



**Fusion
Creative:
Putting it all
together.**

Artistic Form + Functional Space = Flawless Design.

WHO WE ARE

Welcome to the Fusion Creative Lab

We like to think of ourselves as scientists—just of the creative sort. Why, you ask? Because we mix fresh ideas with a practical approach to business to create optimal event marketing solutions. How do we do it? We use our brains...

So, what are we thinking?

The human brain is comprised of two separate hemispheres. The right hemisphere handles creative thought, while the left provides logic and reasoning. To succeed in today's competitive marketplace you need to satisfy both.

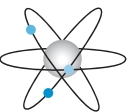
In our right minds

Tradeshows can be a cluttered environment. When dozens of exhibits and events are vying for attention it's tough to stand out. That's why our dedicated creative team cuts through

the clutter with jaw-dropping concepts that capture attention and inspire imaginations.

Don't worry, there's some left

Ever find yourself laughing at a clever commercial only to realize that you have no idea what the spot was promoting? That's money wasted. At Fusion Creative, we believe that effective advertising needs to both engage and educate. Brand recognition and benefit-oriented messaging should never take a back seat to unnecessary gimmicks. Seamlessly merging eye-catching concepts with to-the-point messaging is what we do best. And when you add affordable pricing, personal attention, and an aim-to-please attitude to the mix, the choice for your next exhibit is a no-brainer.





We make your
vision a reality.

Artistic Form + Functional Space = Flawless Design.

WHAT WE DO

Capture your clients' imaginations

Fusion Creative is a company that focuses on providing unique and effective solutions to your organization's event and exhibit needs. We're proud to bring an enthusiastic approach to every project we undertake—innovating where others are content imitating.

Taking you from point A to point B to point "WOW!"

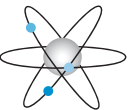
To help achieve your goals, we'll start by partnering with you to develop a plan specific to your company's economic and creative wants and needs. From there, we'll work with you every step of the way to ensure all of your expectations are met—if not exceeded. It's this drive and commitment to you, as our client, that we intend to deliver through all our work.

Fresh ideas coupled with a practical approach to business. That's what we do.

Big or small, every project is important

Whether it's a custom design project, a last-minute exhibit opportunity that requires rental components, or something as simple as a portable booth purchase, we treat each project with the respect it deserves. And it's this dedication to our clients that sets us apart from our competition.

Ultimately, we believe your company isn't just another name on our client roster. And once we get your business, we won't forget to appreciate the fact that we earned it. At Fusion Creative, personal attention always goes without saying.





Dedication to
our clients.

Artistic Form + Functional Space = Flawless Design.

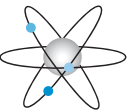
SERVICES

In order to take a step forward, it's often beneficial to take a step back. Why is this? Because in doing so, you can learn from past experience and better prepare for the future.

At Fusion Creative, we apply this philosophy to every project we undertake. By focusing on both past and present needs we can determine the best course of action to meet (and exceed!) your tradeshow program's goals. Our wealth of experience in planning and coordinating successful programs—and the strategic partnerships we've established as a result—help us deliver a wide variety of high quality services which include the critical functions of comprehensive account management, I&D labor and transportation

coordination, and storage of properties, just to name a few. In addition, our breadth of services also encompass such project-specific tasks as custom exhibit fabrication & refurbishment, graphic design & production, show service planning and on-site supervision, as well as international tradeshow coordination and management capabilities.

Whether your needs are minimal or all-inclusive, planned or last-minute, we promise to deliver the results you want—before, during, and after the show. So, let us worry about your show planning needs. We'll let you concentrate on building your business.





**Unparalleled
sense of design.**

Artistic Form + Functional Space = Flawless Design.

CREATIVE SOLUTIONS

It's essential that your corporate image and graphics communicate your message accurately and effectively. At Fusion Creative, we utilize the latest technology and processes to ensure your graphic content is flawlessly executed. And the highest quality construction techniques and materials are always used to guarantee your complete satisfaction. Since you only get one chance to make a first impression, why risk potential sales on substandard exhibits and events?

The members of our creative team are some of the premier designers in the exhibit industry. Their ability to create design solutions that capture imaginations and get the point across is part of what makes us the right choice for your next promotion. Quite simply, they bring an unparalleled sense of design to Fusion that you won't find anywhere else.

Our creative capabilities include:

3D Design

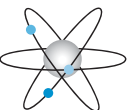
From a small point-of-purchase (POP) display to a grand scale 3D environment, our designers possess the know-how to create your show-stealing experience. Not only will we find the right solution for your budget, we'll offer the flexibility to reconfigure the properties to meet multiple show needs.

Graphic Design

The ability to create compelling imagery that captivates and educates is critical to our success. So, when custom graphics or creative materials are needed, our designers can craft a marketing solution perfectly suited to communicate your brand image and messaging. Whether it's product or service-oriented artwork, promotional materials, or pre & post-show marketing resources, we can deliver the perfect tools to tackle any need.

Multimedia

3D Animation, Motion Graphics, Interactive Presentations & Video Production—if you want it, we've got it. When it comes to multimedia capabilities, they sky's the limit.





We create
experiences.

Artistic Form + Functional Space = Flawless Design.

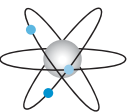
CUSTOM EXHIBITS

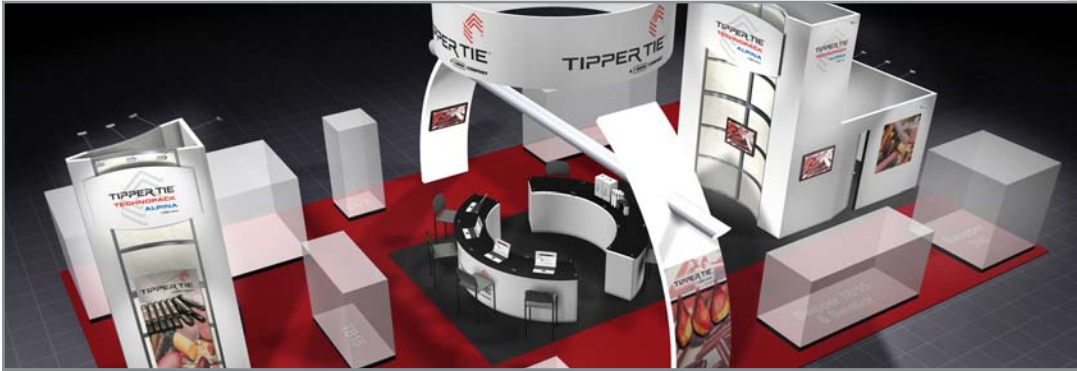
In the vast world of tradeshow exhibits, it's critical that your image and message aren't lost among a sea of competitors. To achieve maximum exposure, ordinary exhibits just won't do. You need an environment that is uniquely yours, and prominently communicates your status as a premier vendor in the global marketplace.

At Fusion Creative, shaping and influencing public opinion is what we do. We'll work with you to determine your marketing goals and objectives, then devise a plan specifically tailored to achieve them—all while staying within your budget.

Simply put, our goal is to create experiences that go beyond tradeshows, themselves, and leave attendees with one name on their minds...yours. By continually providing innovative designs and solutions, we aim to help you build your business and create solid, rewarding relationships that will last for years to come.

Ultimately, we believe in innovation, not imitation, and encourage you to embrace the power of change.





We're flexible.

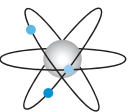
Artistic Form + Functional Space = Flawless Design.

CUSTOM RENTALS

Create a distinctive look without the expense of a one-of-a-kind product or supplement your existing booth properties with a fresh look through our Custom Rental Program. We possess a full range of rental options that offer the flexibility you want and the freedom of choice you deserve, all while providing a professional-looking, cost-efficient, alternative to ownership.

At Fusion Creative, our goal is to help you achieve your goals. And we realize that sometimes a fully crafted exhibit isn't necessary to do that. So, whatever type of environment or booth configuration you seek, we'll deliver an exceptional design solution at a fraction of the cost of custom-built items.

For many companies, the inclusion of rental properties in their tradeshow marketing strategy has become a popular option in recent years. Much like our clients who possess custom-built booth properties, our rental options can easily be tailored to feature your company's product or service-specific graphics and identity-based artwork. Whatever your needs might be, we can create a design solution that adheres to your corporate branding guidelines and offers an innovative, yet consistent, look from show to show.





Artistic Form + Functional Space = Flawless Design.

PERMANENT INSTALLATION

Fusion Creative's 3D environments combine innovation, accessibility, and function into a single, permanent exhibit experience. Discover the possibilities...

Your opportunity to impress clients doesn't end when the tradeshow closes its doors. A custom-built point-of-purchase (POP) display can serve as a highly effective means of product placement and promotion, while the lobby of your headquarters and your showrooms, for example, represent permanent promotional venues that can be utilized to create focused, successful image branding. Whichever medium best suits your need, Fusion Creative can help you make the most of positioning strategies that many companies overlook.

First, we'll work with you to determine the best way to achieve your goals. From there, we'll create a design solution that captures your organization's unique corporate identity and product/service solution. Finally, we'll deliver a result that utilizes quality construction, ensures satisfaction, appeals to your target audience—be they clients or internal personnel—and ultimately enhances the viewer's product or service experience.

From strategic planning and design, through fabrication and installation, we can accommodate any exhibit need you might envision.

