

# October 08, 2019: Absolute Exhibits, Inc.: Trade Show Messaging and Your Exhibit Design

News Bites - Private Companies

October 12, 2019 Saturday

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**Section:** ANNOUNCEMENTS

**Length:** 1684 words

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SECTION 1 ABSOLUTE EXHIBITS, INC. FINANCIALS

Absolute Exhibits, Inc.

Key Stats

Estimated Revenue (TTM): \$23.85M

SECTION 2 ABSOLUTE EXHIBITS, INC. PROFILE

2.1 ACTIVITIES

Absolute Exhibits, Inc. operates as a trade show exhibit house for various tradeshow exhibits and convention related needs in North America, India, Brazil, Germany, the United Kingdom, Spain, Peru, Belgium, Japan, Mexico, and Italy. It offers exhibit design and fabrication, trade show exhibit rental, exhibit trade show display union installation, exhibit display graphics, property management, corporate video, concierge, media advertising placement, and Web design services. The company sells trade show displays, exhibits, booths, banner stands, pop up displays, literature racks, and other portable trade show display systems online. Absolute Exhibits, Inc. was founded in 2000 and is based in Tustin, California.

2.2 SUMMARY

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PermID: 4296208617

Website: <http://www.absoluteexhibits.com/>

Industry: Advertising & Marketing

Address:

Tustin, California, USA

### SECTION 3 OTHER NEWS: 2019

October 10: Absolute **Exhibits**, Inc.: Maximize Your Trade Show **Exhibit** Design for NPEW and Increase Conversions

Every year, NPEW is one of the largest trade shows in the natural products industry. And every year, companies seeking to maximize their ROI, fail to attract the attention they want and need to their trade show **exhibit**. Instead of waiting around hoping attendees will swing by your trade show booth, maximize your trade show **exhibit** design in order to push them to your **exhibit**. Consider the following ways in which you can accomplish this:

Use Your Trade Show **Exhibit** Design to Highlight Food Bars At every NPEW, we all know that food bars are important to entice trade show attendees to stop by and sample your goods. Part of the way you do this is through your trade show **exhibit** design. Have you considered a food bar in the front to display your products or to pour drinks or display food items? Your trade show **exhibit** design is incredibly important at shows like this because you need to allow people to see what it is you offer from down the aisle. If they can't see, smell, or hear the chatter about your food bar, you may miss out on the chatter about popular **exhibits** and products.

Source: Company Website

October 01: Stay Ahead of the Emerging Trade Show **Exhibit** Trends

Trade shows happen every month across the globe. No matter the industry, there are certain themes, certain elements, and certain technologies which are redefining trade show **exhibit** trends. The trade show floor is changing rapidly and you'll no doubt notice many of these trade show **exhibit** trends in the next **exhibit hall** you walk:

Trade Show **Exhibit** Trends with Growth Potential Whether you're at an oil and gas industry show or a show focused on marijuana, irrigation, or packaging, living walls are incredibly popular. Trade show trends such as living walls seem unusual at first until you see how people respond to these elements of a trade show booth. They offset cold elements of technology and make any trade show **exhibit** feel much warmer. A living wall is one of the most exciting trade show **exhibit** trends because it's unexpected in an environment full of aluminum, wood, and other materials.

Joulon trade show **exhibit** Absolute **Exhibits** Trade Show **Exhibit** Trends with Movement Trade show **exhibit** trends are often technology focused and interactive video walls are growing in popularity. Interactive video walls offer attendees a great way to learn more about companies' products in an engaging way.

### SECTION 4 PRESS RELEASES: 2018

August 15: Absolute **Exhibits**, Inc. Receives 2018 Best of Orlando Award

Absolute **Exhibits**, Inc. Receives 2018 Best of Orlando Award

Orlando Award Program Honors Absolute **Exhibits** for Best of Orlando Award

ORLANDO August 15, 2018 - Absolute **Exhibits**, Inc. has been selected for the 2018 Best of Orlando Award in the Advertising Agency category by the Orlando Award Program.

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Each year, the Orlando Award Program identifies companies that they believe have achieved exceptional marketing success in their local community and business category. These are local companies that enhance the positive image of small business through service to their customers and the Orlando community. These exceptional companies help make the Orlando area a great place to live, work and play.

Various sources of information were gathered and analyzed to choose the winners in each category. The 2018 Orlando Award Program focuses on quality, not quantity. Winners are determined based on the information gathered both internally by the Orlando Award Program and data provided by third parties.

Said President, Jan Koren, "We're delighted to receive this award for our contributions to the Orlando community. We strive to provide a positive working environment for our employees and to enhance local business' abilities to market their presence on the trade show floor. Our successes are really the reflection of our dedicated team."

Source: Company Website

June 26: Absolute **Exhibits**, Inc.: Signs You're Ready to Purchase Your Trade Show Display

If you've had some success at a trade show or two, it's natural to consider an expansion of your trade show presence. With an expansion comes more questions. Should you continue to rent your trade show display, or should you purchase one? How do you know you're ready to make the leap from rental to purchase? You might be ready to leave behind renting if the following applies to you:

#### YOU'RE **EXHIBITING** AT MULTIPLE TRADE SHOWS

If you will be **exhibiting** at multiple trade shows, it may be in your best interest to purchase your trade show display rather than continue to rent one. Businesses with large volumes of trade shows often decide to purchase their display so they can be nimble. They don't want to have to contact their **exhibit** house every month or two and try to rush a design through in time for the show. Owning their trade show display offers them the freedom to pick up new trade shows within a short period of time. It also offers businesses branding consistency. This branding consistency will help you to become a recognized brand at industry trade shows.

#### YOU WANT A TRULY CUSTOM TRADE SHOW DISPLAY

When you rent a trade show display, there's only so much customization that you can do to make it stand out. Customized rentals are often hybrid designs, but they can't go too far out of the box because they're a rental. The really unique displays- shaped like a barn, an apothecary, or a piece of technology are purchased. This is because the details a business has envisioned simply couldn't be created with a rental. When your vision is grand, you should consider purchasing your trade show display. Only then can you create something truly unique that will stand out in the **exhibit hall**. Consider how you want to establish yourself and if this can be accomplished with a rental or a purchased trade show display.

trade show display

#### YOU'VE GOT A BUDGET TO PURCHASE WHAT YOU WANT

Often, trade show budgets are constrained.

#### SECTION 5 OTHER NEWS: 2018

September 25: Absolute **Exhibits**, Inc.: Design the Perfect CES Trade Show Booth

If you're involved in technology, computing, the internet of things, or anything with a technical slant, it's likely that you're considering showing at CES. CES is one of the largest trade shows in the nation and draws thousands of consumers to explore its many **halls**. However, **exhibiting** at CES requires strategy. If you're not careful, your CES trade show booth could get lost in the sea of giants. Consider the following tips to design the perfect CES trade show booth: Create a Bold CES Trade Show Booth

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If you're **exhibiting** at CES, you need to do something bold and daring to draw consumers to your CES trade show booth. This is where you have to invest your budget- in a theme, an experiential event, or unique brand activation event. When it comes to CES, your CES trade show booth needs to be something that's eye catching to stand out among the crowd. This is not the time to be a shrinking violet and play it safe. This is the time you need to be bold. Consider the many unique themes you could pursue in your industry and how you can communicate your brand story in your CES trade show booth from across the **exhibition hall** floor. Working closely with your **exhibit** design house partner, you can develop something truly unique and memorable.

## SECTION 6 ABSOLUTE **EXHIBITS**, INC. PATENTS

### 6.1 Previous ABSOLUTE **EXHIBITS**, INC. Patent title:

Issue Date	Issuing Office	Patent Title	Patent Number
Jul 23, 2019	US PTO	Thermoset in-mold finishing film	10,357,909

### 6.2 Previous ABSOLUTE **EXHIBITS**, INC. Patent abstract:

July 23, 2019 Absolute **Exhibits**, Inc. issued patent titled "Thermoset in-mold finishing film"

#### ABSTRACT

This invention relates to the manufacturing of durable thermoset in-mold finishing films (TIMFFs) combining in-mold decorating and in-mold durable exterior grade coating capabilities, to molded articles having TIMFFs adhering to their surfaces and both showing a decoration and providing protection, and to thermosetting resin formulations used in the manufacturing of TIMFFs. In some embodiments, the thermoset is prepared via polyurethane chemistry; the manufacturing process comprises reaction injection molding (RIM) with a specially designed mold; and articles having TIMFFs adhering to their surfaces include graphic panels for durable signage, structural graphics, molded flooring, prefabricated housing, aerospace structures and body panels, automotive structures and body panels, and marine structures and body panels. In addition to RIM, the TIMFF technology is also compatible with other processes, such as injection molding, compression molding, resin transfer molding, spin casting, rotational molding, thermoforming, roll lamination, use of a platen/laminate press, and blow molding.

PermID: 4296208617

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## Classification

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**Language:** English

**Document-Type:** Press digests

**Publication-Type:** Newswire

**Subject:** TRADE SHOWS (93%); FINANCIAL PERFORMANCE & REPORTS (90%); PRIVATELY HELD COMPANIES (78%); PATENTS (68%)

**Company:** Absolute **Exhibits**, Inc.

**Ticker:** ABSOLUTEEXHIBITSINC

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**Industry:** TEMPORARY STAND RETAILING (70%); PROFESSIONAL SERVICES (66%); PROPERTY MANAGEMENT (66%); MARKETING & ADVERTISING (66%); WEB DEVELOPMENT (50%)

**Geographic:** CALIFORNIA, USA (90%); NORTH AMERICA (79%); BRAZIL (79%); UNITED KINGDOM (75%); GERMANY (75%); JAPAN (55%); SPAIN (55%); UNITED STATES (55%); BELGIUM (55%); INDIA (55%); United States; United States

**Load-Date:** October 11, 2019

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