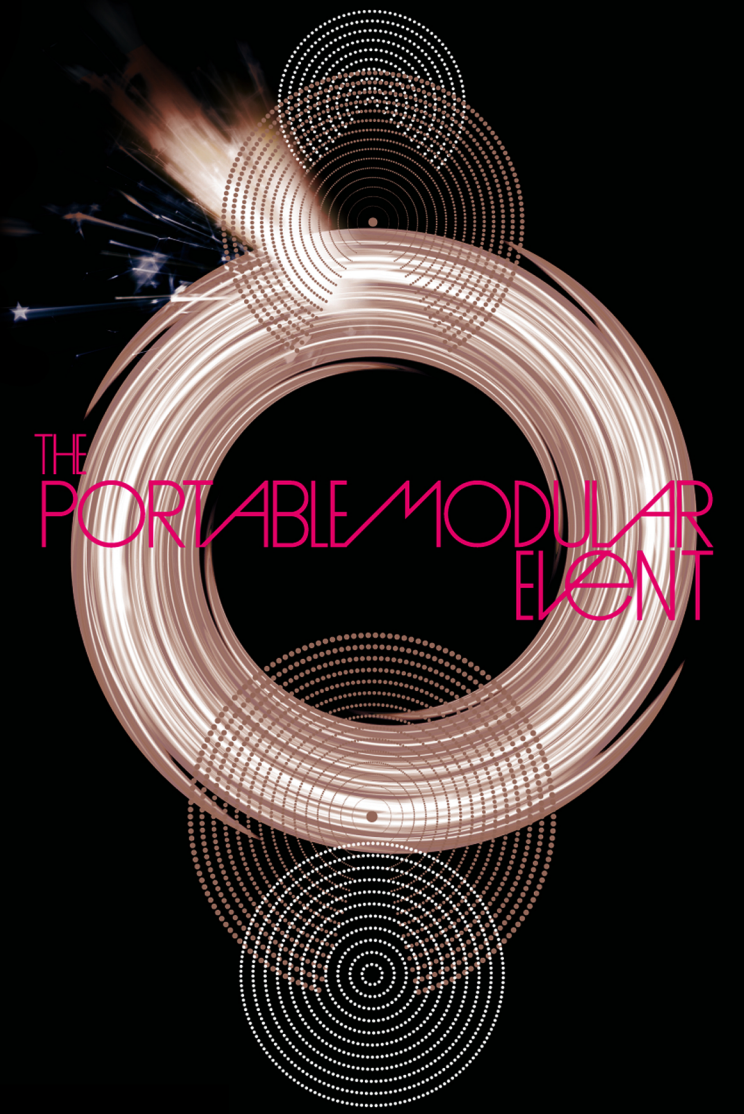


MOD 09

THE PORTABLE MODULAR EVENT

MOD 09

THE PORTABLE MODULAR EVENT

Date: **March 24, 2009**
Time: **6pm - 10pm**
Location: **The Four Seasons Hotel Las Vegas**

PRESENTED BY:

abex OCTANORM DESIGN ExhibitCity

PARTICIPATING SPONSORS:

DAZIANRENTALS Encore exhibitforce.com nuvista K&S TSW LOUNGE22 TrussWorks V3 PADGETT Exhibit Lighting Group

TABLE OF CONTENTS

MOD 09 Highlights
The 2009 MOD Awards Winners
MOD 09 in the Press
Close-Up, the AfterParty
A Night to Make a Difference
MOD 2010



Leeza Gibbons, your host for MOD 09 and the MOD Awards

MOD is dedicated to recognizing best-in-class portable modular design from around the world. Presented by Event Design Magazine, Octanorm, and Abex Exhibit Systems, and hosted by Leeza Gibbons of Entertainment Tonight fame, MOD ‘09 brought leaders from the exhibit and event industry together to see and learn about the trends driving portable modular that impact how they create, produce and execute their meetings, corporate events, special events and consumer/trade shows.

Red Carpet Shots



Robbie Blumenfeld & Leeza Gibbons



Robbie Blumenfeld, Leeza Gibbons, Max & Sandy Candiotty



Robbie Blumenfeld, Leeza Gibbons & Garry Koralek of Abex Exhibit Systems

Red Carpet Shots



Leeza Gibbons & Norm Friedrich of Octanorm USA



Robbie Blumenfeld & Leeza Gibbons



Robbie Blumenfeld, Leeza Gibbons &
Armen Gharabegian of Ethos Design & Lounge 22



Robbie Blumenfeld, Leeza Gibbons &
Derek Gentile of EEI Global



Jeff Fortmann of Red7 Media & Leslie Lafferty of V3



Robbie Blumenfeld, Leeza Gibbons & Dan Hanover of Event Design Magazine



Robbie Blumenfeld, Leeza Gibbons &
Mitchell Mauk of Mauk Design



Robbie Blumenfeld, Leeza Gibbons & Nick Drance of
Image Design & Communications



Lawrence Hess of Encore Nationwide &
Leeza Gibbons



Robbie Blumenfeld, Leeza Gibbons, Hans Bruder
(President of Octanorm) & Associates



Robbie Blumenfeld, Leeza Gibbons & Richard Diess of
Advanced Exhibit Methods



Robbie Blumenfeld, Leeza Gibbons &
Simon Burton of Excite!, UK



Ken & Jesse Glazer of K&S and Sasha Goodman of Rock-it Cargo



Robbie Blumenfeld, Leeza Gibbons, Mark Johnson &
Andy Brown of Star Exhibits & Environments



Robbie Blumenfeld, Leeza Gibbons, Sharon DiFiore & David Desko of
The Exhibit Source



Robbie Blumenfeld, Leeza Gibbons & Don Svehla, Publisher of
Exhibit City News

The 2009 Mod Awards

The only awards recognizing
Best-In-Class Portable
Modular Exhibit Design



designing with the stars

MOD 09 Trophies



The 2009 Mod Awards

This year's number of entries was the program's largest ever - over two hundred entries in seven categories were received. Our distinguished panel of judges proclaimed that the designs were "the best they've seen" since the MOD Awards debut in 2007. The winners were selected by the audience of over 250 exhibit and event professionals along with an all-star cast of judges, utilizing Padgett Instant Audience Response Systems technology. In addition, the audience selected the prestigious Best of MOD from the category winners.



Dan Hanover
Editor, Event Design Magazine



Derek Gentile
CEO, EEI Global



Armen Gharabegian
Founder & Principal of Ethos Design & Lounge 22



Mitchell Mauk
Founder & Principal of Mauk Design







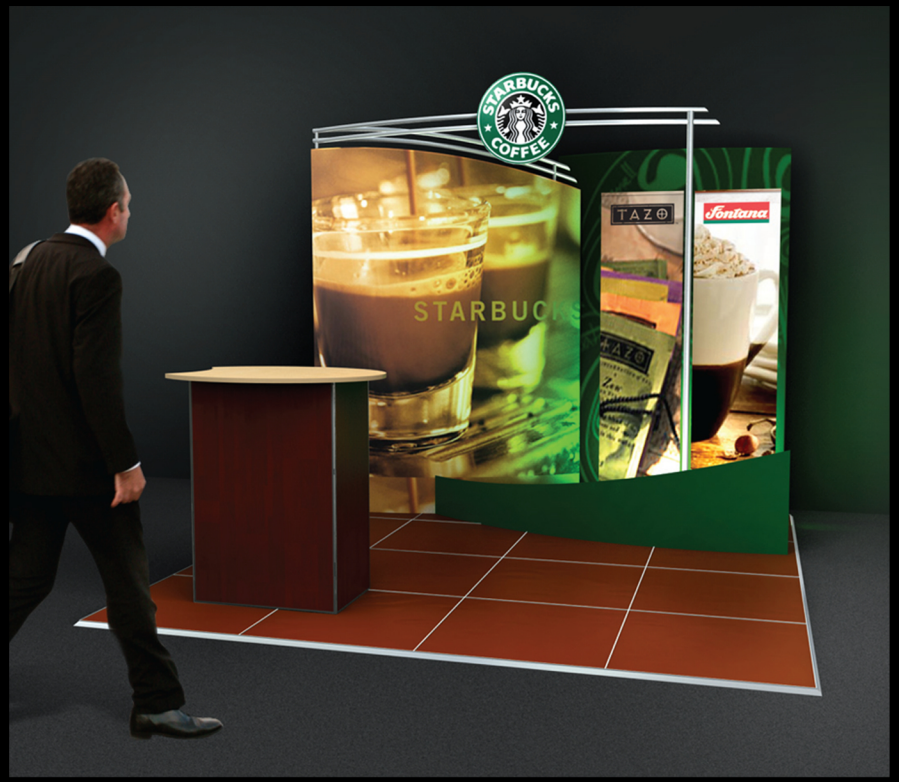


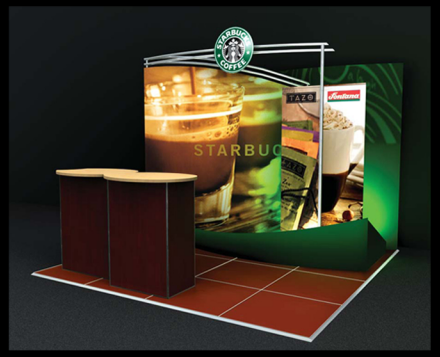
Project: Jeddah Motor Show
Client: Toyota/Drive Communications
Design/Fabrication: Inter-Global Exhibitions

2009 MOD AWARDS Best 20 x 20 Exhibit

2009 MOD AWARDS Best of MOD

Best 10 x 10 Exhibit



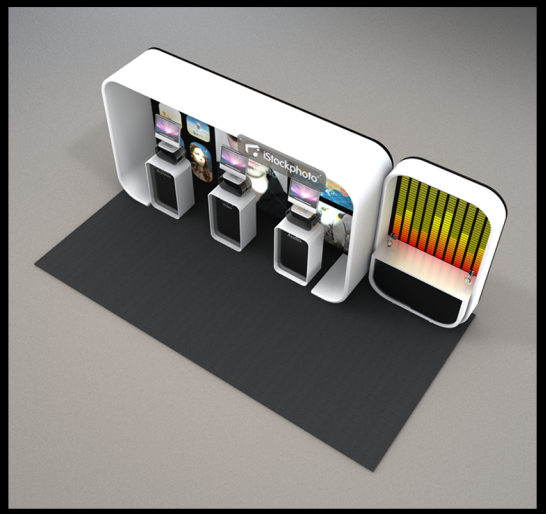




2009
MOD
AWARDS
Best 10 x 10 Exhibit

Project: New Modular Exhibit
Client: Starbucks Coffee Co.
Design/Fabrication: The Portables









Project: Modular Exhibit
Client: iStockphoto
Design/Fabrication: The Portables

2009
MOD
AWARDS
Best 10 x 20 Exhibit

Best Extrusion-Based Exhibit



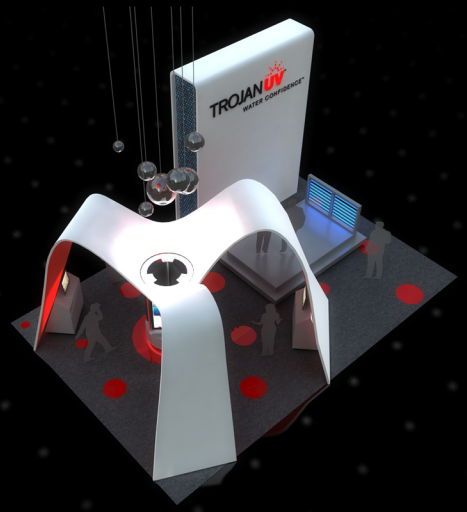


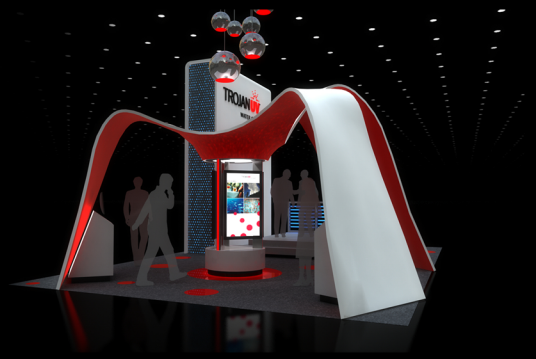


2009
MOD AWARDS
Best Extrusion Anchored Exhibit

Project: Art of Can
Client: Red Bull
Design/Fabrication: 2020 Exhibits







Project: Trade Show Exhibit
Client: Trojan UV Technologies
Design/Fabrication: Eventscape

2009
MOD AWARDS
Best Fabric Anchored Exhibit

Best Panel-Anchored Exhibit





2009
MOD AWARDS
Best Panel Anchored Exhibit

Project: Trade Show Kit
Client: Polartec
Design/Fabrication: Hill & Partners

TSW: The spread in the March 2009 issue of Tradeshow Week



E-mail blast: Abex organized pre- and post-show email blasts to its entire customer base with sponsors logos being prominently represented. Email campaign also included follow up messages to MOD'09 attendees with thank-you to each sponsor for their contribution.







Project: Greenbuild International
Client: Alcoa
Design/Fabrication: EEI Global

2009
MOD AWARDS
Best Green Modular Exhibit

MOD 09 in the Press

MOD offered pre-, post-show and on-site exposure to the MOD sponsors through massive marketing campaigns which included:

- Trade press advertising (prime space in Event Design Magazine, Tradeshow Week and Exhibit City News);
- Pre-show e-mail blasts through Abex's extensive customer base including thousands of dealers nationwide;
- Presence on www.abex.com and www.mod-09.com websites;
- Exhibit in the Partner Pavilion, extensive on-site branding including step and repeat wall, tables, Mod Program Guide, and other materials
- Post-show advertising in print media and e-mail blasts.

PRESENTED BY:

abex OCTANORM EVENT DESIGN ExhibitCity

PARTICIPATING SPONSORS:

DAZIAN RENTALS Encore exhibitforce.com nuvista K&S TSW LOUNGE22 TrussWorks V3 PADGETT Exhibit Lighting Group

Exhibit City News MOD ads: The MOD'09 ads were run in Exhibit City News before and after the event.

Event Design Magazine: Event Design Magazine conducted a heavy web and print campaign dedicated to the 2009 MOD Awards and featured all the winners in the May 2009 issue.

MOD 09 Partner Pavilion and Close-Up, the AfterParty, provided MOD sponsors with the opportunity to meet and network with over 250 exhibit and event industry decision makers.



The Red Carpet with the Step & Repeat wall bearing sponsor logos



Step & Repeat Wall with participating sponsor branding



The AfterParty goes on



Entrance banner stand



MOD 09 Partner Pavilion



Private Label display in the Partner Pavilion with banner stands, UltraForm Counters and Alumalite kiosk



MOD 09 table decor with sponsor logo

CLOSE-UP, THE AFTERPARTY

At Close-Up, the AfterParty, industry leaders celebrated the winners of the MOD Awards and met with those MOD sponsors offering the products, services and technologies they need in the luxurious ambience of the Four Seasons ballroom.

Close-Up, the Afterparty — Experience It!

Great people
Great companies
Exquisite food and beverages
Luxurious décor



Hostesses courtesy of Patron Spirits


MOD 09



The Ice-Bar offered the unlimited lemon drops by Parton Spirits





The upscale Four Seasons' menu at a glance



Ice bar courtesy of Patron Spirits



Art & Marilyn Perez, Samantha Finken of Abex and Lindsay Rogowicz of Exhibit Trader



Roy Muller of Trussworks



The Four Seasons chef at the risotto station



Amanda Helgemoe of NuVista & Associates



Jill Lattuce & Jenessa Stockhoff Lounge 22



Padgett Communications representatives



Network & build relationships in the cool, informal atmosphere of the Solar Lounge



Close-up, the AfterParty



The Partner Pavilion



Great food demands great drinks



Robbie Blumenfeld greeting the MOD 09 guests



A variety of seafood cocktails to please even the most sophisticated palates



Delicious deserts



The carving station



Gourmands enjoyed oysters with black caviar

A NIGHT TO MAKE A DIFFERENCE

A portion of the proceeds from entries to The Mod Awards were donated to The Leeza Gibbons Memory Foundation and Leeza's Place, a multifaceted reprieve for both caregivers and those recently diagnosed with Alzheimer's disease. Leeza's Place integrates educational programs, connective social activities, emotional support, and intergenerational programming to help caregivers navigate through this difficult time.



Abex is proud to be a corporate sponsor of the Leeza Gibbons Memory Foundation. Abex will make a donation to Leeza's Place and the Leeza Gibbons Memory Foundation for every exhibit Abex sells until a cure for Alzheimers has been found.

THE LEEZA GIBBONS MEMORY FOUNDATION

LEEZA'S PLACE



"Thank You to
Abex & all of the sponsors
for helping to put up this
beautiful evening"

— Leeza Gibbons



"The people that are most
successful are the ones
who learned to manage
the change"

— Leeza Gibbons



Leeza Gibbons giving her
sparkling motivational speech
about achieving goals & dealing
with hardships.



Jill DeWitt of Abex, ..., Marilyn Perez of Abex



...



Lindsay Rogowicz of Exhibit Trader, Cliff Harvey, Kimberly Pfeifer, & Samantha Finken of Abex



... of Ion Exhibits



Abex Team



...



Jill DeWitt of Abex, ..., Anna Newman of Abex



...



Robbie Blumenfeld with MOD 09 Guests

MOD 2010

Date: **Tuesday** Time: **5:00 pm**
Location: **The Four Seasons Hotel Las Vegas**

PRESENTED BY:

abex OCTANORM EXPO DESIGN ExhibitCity

PARTICIPATING SPONSORS:

DAZIAN RENTALS Encore exhibitforce.com nuvista K&S TSW LOUNGE22 TrussWorks V3 PADGETT Exhibit Lighting Group