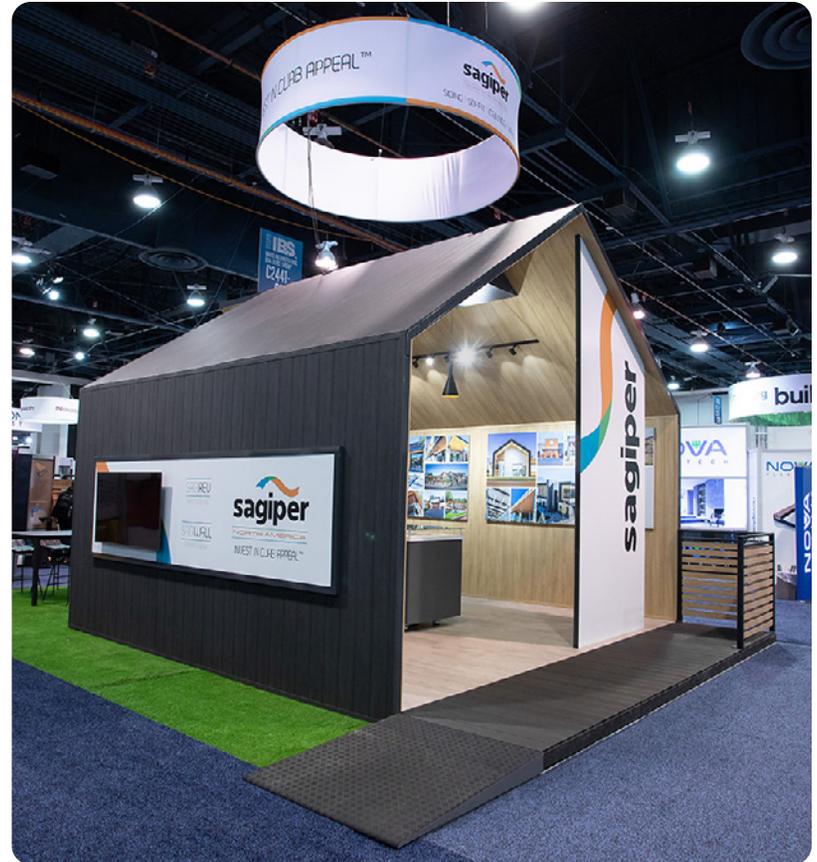
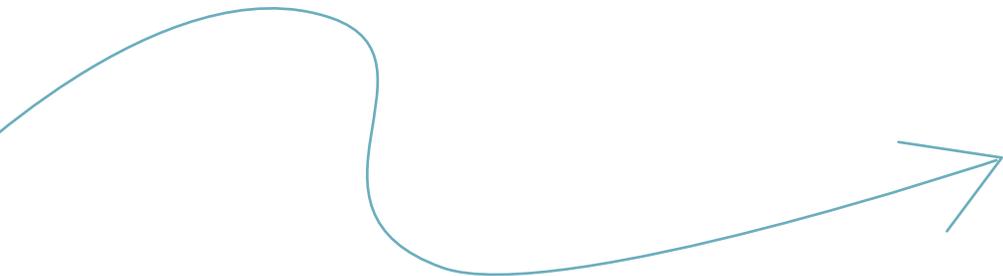


custom trade show exhibits

Inspiration Package



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Custom Exhibit Information

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about custom trade show exhibits



What makes up a custom trade show exhibit?

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

WHAT IS A CUSTOM TRADE SHOW EXHIBIT?

A custom trade show exhibit allows for complete freedom in layout, scale, and architectural features, resulting in a display that is entirely unique to your brand. Instead of relying on pre-engineered frame systems, custom exhibits can be built from a combination of materials such as wood, metal, acrylic, laminates, fabric graphics, and more.

Custom exhibits can incorporate integrated lighting, dimensional graphics, product displays, meeting areas, storage, and interactive elements. Each structure is typically packed in custom crates and built to handle repeated installation and dismantling. Components have the flexibility to be refreshed, updated, or reused for future events.

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

The key difference between modular and fully custom exhibits comes down to structure and fabrication. Modular displays are built from industry-specific aluminum extrusion systems, such as Octanorm or beMatrix. They offer a flexible framework that can be expanded or reconfigured over time.

Custom trade show exhibits are fabricated from a broader range of materials with more design freedom. Because they are built from the ground up and often use heavier materials, custom exhibits typically involve higher fabrication and shipping costs, with a longer turnaround time compared to modular systems.

getting started with your custom exhibit



Consider your resources, logistics, and must-haves.

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

SPACE REQUIREMENTS

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

INSTALLATION

Custom exhibits typically take more time to set up and dismantle than modular displays. Decide whether your team will handle this, or if you'll budget for professional labour.

SHIPPING AND STORAGE

Custom 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

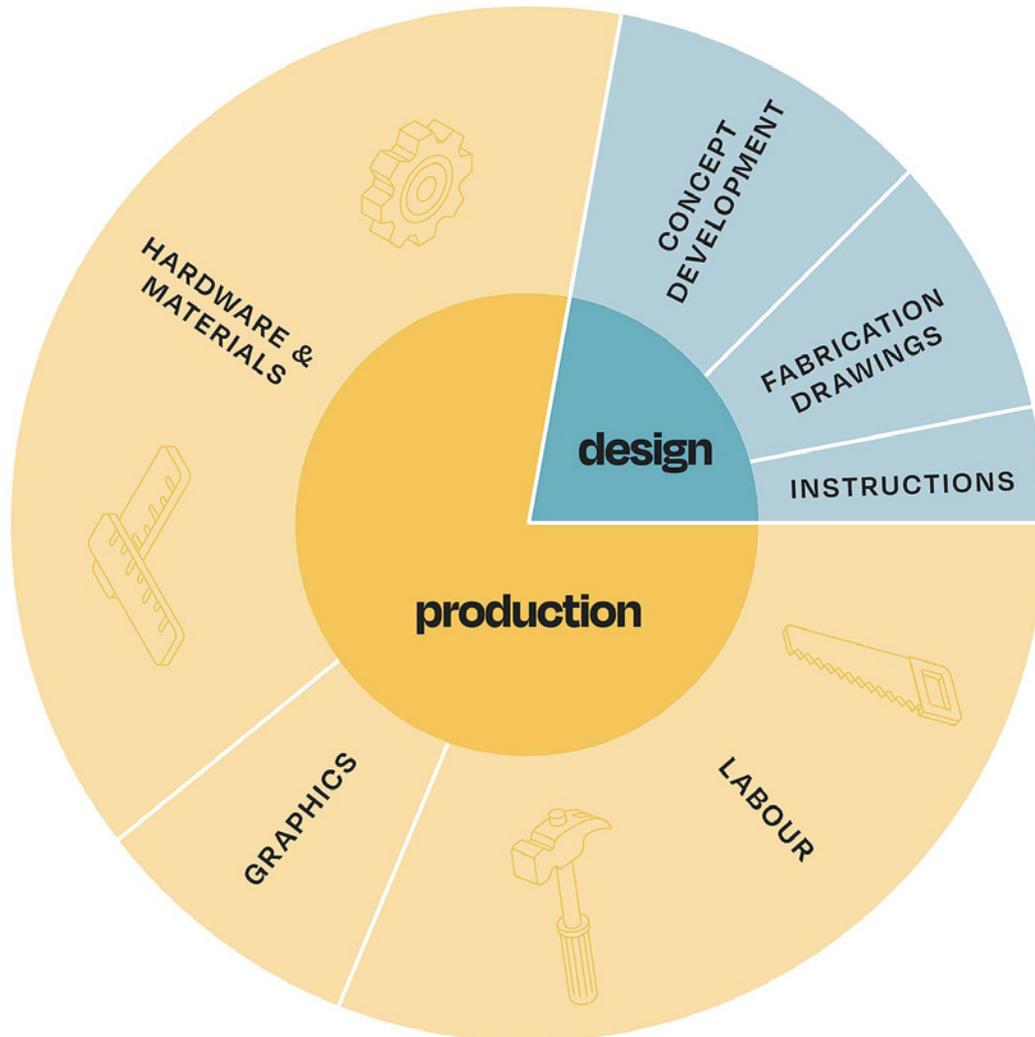
Where will you be exhibiting? Shipping crates across Canada or into the USA can be a significant cost — for example, Calgary to Toronto shipping averages \$2,000+ each way for 1–2 crates.

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 custom trade show display.



DESIGN

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



PRODUCTION

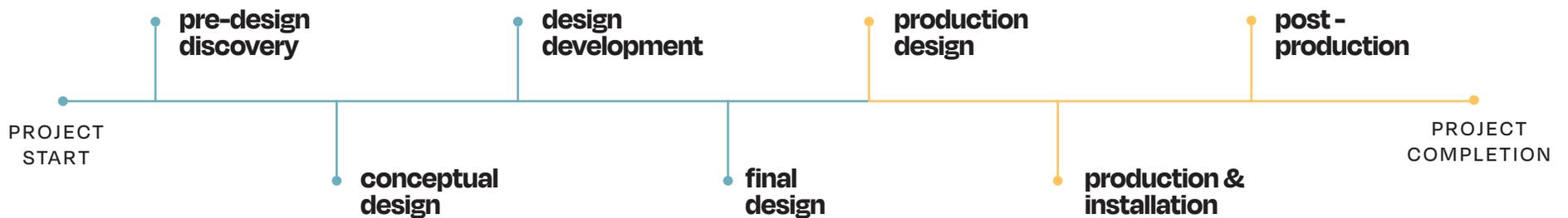
- Display frames & hardware
- Graphics
- Production labour
- Materials & crates



custom build timeline



*An general estimate of the phases and time needed to build your display.
Timelines will vary based on scope, approvals, materials, and show deadlines.*



PHASE 1 – DESIGN

6–8 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 & material options
- Graphic templates & layouts
- 2D & 3D renderings for you to approve along the way

PHASE 1 – PRODUCTION

8–12 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

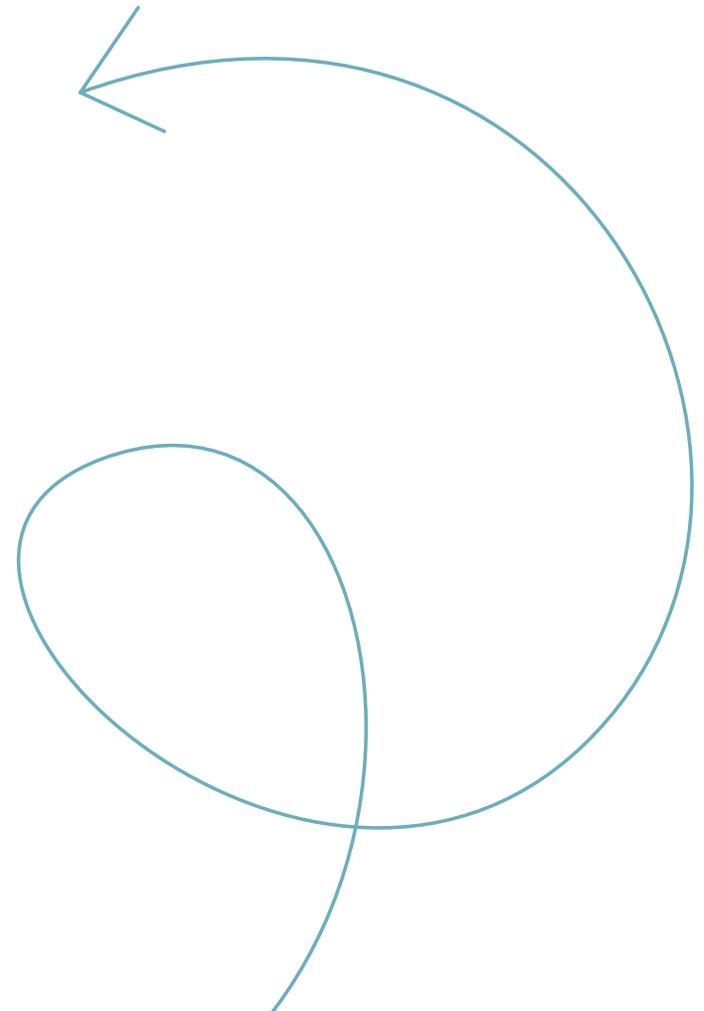
Your exhibit design and build is only a fraction of your overall tradeshow budget.

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

Logisitics

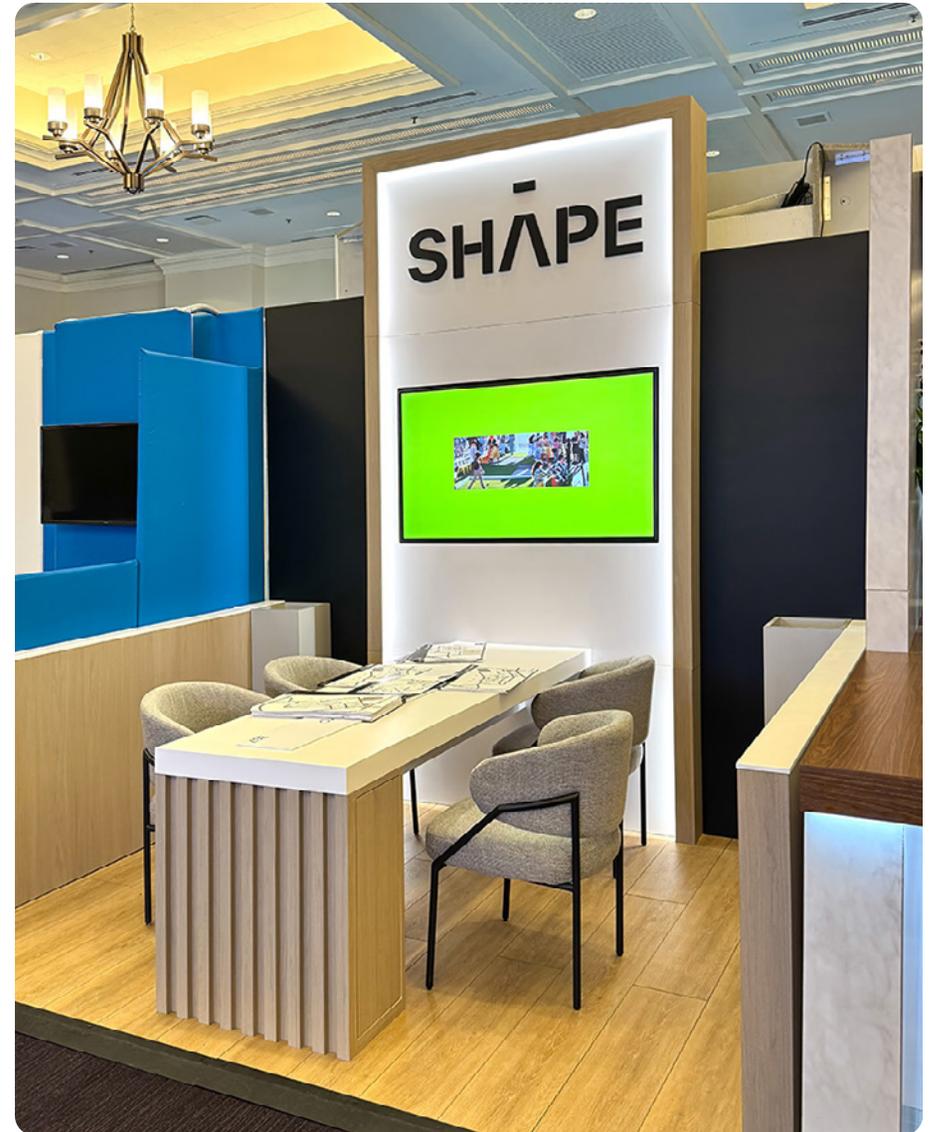
EVENT COORDINATION
SHIPPING & CUSTOMS
WAREHOUSING & STORAGE



Custom wall structure with integrated backlit wall panel, monitor, and 3D sign. Custom-built plinths and counter display with storage and 3D sign.

SHAPE properties

8X10 CUSTOM EXHIBIT



Custom meeting table with storage, 3D signage, media pillar, and half-walls.

SHAPE properties

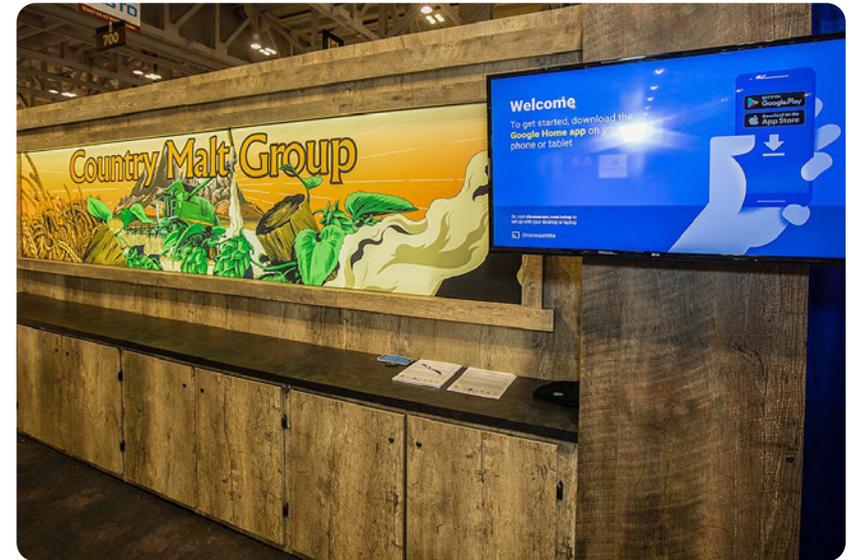
20X20 CUSTOM EXHIBIT



Custom reception desk and booth seating with LED lighting, storage counters, 3D signage, media pillar, overhead canopy and light fixtures.

canada malting

10X20 AND 20X30 CUSTOM EXHIBIT



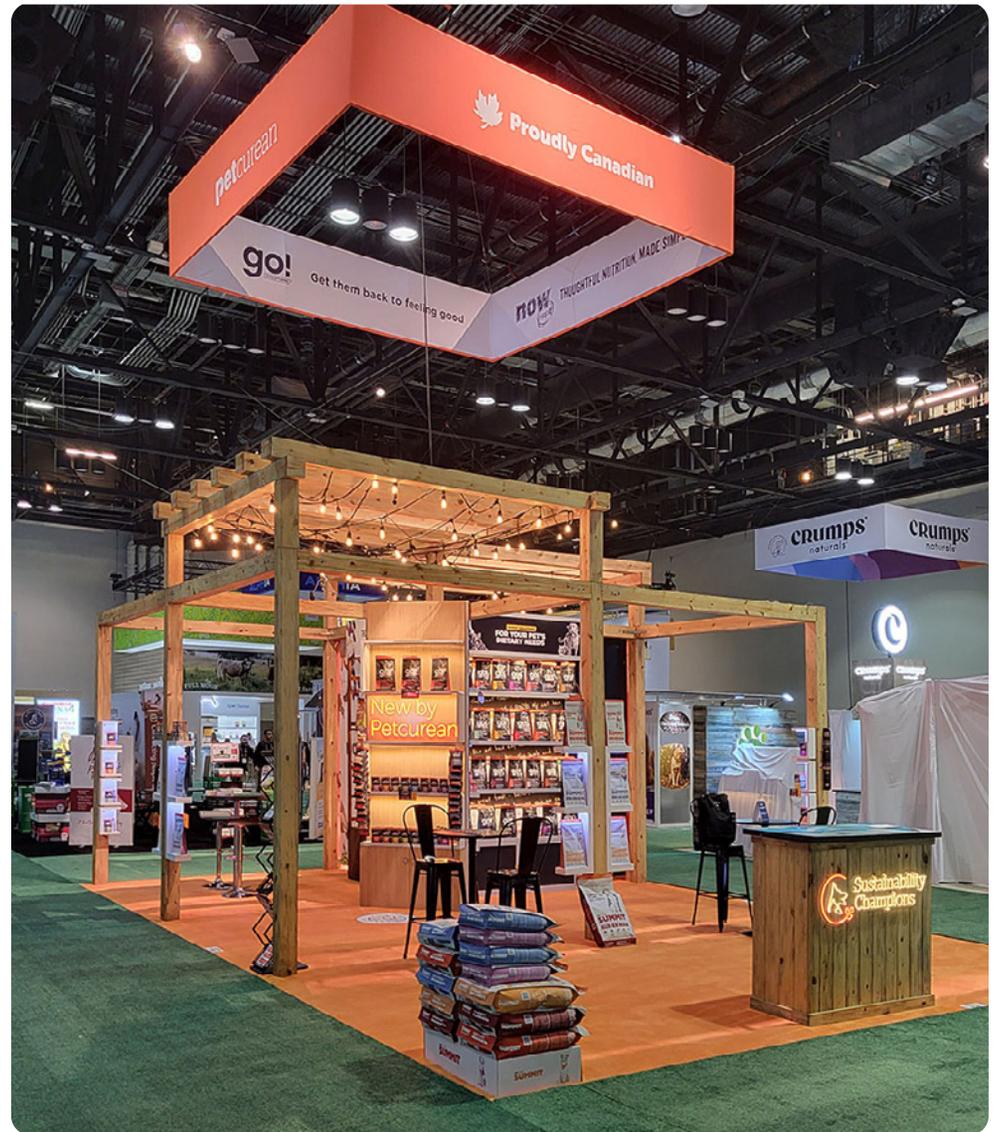
Adaptable to 10x20 and 10x30 booth spaces. Custom cabinetry with inset backlit wall panels, reception counters, and lighting fixtures.



Custom flooring, tiled backdrop with columns, 3D signs, pergola canopy with light fixtures, freestanding corner displays with planters and lighting.



Custom walk-through structure with A-frame roof, wall-mounted product displays, lighting, suspended fabric halo sign, and integrated client materials. Custom-built island counter with built-in storage and mini fridge.



Custom pergola structure, product shelving displays, storage cabinets, and LED signage.



Custom-built freestanding door and window display structures with integrated lighting and client materials. Custom counter, signage, suspended LED fabric sign, and rental furniture.



Custom pergola retail counter with storage & 3D signage, shelving with pergola structures and signs, lighting, and additional product displays.



Custom 16 ft. tall video wall with integrated puck lighting and full-height graphics, custom private meeting room with frosted windows and door. Custom counters, freestanding backlit tower displays, and additional rental furniture.

bold custom exhibit options

From concept to design, print, fabrication, and installation — our team is with you every step of the way to bring your display to life.

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

Let's make it happen.



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