

modular trade show exhibits – small & medium

10x10
10x20
10x30



Inspiration Package



exhibitstudio.ca

sales@exhibitstudio.ca

(403) 287 7232

7310 - 5 ST. SW Calgary, AB, T2H 2L9

exhibit
STUDIO

content

Small and Medium Modular Trade Show Exhibit Information

ABOUT MODULAR TRADE SHOW EXHIBITS	3
KEY CONSIDERATIONS	4
WHERE YOUR BUDGET GOES	5
MODULAR BUILD TIMELINE	6
OTHER COST CONSIDERATIONS.....	7
OUR IN-HOUSE CAPABILITIES	8

Modular Projects Inspiration

10X10.....	9
10X20	14
10X30	21

about modular trade show exhibits



What makes up a modular trade show exhibit?

Understand the core components, structure, and graphic options that come together in a modular display.

WHAT IS A MODULAR TRADE SHOW EXHIBIT?

A modular trade show exhibit is built using lightweight, engineered aluminum extrusion frames that form the structural foundation of your display. These industry-specific systems are designed for trade shows and can support a wide range of graphic applications. This includes seamless fabric backdrops, rigid panels, integrated signage, dimensional elements, shelving, monitors, and backlit features.

Modular exhibits are shipped in protective road cases or custom crates designed for efficiency, reusability, and adaptability. Because the display components can be reconfigured for different booth sizes and layouts, modular systems offer long-term flexibility — while still allowing for extensive customization in graphics, lighting, and branded details.

WHAT'S THE DIFFERENCE BETWEEN PORTABLE, MODULAR, AND CUSTOM TRADE SHOW EXHIBITS?

Portable displays are lightweight and designed for quick and simple setup. They pack into carrying bags or rolling cases for easy transport, making them ideal for events where convenience and speed are key.

Modular exhibits are built using industry-specific aluminum extrusion systems. They provide a flexible framework that can be reconfigured, expanded, and refreshed with new graphics over time.

Custom exhibits are fabricated from a wider range of materials and built from the ground up to meet specific brand objectives. They are fully tailored, and often incorporate more substantial structures.

key considerations



Consider your resources, logistics, and must-haves.

Defining what matters most to you allows us to guide you towards the right modular solution.

SPACE REQUIREMENTS

Will your booth size stay consistent, or do you need the option to scale up or down?

INSTALLATION

Modular systems take more time to set up and dismantle compared to portable displays. Decide whether your team will handle this, or if you'll budget for professional labour.

SHIPPING AND STORAGE

Modular exhibits are usually packed in 8 ft. wooden crates. Do you have the storage space and equipment to manage them, or will you need to outsource?

SHOW LOCATIONS

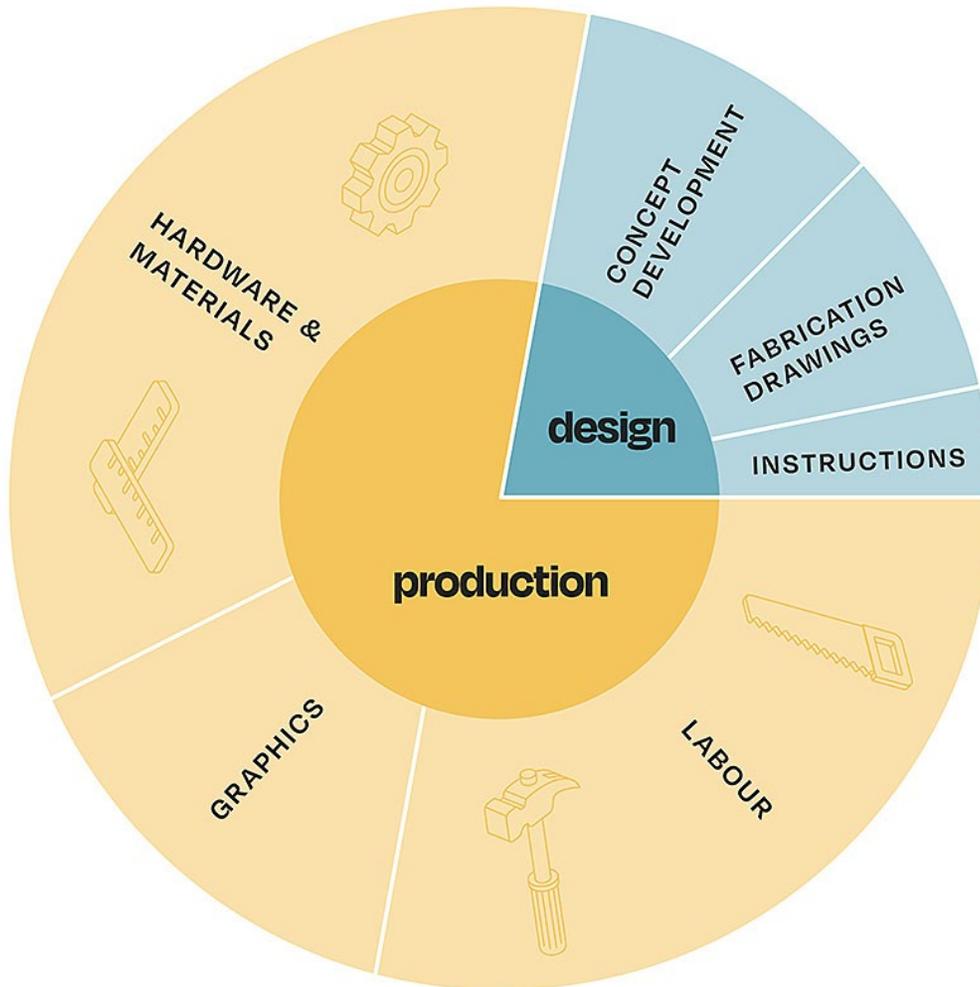
Where will you be exhibiting? Shipping crates across Canada or into the USA can be a significant cost — for example, Calgary to Toronto shipping averages \$2,000+ each way for 1–2 crates.

WHAT FEATURES DO YOU NEED

- **Media:** video monitors/wall, media player, audio capabilities (ie. speaker and microphone), interactive displays
- **Meeting spaces:** private conference room, semi-private meeting area, lounge space, food & beverage service area, other seating
- **Storage:** full-height storage room, locking cabinets, under-counter storage
- **Greeting and working areas:** reception counter, lead retrieval area, sales counter, computer workstation space, presentation stage or platform, demo area
- **Product displays:** freestanding, interactive, lockable, literature displays, shelving
- **Visuals:** permanent or interchangeable graphics, flat or dimensional signage, specialty materials or accents
- **Flooring:** subfloor, carpet, laminate, floor tiles, speciality flooring
- **Accessories:** lighting, greenery, branded interactive games

where your build budget goes

Here's a general overview of where your design and production budget goes when building a modular trade show display.



DESIGN

- Spatial layouts
- Structure & material options
- Graphic layouts
- Production drawings
- Instruction manual



PRODUCTION

- Display frames & hardware
- Graphics
- Production labour
- Materials and crates

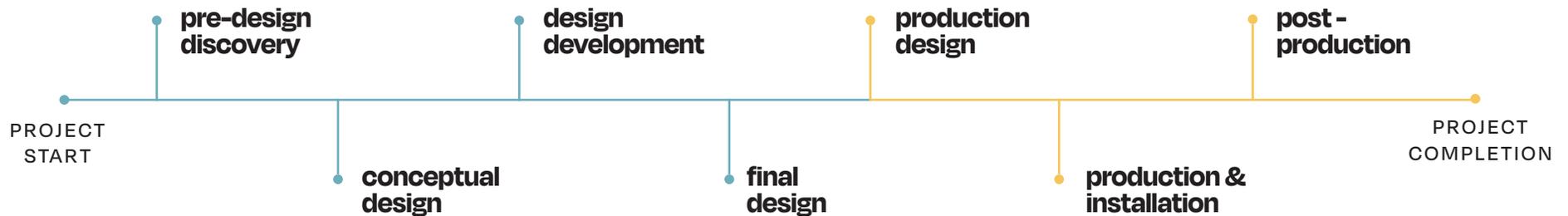


small & medium modular exhibit build timeline



A general breakdown of the phases and time needed to build your display.

Factors that determine your build timeline include size, materials, level of customization, and complexity.



PHASE 1 – DESIGN

4–6 weeks

In this stage, you'll collaborate closely with our design team as we work to understand your goals and how you want to use your booth space. The process begins with a kick-off meeting to align on objectives, followed by conceptual design packages and iterative revisions. Together, we'll refine the layout and details until the design is ready for production.

Throughout this phase, you can expect:

- Overhead spatial layouts tailored to your booth footprint
- Structural and material options that balance function & impact
- Graphic templates & layouts
- 2D & 3D renderings for you to approve along the way

PHASE 2 – BUILD

6–8 weeks

Once your design is approved, we move into production. During this phase, our team brings your exhibit to life: fabricating the structure, printing and installing graphics, and building a custom road case or crate to ensure everything ships safely.

Before packing, we'll schedule a preview so that you can see the display fully assembled and ready to go.

This is also the time to finalize show services, shipping arrangements, and your team's travel plans. We can support installation, logistics coordination, show services management, and any additional details that help keep the process smooth and straightforward.

other cost considerations



What might add to the overall cost and timeline of your trade show display?

Understanding these variables early helps you plan effectively and avoid unexpected costs.

BUDGETING BEYOND THE BUILD

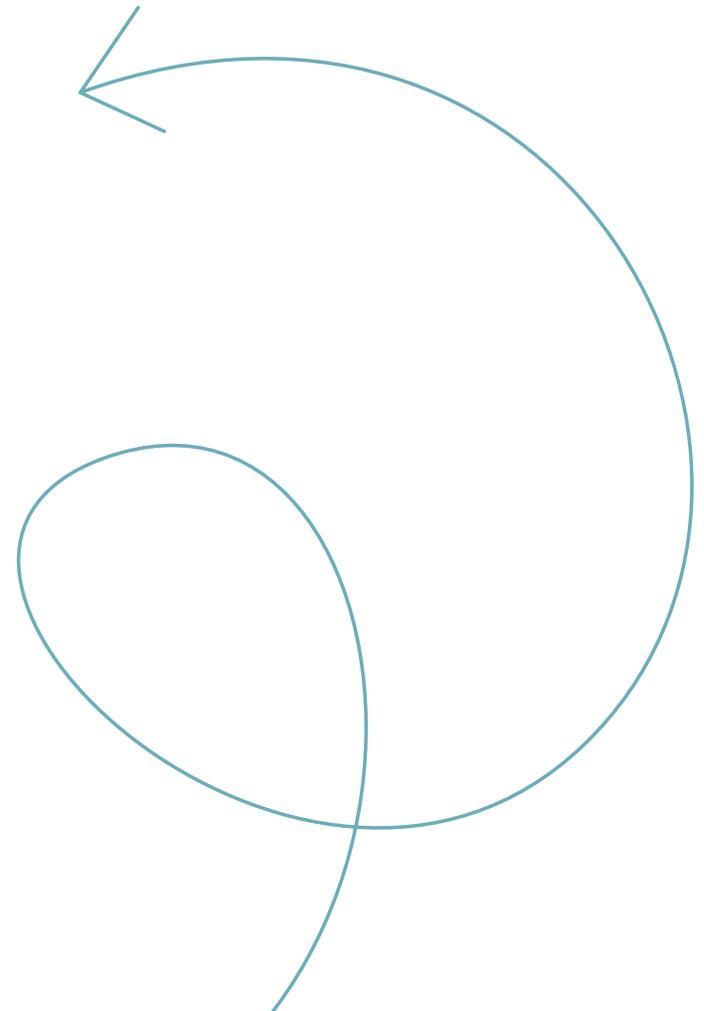
Your exhibit design and build is only a fraction of your overall tradeshow budget.

The costs listed below are unique to each build depending on: booth complexity and size, crates required, who is doing the installation, event location, and associated show fees.

Our experienced team can break down and estimate these costs further once you have a general idea for your exhibit direction.

COSTS NOT INCLUDED IN YOUR BUILD BUDGET

- Furniture & flooring
- Shipping & material handling
- Customs clearance
- Installation & dismantling services
- Show services such as electrical & wifi
- Staffing & travel
- GST



our in-house services

Project Management

NEED & OBJECTIVE IDENTIFICATION
SITE PLANNING & CONSULTATION
PROJECT COORDINATION

Design

CONCEPT DEVELOPMENT
GRAPHIC DESIGN
3D SPATIAL DESIGN
MILLWORK & CONSTRUCTION DOCUMENTATION

Print and Production

LARGE-FORMAT GRAPHICS & DECALS
PRIVACY FILM
3D PRINTING
DYE SUBLIMATION POWDER COATED ALUMINUM PANELS

Custom Fabrication

MILLWORK
CNC & LASER
WELDING & ELECTRICAL
DIGITAL INTEGRATION & PROGRAMMING

Installation and Dismantle

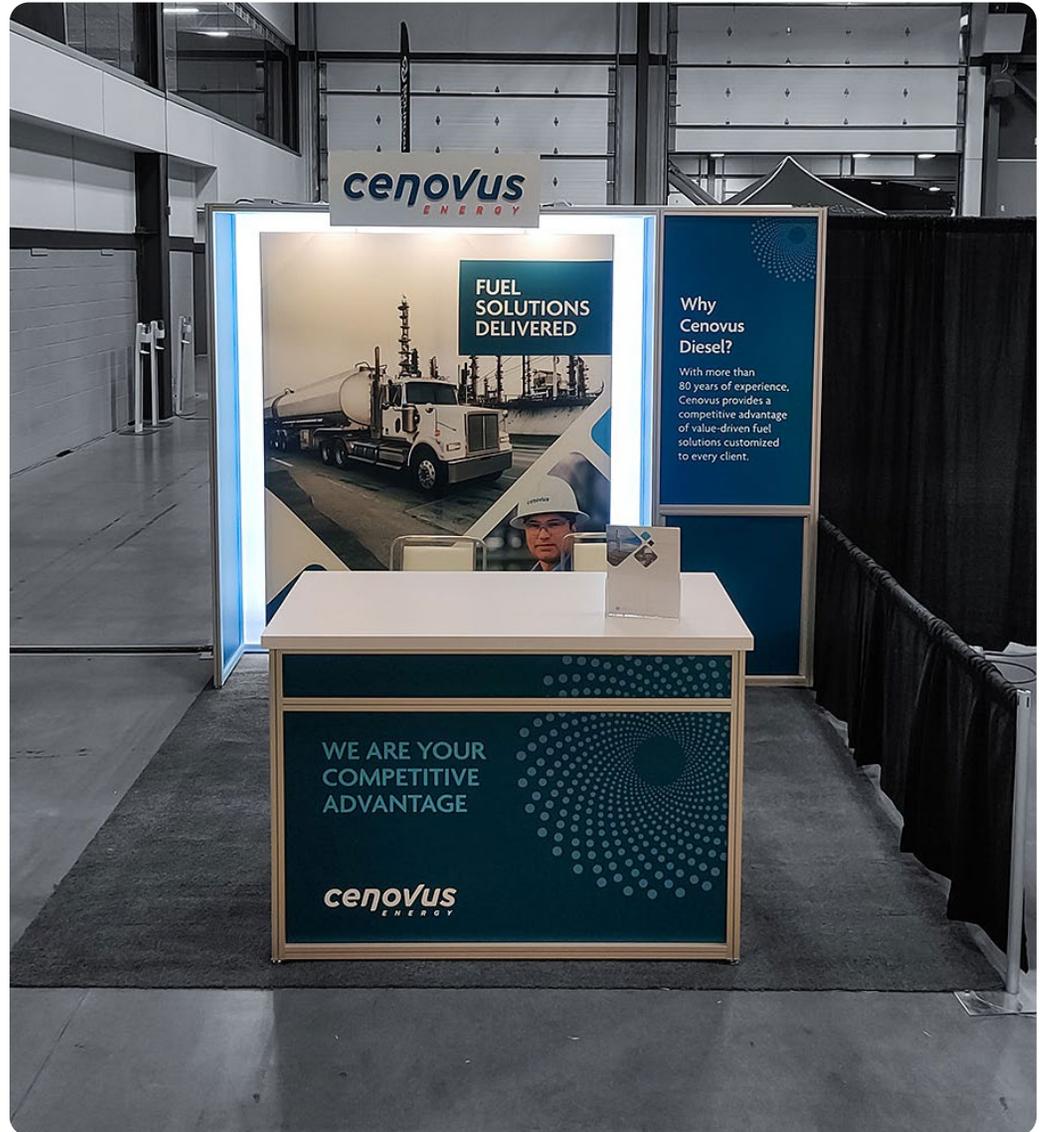
SITE PREPARATION
INSTALLATION & DISMANTLE

Rentals

TRADE SHOWS
EXPERIENTIAL EVENTS
BRANDED GAMES

Logistics

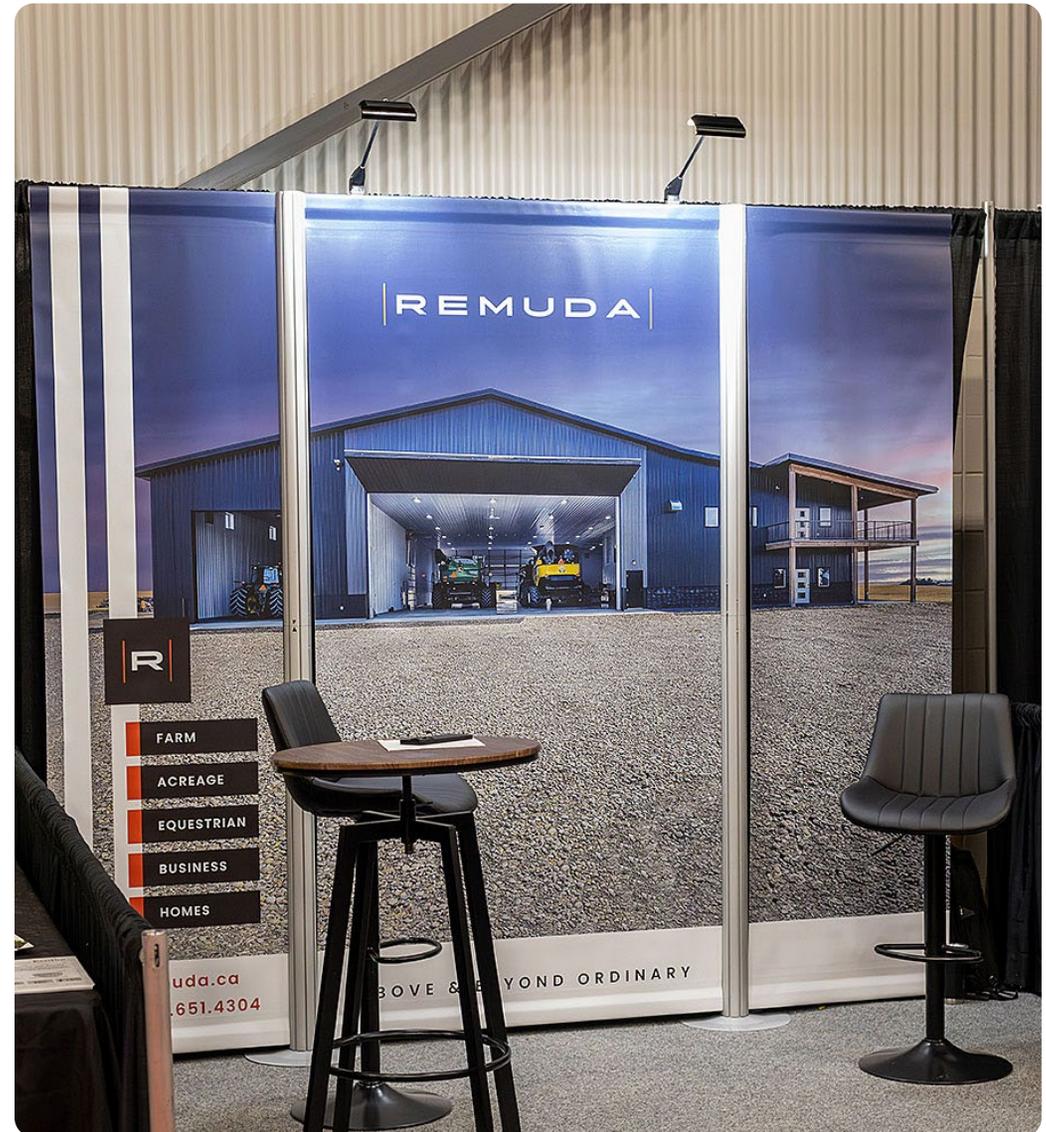
EVENT COORDINATION
SHIPPING & CUSTOMS
WAREHOUSING & STORAGE



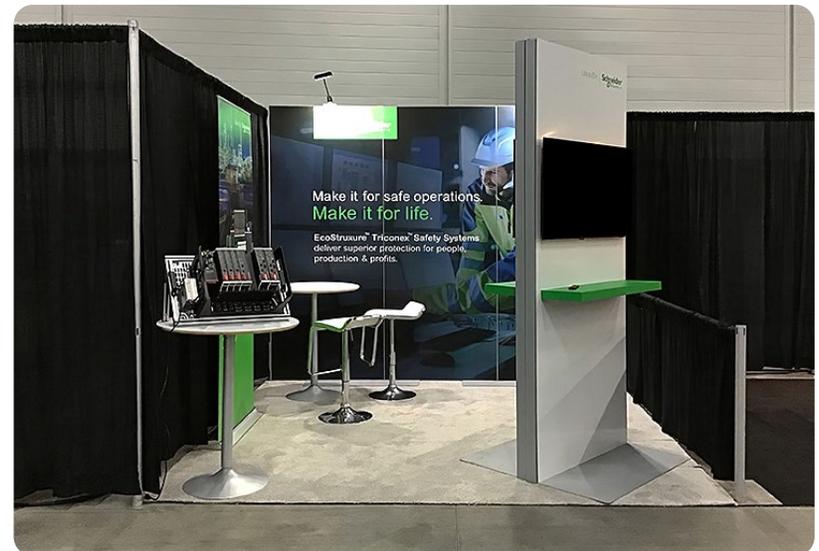
Top left: hidden storage compartment on the left with monitor integration, canopy potlights, and counter. Right: halo-lit graphic with integrated sliding door cabinet, custom overhead sign, and counter with internal storage. Bottom left: sliding door cabinets, monitor and rental stanchions.



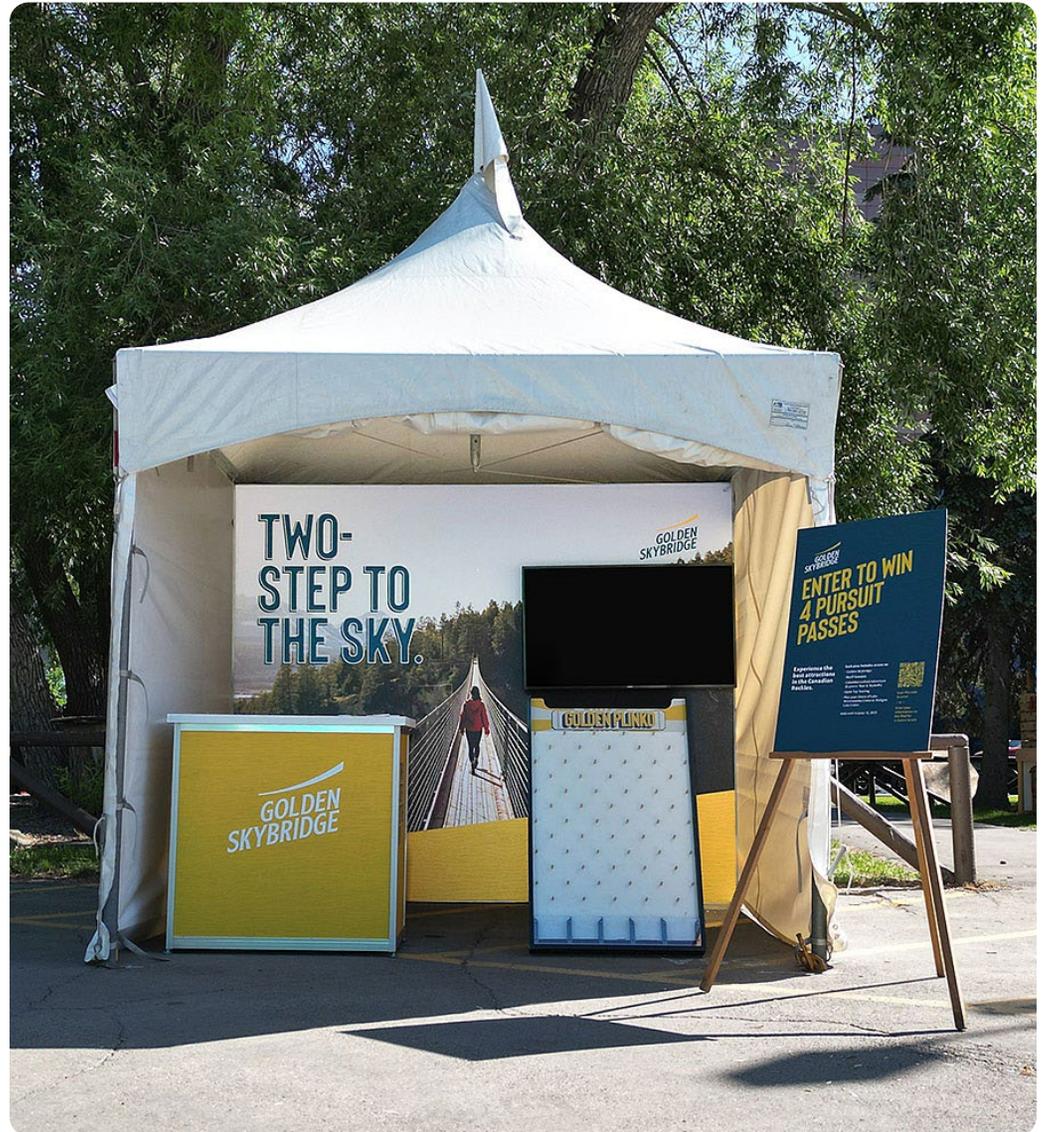
Left: custom wall-mounted product displays and overhead 3D sign, counter with internal storage. Top right: custom sign, monitor, and banner stand add-on. Bottom right: 4-monitor backdrop, rental counter with locking storage compartment and bucket chairs.



Top left: single panel backdrop. Right: vinyl graphic panels backdrop. Bottom left: rental multi-panel display with monitor.



Left: fabric graphic panels and overhead sign, custom window product displays, literature rack and counter. Top right: fabric graphic panels and freestanding monitor display, counter. Bottom right: rigid graphics backdrop with freestanding monitor display and rental furniture.



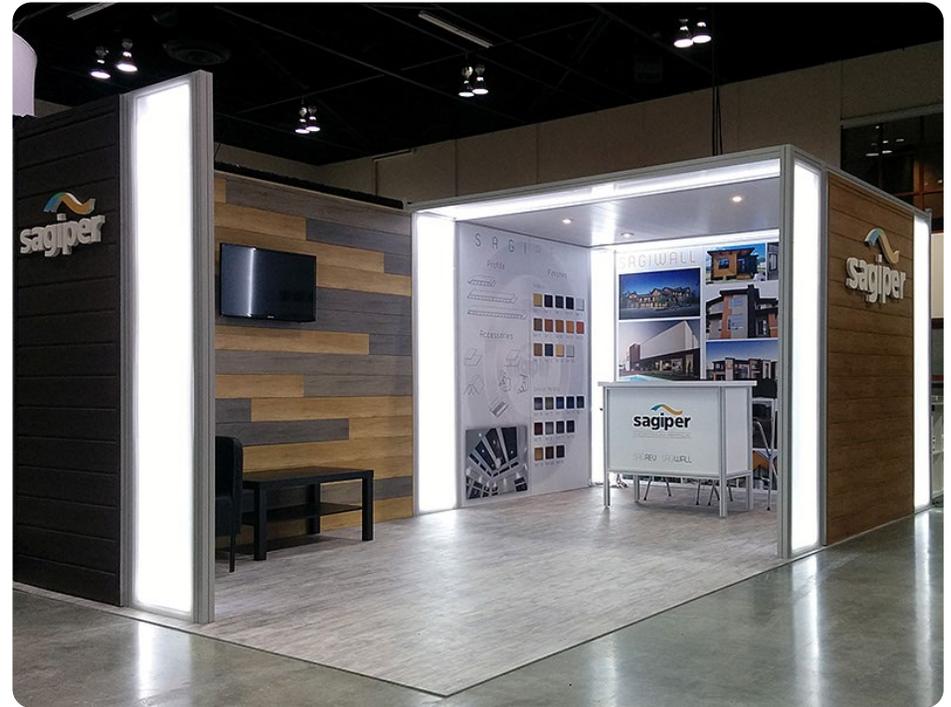
Top left: backlit fabric graphic with table drape and banner stand add-on. Right: fabric graphic with monitor, rental octanorm counter and plinko game. Bottom left: fabric display with custom-built counter and cactus cutout displays.

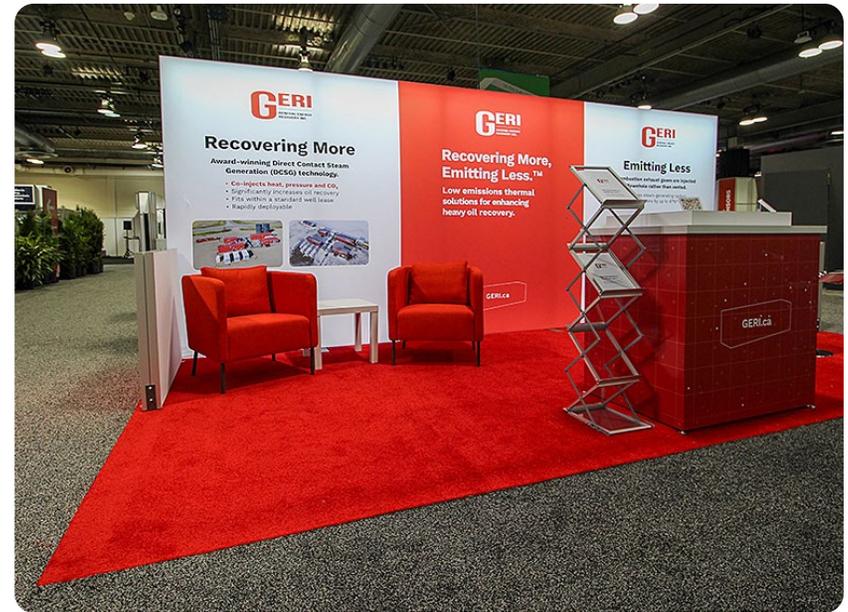
SCALABLE EXHIBITS SPOTLIGHT: SAGIPER

This Octanorm booth was designed for a consistent brand presence across 10x10 and 10x20 layouts.

Features:

- LED canopy panels
- Custom wall-mounted product displays
- Custom wall & ceiling cladding
- Dimensional signage
- Built-in potlights

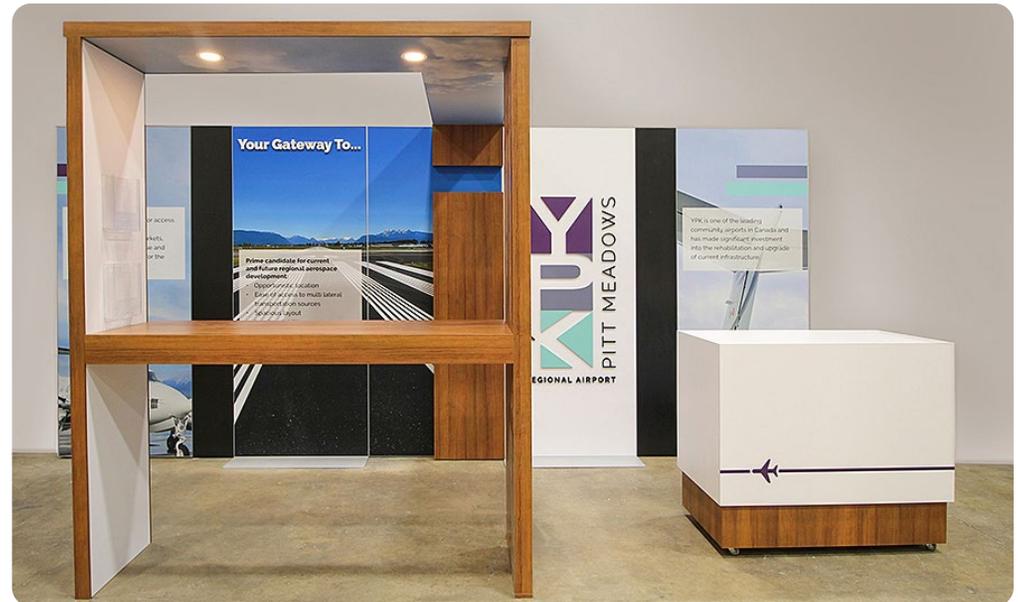




Top left: rental exhibit with full-height storage closet on the left, integrated canopy potlights, and custom overhead sign.

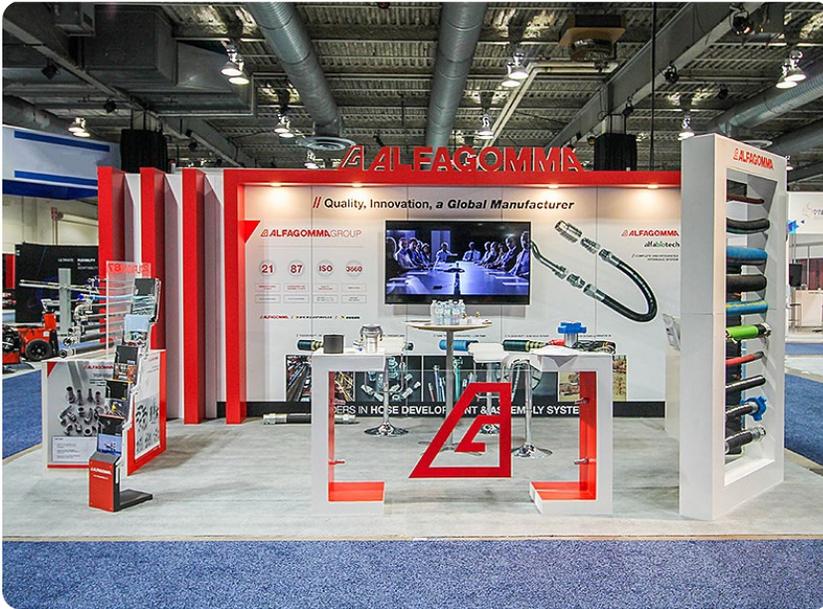
Top right: backlit fabric display with half-walls and custom counter.

Bottom right: custom signage, connected canopy with integrated potlights, and custom rolling counter.



10x20

MODULAR TRADE SHOW EXHIBITS



Top left: custom overhead sign, built-in full-length storage closet behind the booth. Custom product displays and counter.

Top right: retail counter and backdrop with custom overhead canopy facade graphics, hidden under-counter storage.

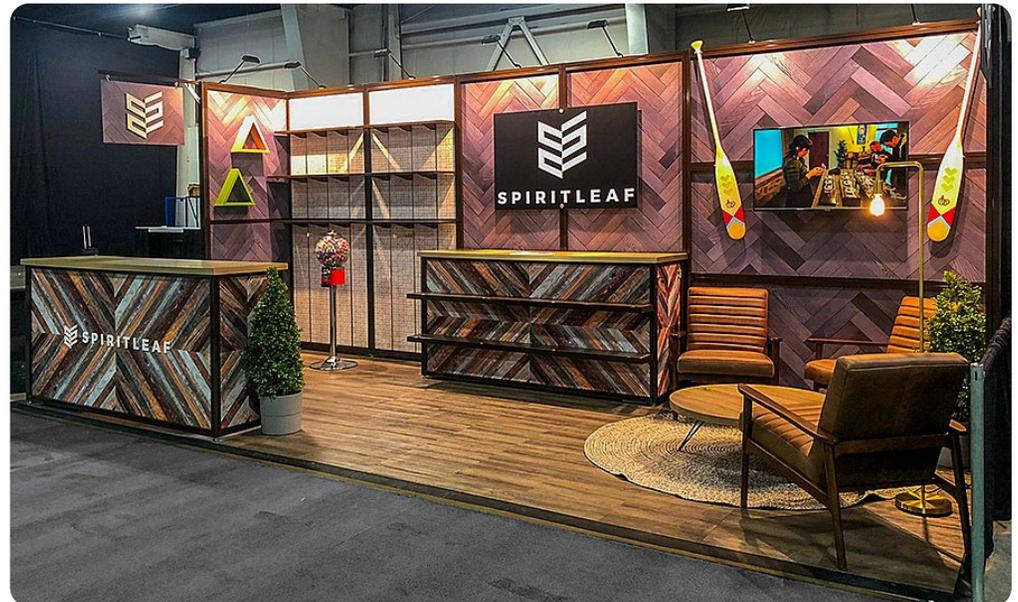
Bottom left: graphic panels with octanorm shelving and counter, monitor integration, and product displays.



Top left: gullwing display with monitor, counter and rental furniture.

Top right: custom-built Octanorm fence display, monitor stand, and counters.

Bottom right: custom powder-coated Octanorm display frame. Additional custom materials, shelving, counters, flooring, and signage.

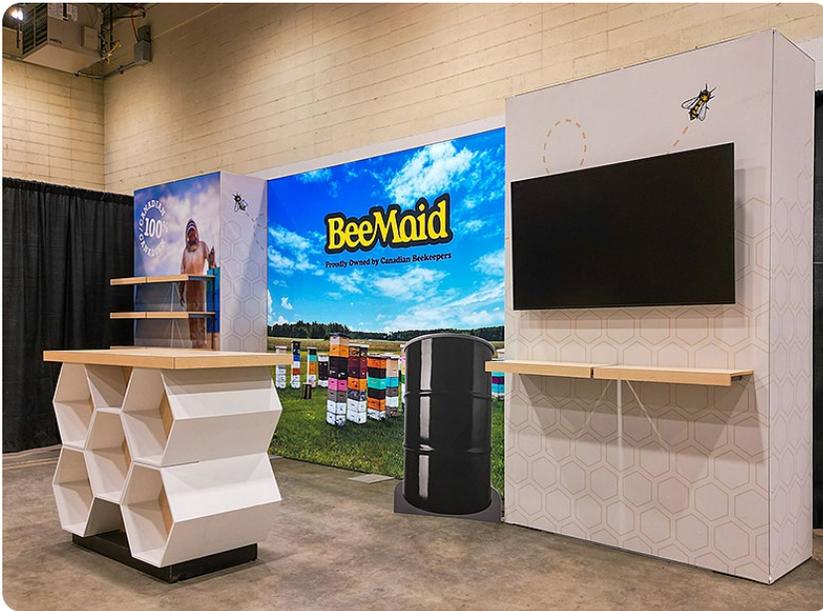




Top left: L-shaped counter with internal storage, product shelving displays, custom overhead sign and rental furniture.

Top right: Octanorm powder-coated display frame with custom-built canopy and textured backwall.

Bottom left: seamless fabric backdrop with custom sign, accents, and overhead canopy with inset puck lights.



Top left: fabric backdrop with central backlit section, custom shelving and counter, and custom barrel cutout display.

Top right: rental aluminum display frame with fabric graphics and storage closet, rental counter and monitor, and custom product display.

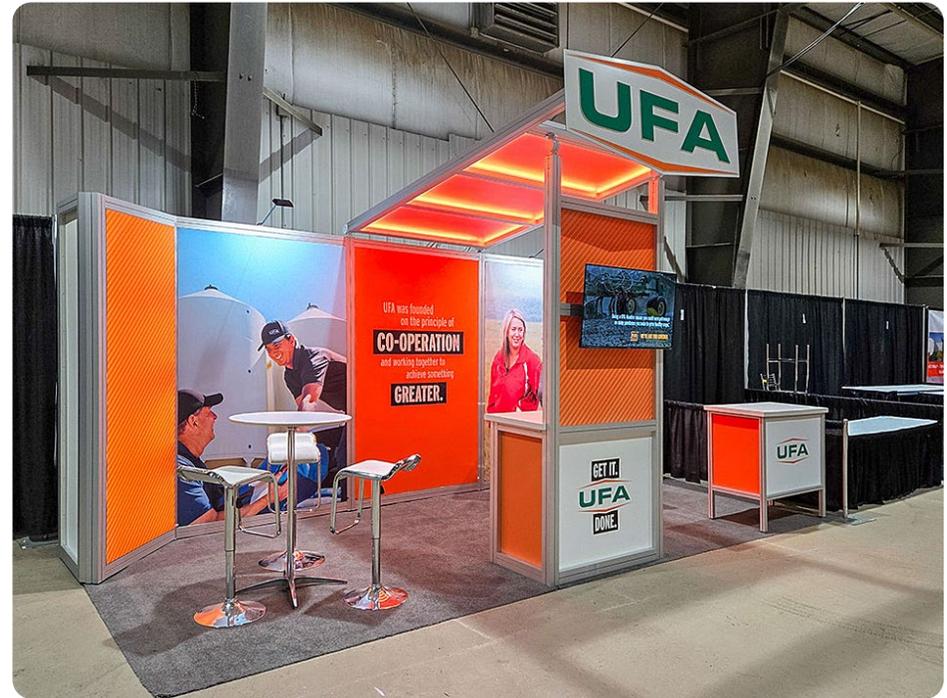
Bottom left: rental display with storage closet, canopy puck lights, freestanding tower display, and rental furniture. Client product integrated into custom wall-mounted displays.

SCALABLE EXHIBITS SPOTLIGHT: UFA

UFA's 10x20 exhibit easily adapts to 10x30 and 20x20 booth spaces using flexible wall panels, product displays, and seating configurations.

Features:

- Halo-lit overhead canopy with custom sign
- Backlit LED wall panels
- Branded counters & storage cabinets
- Bar-height rental tables & chairs
- Monitor with concealed cable management





Top: backlit fabric backdrop with custom cabinets and curved reception desk, rental furniture.

Bottom right: aluminum frame with graphic panels, custom freestanding sliding door display, custom window and product displays.





Aluminum frame structure with rigid graphic panels and built-in storage closet. Custom corrugated blue canopy and side wall panels designed to resemble a shipping container. Includes additional custom signage, cabinets, and bar-height counters.

expansive modular exhibit options

Our team is with you every step of the way — from concept and design to print, fabrication, and installation.

Connect with us today to share your ideas and start planning your next exhibit.

Let's make it happen.



exhibitstudio.ca

sales@exhibitstudio.ca

(403) 287 7232

7310 - 5 ST. SW Calgary, AB, T2H 2L9

exhibit
STUDIO