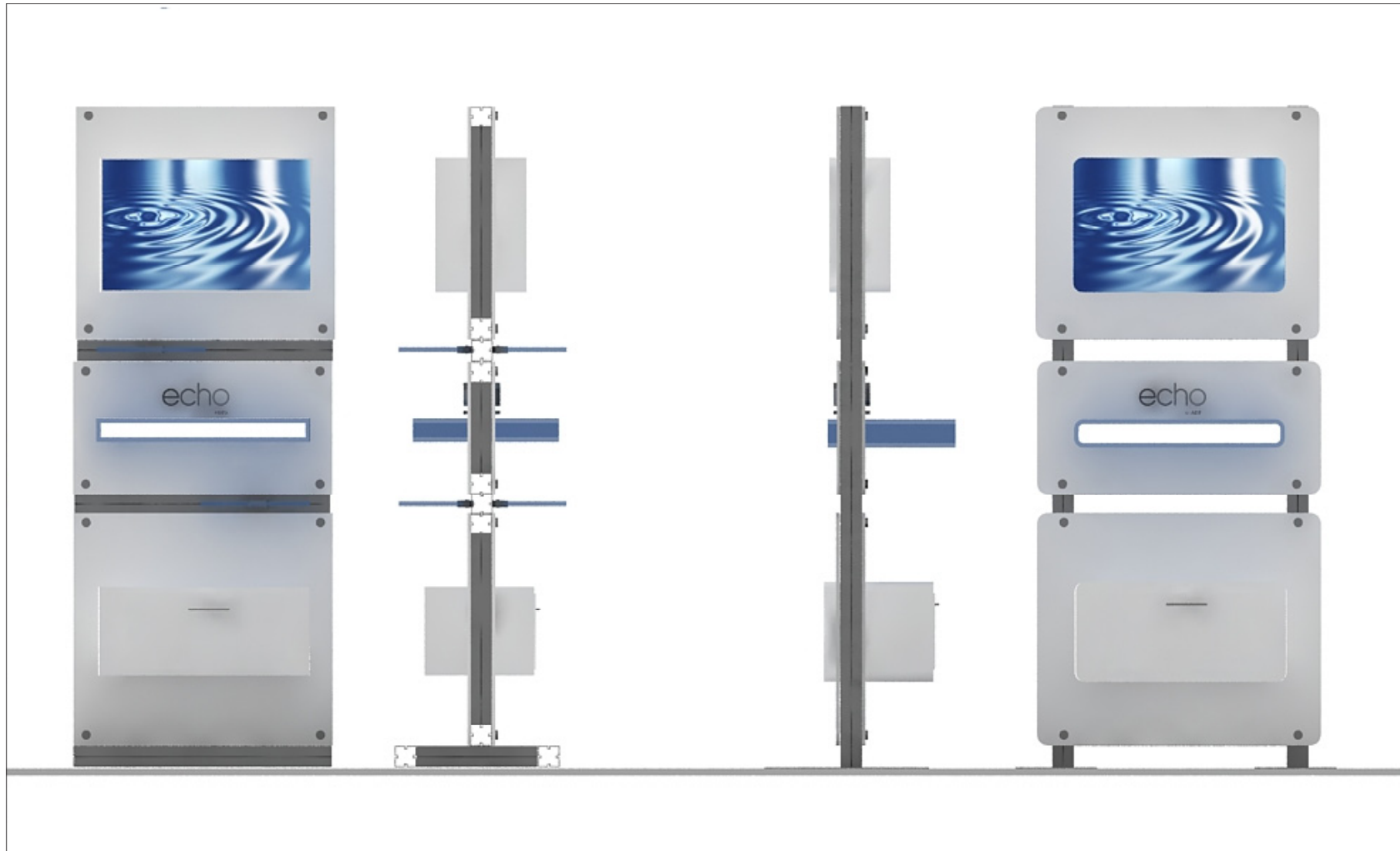


The New Echo: Early Kiosk Explorations

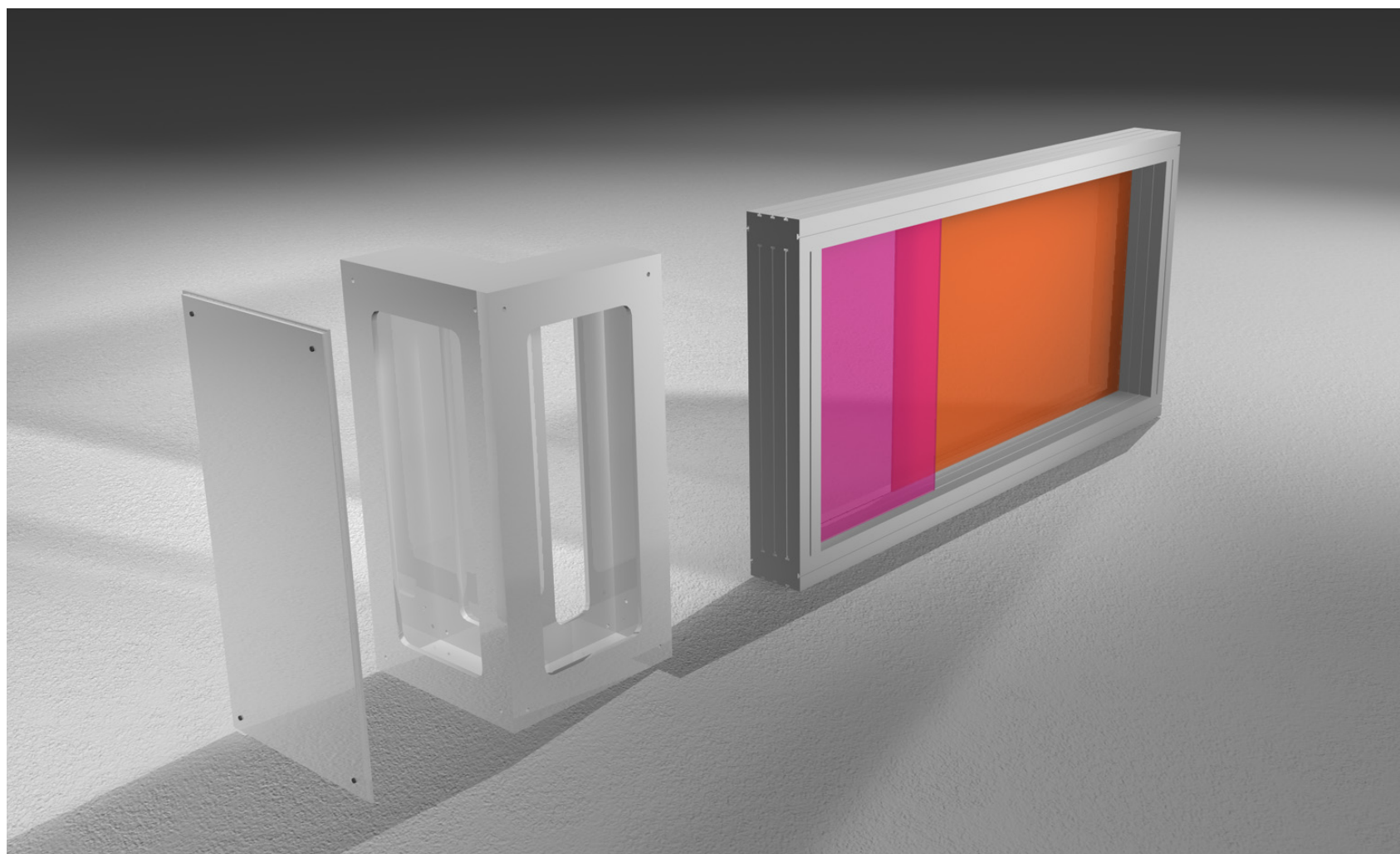
The following body of work focused on possible solutions for the Echo's kiosk structure. Modularity, efficient packing and assembly, and customization were the leading criteria in the development of the designs shown in this section. Many of the solutions derived from these explorations found their way into the Echo's final design language.

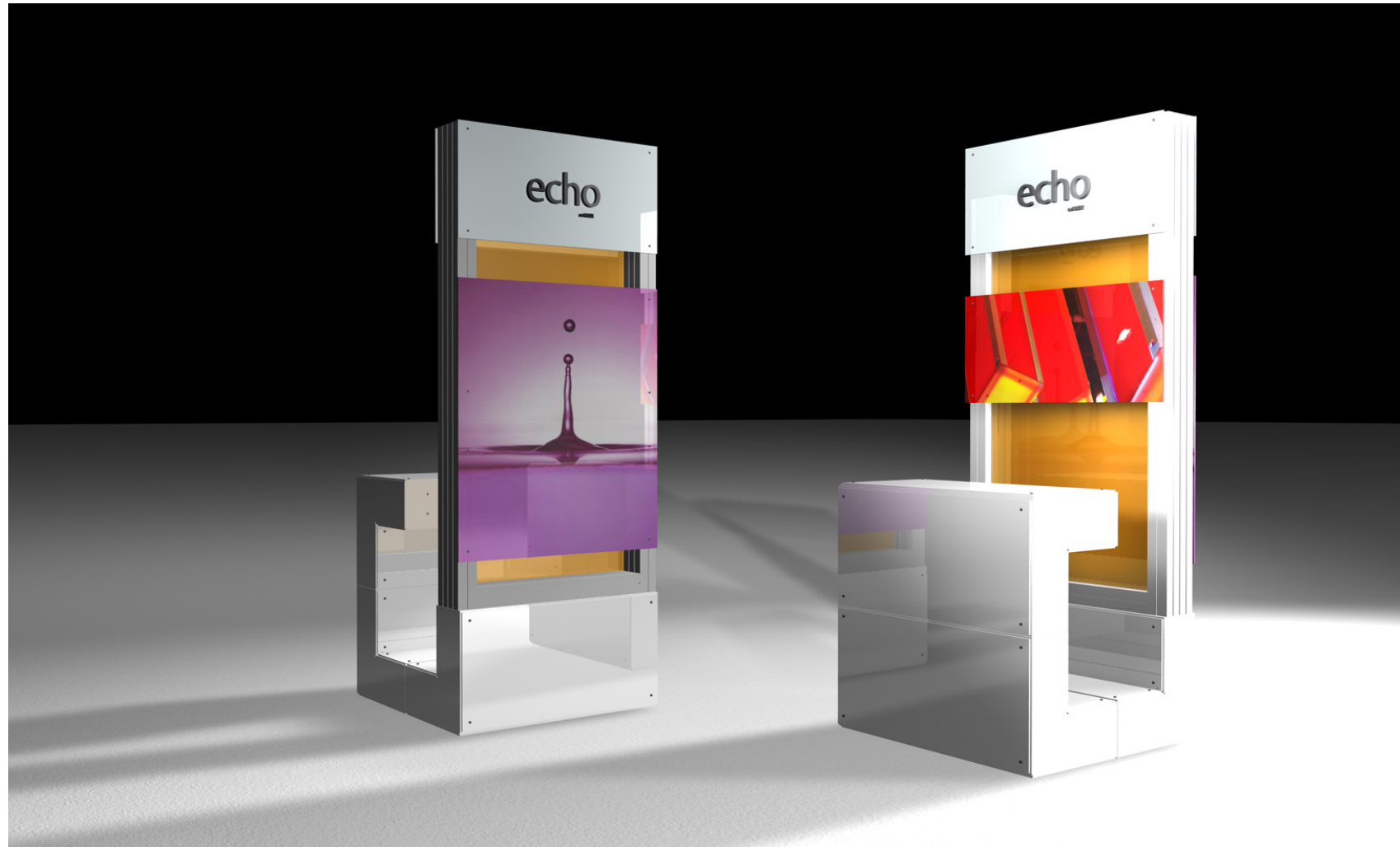


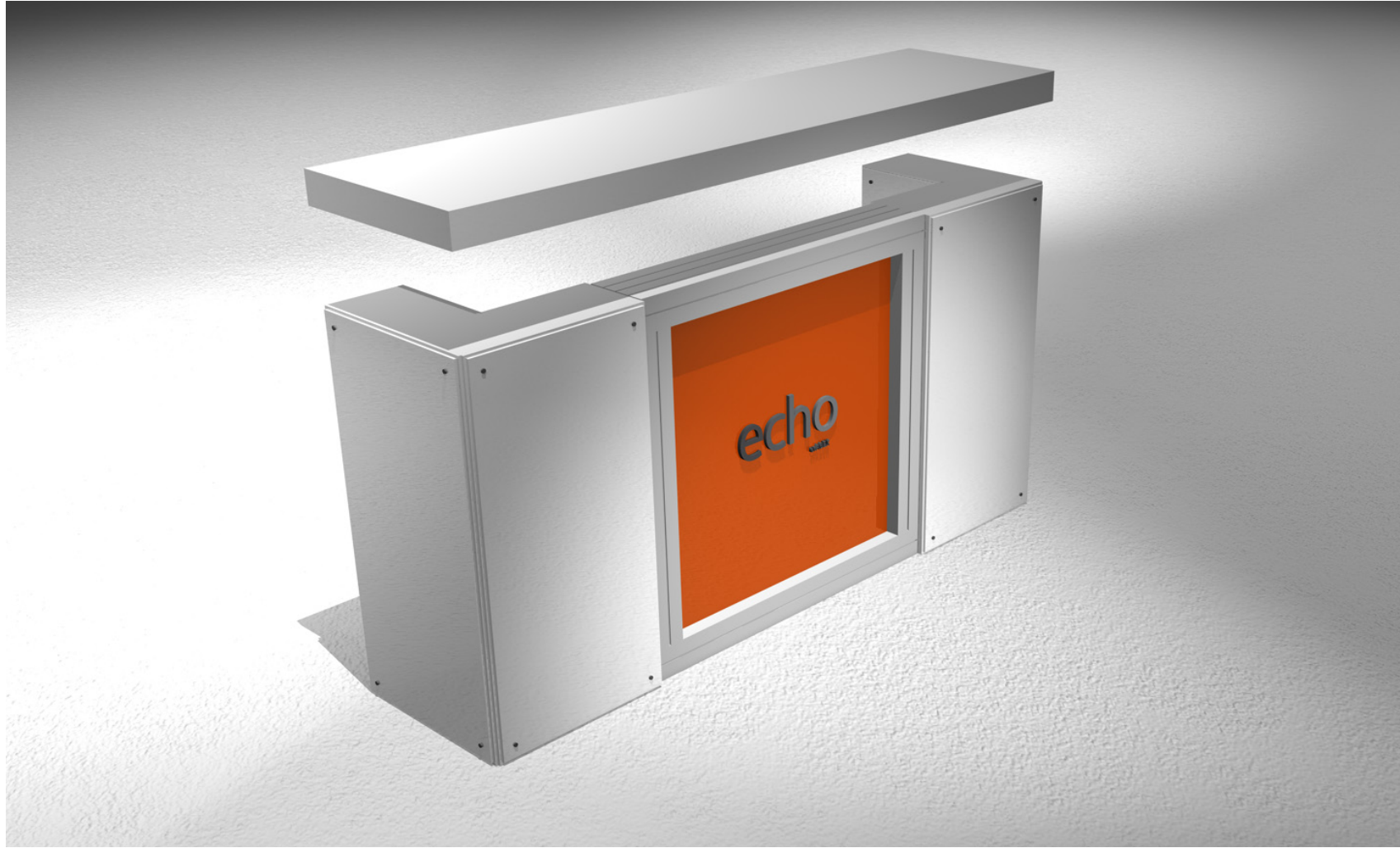








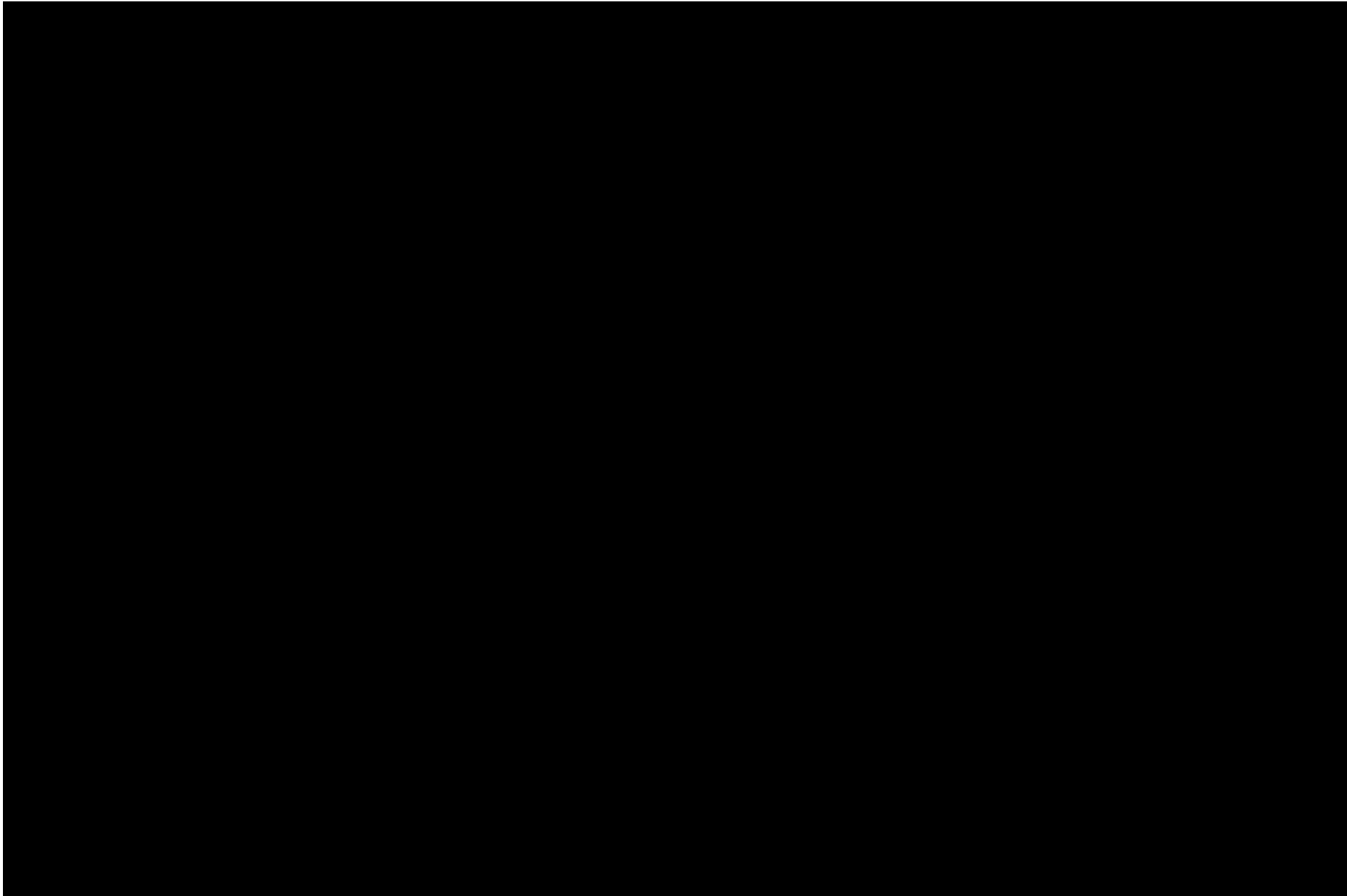








Studio Abex Portfolio





ELEGANCE 20' x 50'

Custom Modular

A sleek and elegant design that utilizes Octanorm aluminum extrusion and highlights the customer's hardwood flooring as wall panels. Large-scale panels provide space for marketing messages and images. The 16' asymmetrical wall builds visual interest and appeal. The perimeter layout helps to control traffic flow, and lends a sense of privacy to the interior space. Large-format graphics and logos bolster brand image.

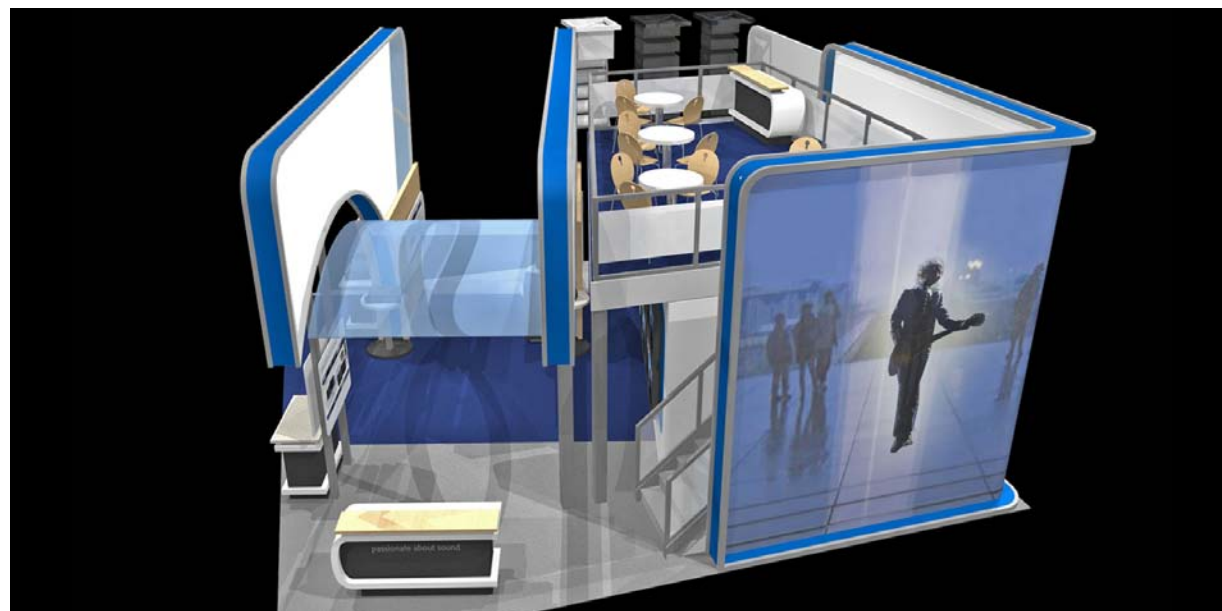




DIGITRONIC 30' x 50'

Custom Modular

The double-decker 30' x 50' design creates a bold statement on the show floor. The large tension-fabric structures provide overhead space for bold branding and logos. The overhead deck provides a raised spot for one-on-one meetings off the show floor. Custom counters showcase product displays, and provide locations for marketing messaging. Dramatic lighting sets off this booth's custom design





MIX MEISTER 20' x 20'

Custom Modular

Three 16' walls with angled fabric canopies create a dramatic centerpiece to this 30' X 30' island exhibit. These walls provide ample space for bold, large-scale graphics and logos. Products are displayed on custom countertops constructed of Octanorm aluminum extrusion and frosted plex. Locked storage compartments are located underneath. Audio speakers are enclosed in the overhead cabinets, which reduce clutter on the main countertops and also serve to conceal wire management.



ELS 20' x 20'

Custom Modular



Studio Abex created a simple, yet bold 20x20 exhibit that highlighted ELS's lighting designs. A large overhead fabric sign provided brand recognition on the show floor, as well as a structure for ELS's lighting equipment. A rounded raised floor provided semi-enclosed areas for one-on one meetings. A curved laminate counter provided support for large plasma screens showing ELS's lighting capabilities, as well as storage underneath. The curved, white walls provided the perfect canvas for projecting all of ELS's lighting techniques on the show floor.



JO MALONE 20' x 20'

Custom Modular

This elegant and eye-catching design is Octanorm clad with laminated panels incorporating large light boxes. The open, halogen-lit ceiling gives the exhibit an airy feeling. The central area offers classroom seating for product demonstrations, and the walls feature large-scale graphics for high-impact branding on the show floor. Custom shelving highlights product displays throughout the exhibit.





SOURCERY 20' x 20'

Custom Modular

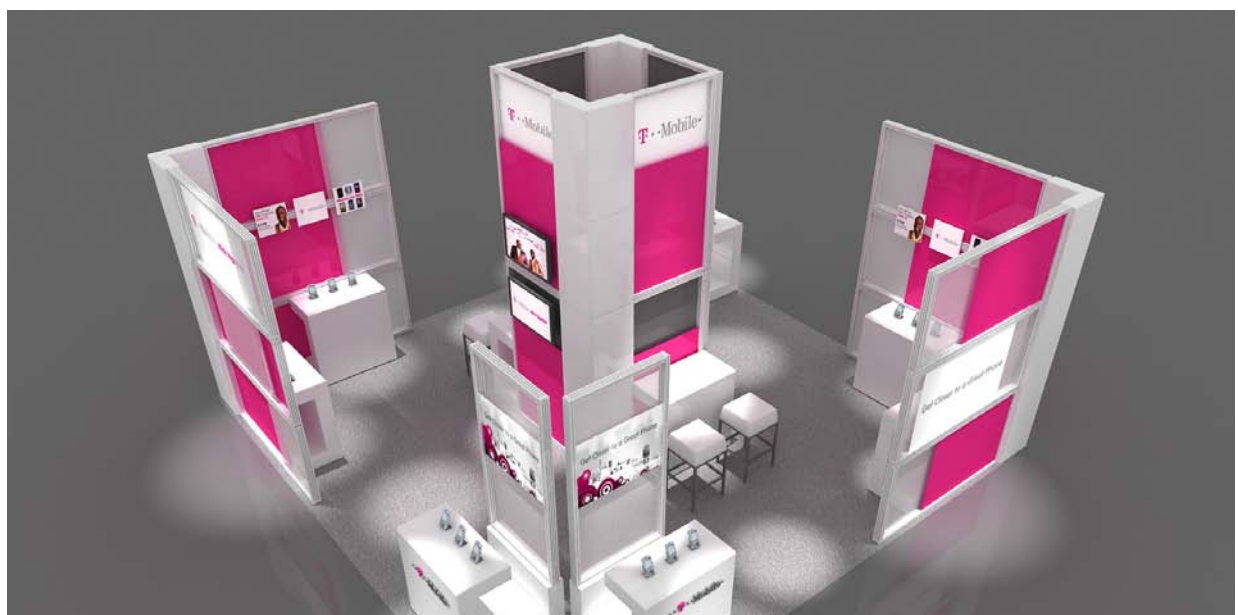
Studio Abex created a breathtaking 20x20 hybrid enclosure that soared to 20' high, and consisted of an Octanorm framework and smoke PolyGal panels. The monochromatic fill panels give the booth a unique texture and an illuminated finish, while also creating a dramatic interior.

The result was a booth design that is both elegant and dynamic. Company staff and attendees alike said the Sourcery exhibit was magic. Mission accomplished!

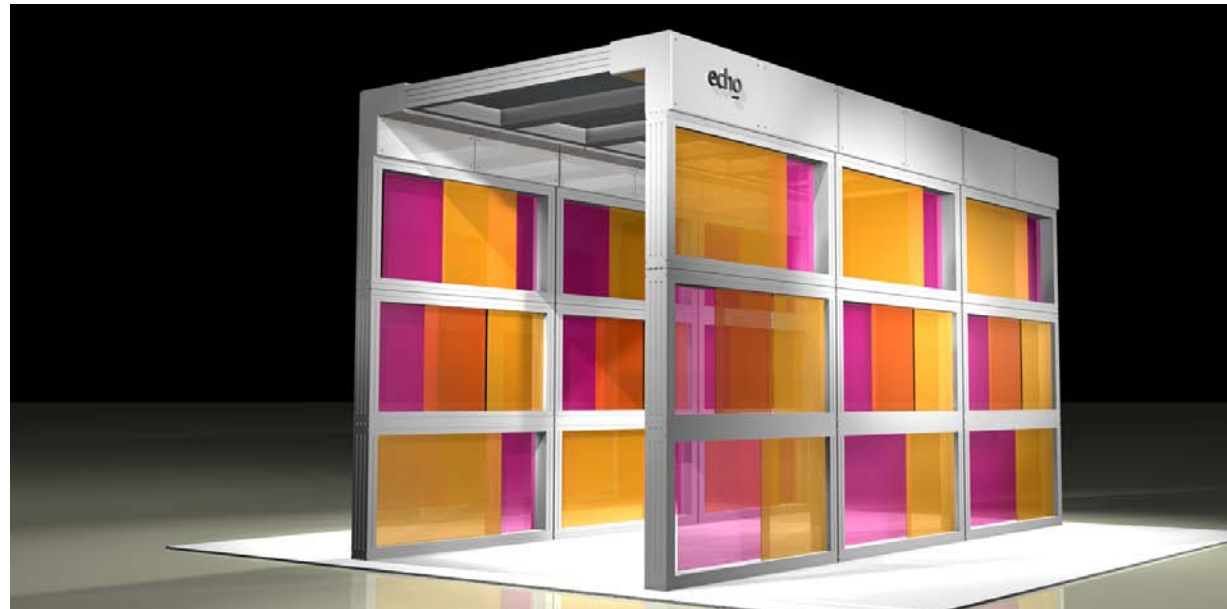


Extended Portfolio: Designed by Ethos Design for Abex









ADA OPEN HOUSE PROGRAM

COSTS AND SPONSORSHIP CONTRIBUTION (EACH)

ECHO 20' SPECIAL EDITION.....	\$10,000
(OR EQUIVALENT UNIT)	
MEDIA KIOSK.....	\$2,000
FREIGHT TO AND FROM ADA LOCATION.....	\$2,000
EDUCATIONALSPEAKER (1 DAY/2 SESSIONS).....	\$2,500
MERIDIA AUDIENCE RESPONSE OPEN HOUSE PROGRAM (INCLUDES PRE SHOW, POST SHOW CAMPAIGN AND OPEN HOUSE INTERACTIVE SUPPORT WITH KEYPADS AND ALL REPORTS).....	\$2,000
BANNERSTAND, NAPKINS, GIVEAWAYS.....	\$500
TOTAL EXPENSES PER OPEN HOUSE.....	\$19,000
X 8 ADA SHOWROOMS = ...	\$152,000
CREDIT RESALE USED 20'DEMOS @ \$5,000	(\$40,000)
16 MERIDIA LEAD TRACK COUPONS (ABEX COST@ \$4,000 EACH TO BE GIVEN AWAY AS A PROMOTION WITH THE PURCHASE OF AN ABEX SYSTEM WITH A DEALER NET PRICE OF \$50,000+)	\$64,000
TOTAL OPEN HOUSE EXPENSE.....	\$176,000

ADA OPEN HOUSE PROGRAM EXPENSE SUMMARY

ABEX CONTRIBUTION

ABEX WILL PREPAY ABOVE EXPENSES WITH THE
EXCEPTION OF FREIGHT ON LOANER UNITS AND SPEAKER
COSTS TOTAL VALUE: **\$76,000**

ABEX WILL ISSUE MERIDIA LEADTRACK PROGRAM COUPON
(REGULAR PRICE **\$7,900**) WITH RECEIPT OF QUALIFYING ORDER.

ADA MEMBER CAN EITHER GIVE THIS TO THEIR END USER AT
NO CHARGE OR REDUCED CHARGE TO HELP CLOSE THE
SALE.

THE LEADTRACK PROGRAM CONSISTS OF INTEGRATED PRE
SHOW PROGRAM , POST SHOW PROGRAM, AND AT SHOW
LEAD TRACKING.

TOTAL VALUE UP TO: **\$126,400**

IN ADDITION, ABEX WILL PROVIDE THE ADA WITH
COOP DOLLARS ABOVE AND BEYOND REGULAR ADA
DISCOUNTS, MERIDIA COUPONS, ETC. ON THE PURCHASE OF
ABEX SYSTEMS EQUAL TO 5% OF THE TOTAL REVENUE
INCREASE (DEALER NET) FROM THE ADA FOR THE PERIOD
JUNE 1, 2008 THROUGH MAY 30, 2009 COMPARED TO THE SAME
PERIOD FROM THE PREVIOUS YEAR (JUNE 1, 2007 THROUGH
MAY 30, 2008).

SHOULD THE ADA REVENUE INCREASE FOR THE PERIOD
EQUAL **\$500,000**,

PROJECTED TOTAL VALUE ADA COOP: **\$25,000**

NOTE: TOTAL ADA REVENUES CALENDAR YEAR 2007 =**\$423,000**.

ADA OPEN HOUSE PROGRAM EXPENSE SUMMARY

ADA EXPENSES

ADVANCED SPEAKER COSTS @**2,500** EACH = **\$20,000** IN/OUT
FREIGHT (ESTIMATE @ **\$2,000** EACH)= **\$16,000** = TOTAL ADA
COST = **\$36,000** LESS **\$25,000** IN COOP

NET COST TO ADA= **\$11,000** TOTAL OR **\$1,375** EACH.