

modular trade show exhibits – large

20x20

20x30

30x30+



Inspiration Package

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exhibit
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content

Large 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

Large Modular Projects Inspiration

20X20.....	9
20X30.....	15
30X30 AND LARGER	19

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 A MODULAR AND CUSTOM TRADE SHOW EXHIBIT?

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. This includes wood, metal, laminates, and specialty finishes, allowing for fully bespoke forms and construction. Because they are built from the ground up and often use heavier materials, custom exhibits typically involve higher fabrication and shipping costs compared to modular systems.

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

The set up and dismantle time for each modular exhibit varies. 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

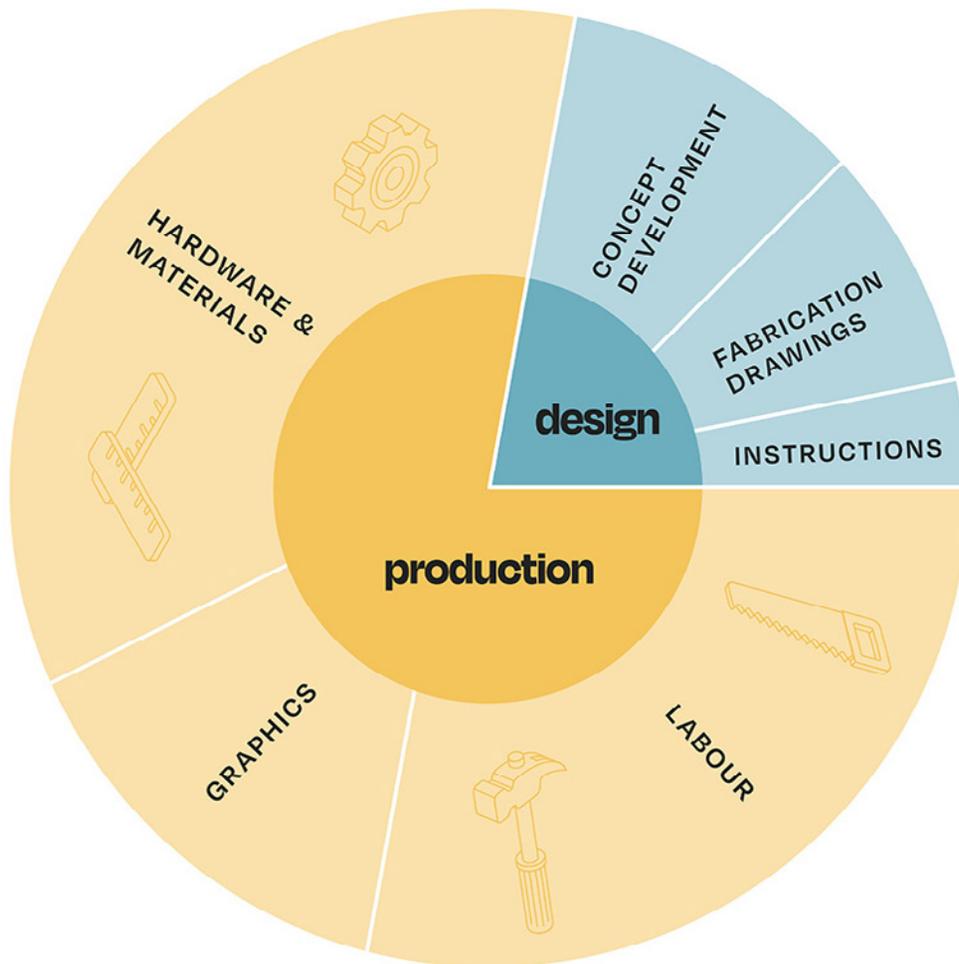
Where will you be exhibiting? Shipping crates across Canada or into the USA can be a significant cost — for example, Calgary to Toronto shipping averages \$2,000+ each way for 1–2 crates.

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 & crates

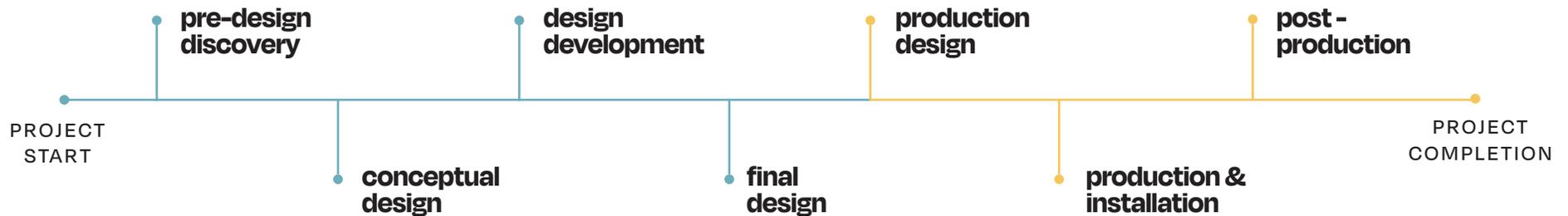


large modular exhibit build timeline



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

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 2 – BUILD

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

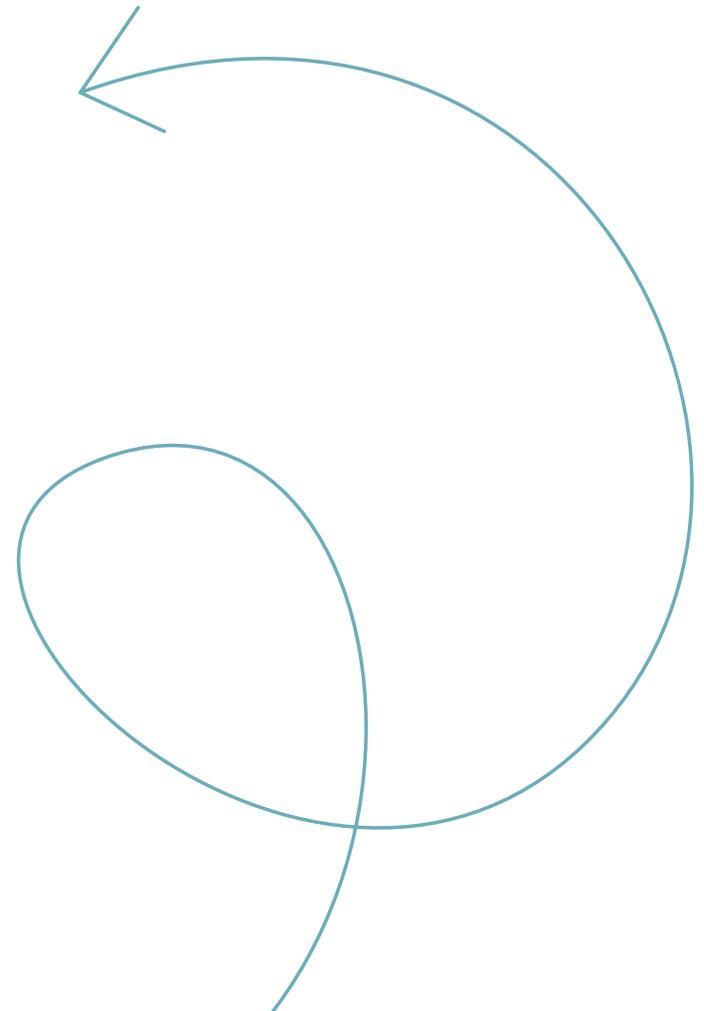
Your exhibit design and build is only a fraction of your overall tradeshow budget.

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

Logistics

EVENT COORDINATION
SHIPPING & CUSTOMS
WAREHOUSING & STORAGE



Suspended fabric halo, 20 ft. rental backdrop with wall-mounted monitors, freestanding backlit display with integrated planter, rental counter with glass top, rental furniture and carpet.



Open-concept modular structure with canopies featuring integrated pot lights. Custom signage, wall-mounted monitors with concealed cable management, and a custom counter with integrated storage.



Suspended fabric halo, rental counters, freestanding storage room, and a customized augmented reality booth with curved walls.



Seamless fabric structure with integrated storage room, custom signage, and rental furniture.



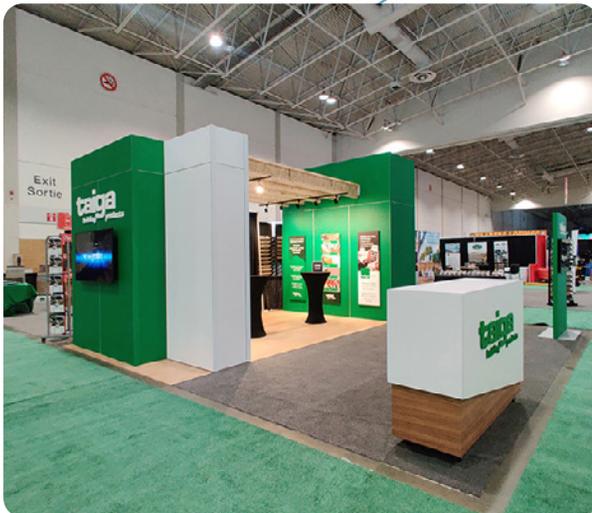
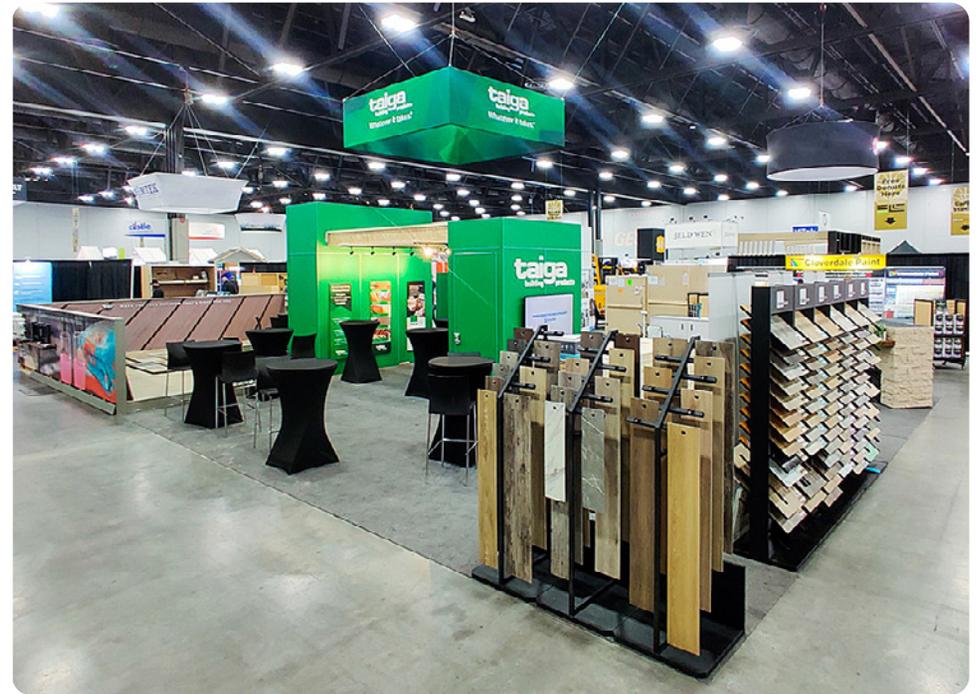
Suspended fabric halo, with rental components including a 20 ft. backdrop with integrated storage room, storage counters, and bar-height chairs.

SCALABLE EXHIBITS SPOTLIGHT: TAIGA

This 20x20 seamless extrusion frame booth was built around a core canopy structure that easily scales up with interchangeable product displays and seating layouts. It offers versatile setup options that align with a long-term exhibiting strategy.

Features:

- Custom canopy beams with integrated track lighting
- Custom counter with internal locking storage
- Suspended fabric sign
- Full-height storage room
- Freestanding monitor towers





Suspended fabric halo and curved signage panel, 16 ft. tall backdrop with connected private meeting area, custom backlit displays, rental counter and furniture.

20x30

MODULAR TRADE SHOW EXHIBITS



Modular structure with rigid panels and wall-mounted monitors.

Custom elements include halo-lit signage and logos, suspended light fixtures, track lighting, wooden slat accent walls, and counter.

This exhibit also scales down to a 20x20 booth size.



Custom private meeting area with curved canopy beams and frosted glass walls, connected to a 16 ft. tall wall with large-format graphics.

Rental elements include a reception desk with bar-height chairs, freestanding monitor display, plants, literature rack, plus additional tables and chairs.





Modular 12 ft. tall freestanding structure with built-in storage room, overhead canopy, and seamless large-format graphics.

Customized wall-mounted product displays, integrated lighting, and shelving.

30x30 & larger

MODULAR TRADE SHOW EXHIBITS



Suspended fabric halo, freestanding branded monitor walls and pillars.

Rental components include workstations, glass-top counter, bar-height chairs and tables, and carpet.

30x30 & larger

MODULAR TRADE SHOW EXHIBITS



40x50 island booth space, featuring a 20 ft. seamless fabric backdrop with presentation stage on one side and a photobooth backdrop on the other. Custom elements include dimensional mountain cutout panels, dimensional signage and pillars with graphics.

Other custom-built pieces include freestanding wooden displays with graphics, wire displays for oragami flowers, floor and table graphics, and workspace tables.

Rentals include chairs, bar-height tables, ipad photobooth station, and monitors. Floral and moss arrangements by Forage + Design.

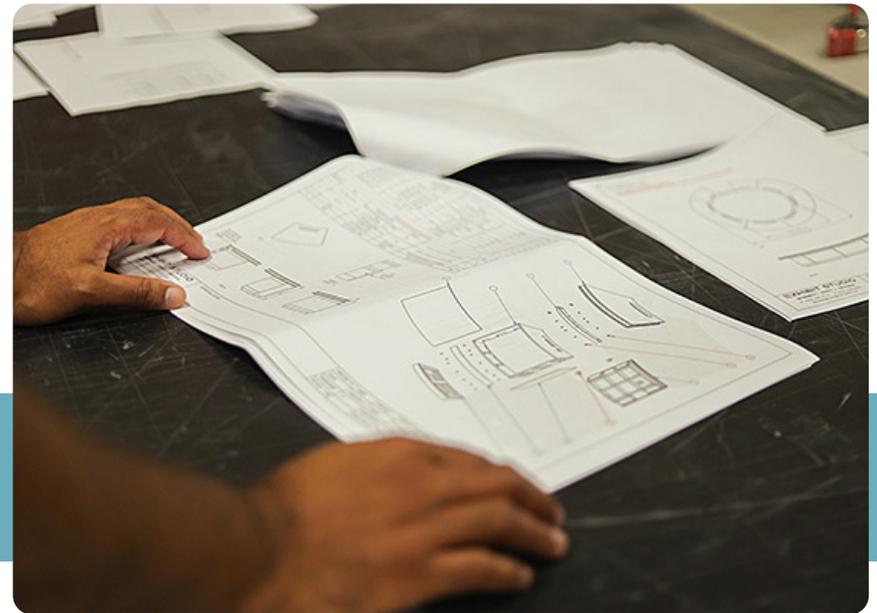


bold modular exhibit options

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 modular exhibit.

Let's make it happen.



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