

# Make Your Booth More VISUALLY APPEALING

Here are some tips from IHA and the The Inspired Home Show (TIHS) for creating the display in your trade show booth. This section offers guidance in the areas of lighting, property use, color application, graphics, display fixtures, product placement and move-in suggestions.

These display tips are described based on the following key:

- \$ First-time exhibitors on a tighter budget.
- \$\$ Seasoned exhibitors who are returning and wish to heighten the look of their booth beyond the services offered through the Show's vendors.
- \$\$\$ Charter exhibitors who may have the financial wherewithal and are searching for both artistic and increased sales inspirations.

Together with the Show's Exhibitor Services Manual (ESM), these tips will help in heightening the look of your presentation within your trade show booth. Before you invest in the development of any booth designs, please review the Show guidelines to ensure your booth adheres to all booth regulations established by IHA and McCormick Place. Show Guidelines are available in the ESM. [Click Here](#).

## I. Lighting

Lighting is a great way to highlight your products with the right use and equipment. It is a business asset that should be carefully considered for investment. Where the light fixture is placed, and in which direction the light is pointing, can have a major impact on perception and sales. Not just providing illumination, but the lighting equipment itself can also affect impressions of the space and its owner. Lighting can also aid in telling a story about the space, whether a business is likely to be focused on high-end products or focused on providing a general wash of light to illuminate mass merchandising. As a general rule, union labor will be needed to electrify lighting within the convention center, however, exhibitors can install their own light fixtures and plug in their own lamps. Be sure that any cords are correctly installed, covered and tucked away so it's not unsightly or provides a tripping hazard. [Click here for tips on ordering electricity](#).

In this section we will be using the lighting industry terms of Task, Ambient and Accent.

- **Task Lighting** provides improved illumination to your work area, may use different bulbs types and comes in different shapes and sizes such as clip-on lamps, desk lamps and reading lamps.
  - **Ambient Lighting**, also known as general lighting, radiates a comfortable level of brightness without glare and allows you to see and walk about safely.
  - **Accent Lighting** adds drama to a booth by creating visual interest and is used to draw the eye to an interesting piece or focal point within the stand.
- \$ As a new exhibitor, you have the option to rent extra lighting beyond the general ambient lighting offered as a part of your booth package and within the hall. Supplied by Freeman, the Show's general contractor, these types of quartz halogen or LED rental lights can be installed by clamping at the top edge of a typical booth with arms that extend inward. Usually, this type of light provides a cascade directly downward and washes the wall with cool lighting. For an even spread of lighting, it is recommended to mount a light fixture every 4-6 linear feet. This type of basic lighting is typically referred to as task lighting. Select booth packages at TIHS do not come with the option for free extra electricity beyond the voltage within the basic booth package, however you may order extra electrical options through Freeman in advance of the set-up.

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\$\$ Exhibitors also have the opportunity to use their own lighting fixtures. Extra electric service must be ordered to power anything beyond what is offered in your booth package.

All extra lighting fixtures must be UL listed and have a three-pronged grounded plug. Beyond illuminating a booth with task lighting, some of the most successful booths incorporate decorative lighting, along with task lighting, to add interest and brighten a typically dim area. Examples of exhibitor-owned decorative lighting fixtures are chandeliers, large floor lamps, lightweight wall sconces, lanterns and holiday twinkle lights. In conjunction with task lighting, the special lighting can further define a sales space to bring extra attention to a merchandising presentation. Be sure to pack extra adaptors and power strips and verify with the show's general contractor regarding the use of your own electric equipment prior to the show.

\$\$\$ Booths with display shelving units that may not be well illuminated by basic task lighting alone, may also use small LED downlights created specifically for shelving fixtures. Purchased from big-box retailers, installing one down light per shelf will create an ambient experience, illuminate the product and further highlight once dimly lit merchandise. Another type of lighting may be from LED or fluorescent lights in the form of a light box to rear illuminate graphics, logos, photos or verbiage pre-printed on translucent material. This type of presentation will require increased effort to coordinate all electrical, graphic and lighting elements, so be sure to allow enough planning and construction time for a smooth assembly while on site.

## II. Property Use

Many popular movies, theater productions and retail stores use properties (also called "props") to set a tone and further tell a story. Within the plot of a theatrical production, props help to define a time period and location to guide the audience through a narrative leading to the conclusion. Props also aid in conveying the essence of a product line with a quick glance, therefore further enticing a potential buyer to understand your product and increase chances of entering your booth.

\$ Similar to property used in the movies, trade show booths use props to help tell a story, feature a show special or further educate a deal. Some props can be created on a shoestring budget by using a dash of spray-paint on unique items collected from yard sales or storage attics to give new life to once-weathered goods. Funny hats, musical instruments, winter sleds, garden equipment and even motorcycle parts have given life to booths to further define a story line and look to help sell merchandise.

\$\$ Buying items from big-box retailers or smaller boutiques, yet using your purchases in unusual ways, is also a great way to feature your merchandise. Large placemats or throw pillows can be used as display surfaces to pull different goods together as a kit, and to increase units per transaction. A small throw rug can be draped over a display table as a cover to feature a grouping of goods. Adding plexiglass risers will aid in showing goods with further dimension on top of the throw rug. Placing a small lit chandelier on a table top surrounded by merchandise makes a dramatic statement, and gives a visual allusion to a fallen light inspired by the famous scene in "Phantom of the Opera." Even spreading a bed of manmade sea glass to create a display surface has lent a unique tone to heighten display interest. Since all textiles must be fire retardant to adhere to the Show's rules, pre-spray the textiles with fire-resistant liquid in advance of shipping and keep a bottle of the same fluid in your booth.

\$\$\$ The purchase of unique props from specialty retailers, called prop houses, may be a great solution to finding exceptional goods that may not be available through big-box retailers. Once you have purchased your prop, keep track of how it helps to move the merchandise and increase sales. Since trade show shipping can be potentially costly, be sure that the prop continues to support sales as well as its own extra shipping fee before continuing to transport your prop to future shows. Mid-sized props within this range are usually the most successful in terms of ROI. Some examples of this type of prop are "antique" doors used as tabletops, accent tables, old-fashioned wall hooks, modern sculptures or an oversized vase (in which to place floral) and are great ways to enhance the look of a booth, tell a visual story and increase sales.

Special up-scale props, including furniture not readily available through Freeman or your Exhibitor-Appointed Contractor (EAC) are also ways that large-scale booths can heighten the look of their presentation. Party rental businesses and prop houses feature modern, fashionable rental furniture such as upholstered chairs, bars, coffee tables and completely themed decorations. Consider using these types of services; larger rental houses are usually familiar with delivery to trade show venues as well.

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## III. Background Colors and Textures

Color is a significant tool used in booth presentations and visual merchandising. Combined with the use of an interesting texture, it can be used to influence the behavior of buyers and evoke different reactions. Exhibitors can use color and texture to suggest associations about their products on display and can also make visitors feel different emotions. Bright and warm colors such as red and yellow can be used to attract attention as well as excite the visitor. Cooler colors such blue and green give a calm and tranquil response. Like color, using certain textures can evoke a feeling to the product mix. Rough textures like faux stone and slate suggest a rugged country look, while smooth textures like polished metals and glass evoke a sleek urban look.

If you choose to install a booth with drapery on the walls, or are considering transporting heavier materials to achieve a textured background, you will be required to attain pre-approval from Show Management fire safety and shipment/drayage cost purposes.

Certain booth packages provided by Freeman can be painted, nailed and stapled. Check the ESM for further guidance or contact your trade show sales manager.

\$ An interesting way to add color and texture quickly to a standard smaller booth is to install a curtain rod, by use of tension between the sidewalls, and against the backwall. Hanging fire-resistant fabric over the rear wall adds an instant splash of design quality without the labor and permanency of paint. Using large decorative curtain hooks will add an extra sense of drama to the space. Many fabric vendors who sell fire resistant cloth also offer the service of finishing goods, so you can order a custom-looking curtain that is both to fire code and sewn to specifications from one source. When choosing your fabric, be sure to keep the carpet color and wall color of your basic booth package in mind for coordination purposes.

\$\$ Installing pre-made panels against the backwall and sidewalls of your booth is also a great way to create interest and help to create a focal point. It isn't necessary to completely cover all areas of the walls in the style of wallpaper, either. Simply use three identically sized panels within a typical booth and place the panels within the center of each wall. For a finished look, keep the size of the panels the same dimension as the height of the booth. Cover three panels of gator board with fire-resistant fabric by wrapping the fabric over the front of the board and stapling the fabric to the back of the board. For extra richness, use a batting material to create a soft upholstered look. Other stylish materials applied to booth background surfaces have been tile, wallpaper, cork, faux stone, thin brick, contemporary (3-D) dimensional wall panels, decorative tin ceiling plates and kitchen counter backsplash mosaic tiles available on pre-mounted webbed sheets.

Place a shelf unit or special displays in front of each panel for unified interest. Install a graphic on the front of the shelving unit to cover empty areas and add interest to a once vacant shelf. Backgrounds with a smoother texture will be able to receive rub-on lettering to achieve the look of a silk-screened logo or image directly on to the material. Some Freeman booth packages may offer the ability to be painted, nailed and stapled. **Click here to review the booth packages available.**

Freeman also offers a variety of colors and select textures for rental carpet options to install within your booth. For an extra fee, consider using these alternatives for flooring choices when planning your booth color scheme. Exhibitors may choose to rent padding under the carpet for increased comfort, also available from Freeman. **Click here.**

\$\$\$ As discussed in the Graphics section, exhibitors have the option to have their booth background pre-printed and installed through Freeman or their EAC. Another way to achieve a customized booth design is by painting designated areas of your booth. Here's where it gets interesting - and blends a bit with graphics - with the use of rub-down custom graphics, you can apply vinyl logos or images directly onto your painted surfaces for a custom look, without the labor of paint stencils. Check the ESM on customizing booth parts if you are choosing to paint goods that you do not own. Hanging sheer fire-resistant fabric to separate sales zones is also a popular way of using fabric as separation screens. This type of fabric can also be pre-printed with custom imagery.

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## IV. Graphics

The use of graphics and photography in booth displays is an effective way of grabbing attention and communicating information to the buyer. The most common form of communication in trade shows is through text and signage, especially when promoting new products, order minimums or Show specials. Signage should communicate a short, clear message, which is consistent with the brand's marketing communications model.

- § Basic booth packages at the Show include signage with your company name. For a nominal fee, exhibitors may include their logo or special fonts in their booth package. Another way to feature graphics in your booth is by pre-printing your company logo on fire-resistant board and displaying the prints on the center of the rearwall and toward the front of each sidewall for easy visibility from down the aisle. Previous exhibitors have printed their logos on materials such as PVC plastic sheets, fire-resistant gator board and corrugated plastic panels. These items are more durable than foam board, will last for multiple shows, will not warp due to humidity and are equally easy to apply to the backwall with Velcro or similar adhesive material.
- §§ Exhibitors have the option of working with Freeman or their EAC and pre-ordering printed back and sidewalls. Panels can be printed on fire-resistant foam board or PVC panels, are placed within the hardwall structure of a typical booth package and can feature a seamless graphic from floor to ceiling. The most successful graphic of this type takes merchandise presentation into consideration so goods won't block important wall graphics like the company logo and supportive descriptive text. Many booth packages with fully printed side and backwalls feature a combination of the company logo, combined with a faded image so the printed images won't compete with the merchandise, and an interesting message that can be understood within a second or two. Giant text stating attributes of the featured merchandise like "Easy to Clean," "Stackable" or "Will Look Great In Store" has been used in fashionably graphic ways. Additionally, consider showing photos of how the merchandise is manufactured and shipped; this further illustrates the idea of the birth of a product to its life on retailers' shelves. Use the unused portions of your booth walls to further sell the idea or story of your company product through large-scale photos or imagery.
- §§§ As discussed in the paragraphs about lighting, exhibiting companies have the option of placing their logos and other images on vertical or horizontal light box surfaces. This type of graphic lends a handsome look to a booth to increase clarity, visibility and will grab attention quickly. In addition to side and backwall signage, booths with a minimum of 1,000 square feet are eligible to hang a ceiling sign with the pre-approval of Show Management.

Additions of flat screen monitors within the display booth also lend a valued layer of product education. When mounting flatscreen monitors:

- Consider placement on a hardwall to save on space (let the merchandise remain as the featured items),
- Ensure that the screen will be situated in a location that compliments wall graphics (does not block printed graphics) and is easy to view from the aisle, and
- That the video contains images and logos that match the look of the booth overall.

All electronics should be secured to deter theft regarding video use. Keeping video volume to a level that can be heard within the booth will set an example of strong boothmanship, as well. **Click here for option for ordering monitors.**

## V. Display Fixtures

Display fixtures are types of furniture used to feature product in special ways. The proper use of fixtures can greatly influence the selling environment. Unique fixtures are often used by retail stores and wholesale show spaces.

Before purchasing a display fixture for use in your booth, consider that your merchandise must be visible, easy to access and the fixture must be flexible to adapt to each booth and type of merchandising from show to show. Having merchandise visibly placed within each fixture is essential. Buyers place orders on what they see featured in your booth and by touching or using the product.

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- \$ Freeman offers a selection of furniture including tables, wall shelving, slat walls, cabinets and basic display racks. The type of merchandise that needs to be displayed will dictate the type of display fixture needed. Keep the presentation of your merchandising clear and distinguishable. Don't confuse the buyer with overwhelming use of display fixtures or props. Use your own small-scale display equipment on top of these surfaces, such as plexiglass risers displayed on wooden surfaces. Use easels or book stands to show your items with a dimension of height - and to keep goods from blocking each other. Update a generic-looking booth with stretch fabric covers over the rental furniture for a sleeker looking presentation.
- \$\$ Consider purchasing larger display fixtures to use in conjunction with the Show's rental fixtures. For example, a small living room side table can be used adjacent to a rented reception counter and multiple ottomans make for wonderful display surfaces in addition to rental shelving. Big box retailers offer interesting things like sleek shelving options and tables with extra character. Borrow ideas for display fixtures from other industries. Baker's racks lend themselves nicely to kitchen-related merchandise and thin gallery display pedestals offer how your product will look in a retail environment. Beautiful wood boards can be used in place of the show-vendor shelving. Ask Freeman or your EAC for dimensions and weight thresholds of the shelving brackets before making your purchase.
- \$\$\$ Retail display fixture companies have many items that can double as wholesale fixtures such as nesting tables, vertically stacked bins, display vetrines and even mini-display counters. These may be the type of additions needed in your booth to add a unique quality while best displaying a large quantity of product. On a creative note, using interesting materials combined with basic display fixtures can also be quite stunning. Colored plexiglass, clear corrugated plastic panels and mirror-like reflective glass, faux brushed metals and fake etched glass have all proved to be fantastic display surfaces to update a basic fixture. In conjunction with downlights, placing additional uplights from behind a translucent display surface will also add a dramatic flair and richen texture to heighten the look of a typical sawhorse table presentation.

## VI. Product Placement

A word about product placement prior to diving into this area: This section is often the most fun, yet challenging, aspect of displaying product. The over-arching concept in displaying goods within a wholesale setting is to consider how your selection of merchandise will look in-store. Within your booth, capture the best way your merchandise will present itself for its final destination in a retail setting. Your core group of buyers will feel more confident when placing orders if they can visualize and relate to how well your goods will be seen within their own retail environments.

Upon identifying the buyers' desire to capture their in-store look, the next step is studying how a grouping of merchandise behaves in a space and how it is best featured. One basic principal in achieving this understanding is to get a feel of the most trafficked area of your booth and have the ability to depict the flow of buyers and how they arrive at your booth from a specific side of the aisle. First-time exhibitors will understand this once they are able to study traffic flow throughout the Show.

A second principal is to divide your merchandise into three groups:

- **Newness:** Goods that your company is newly promoting. Within this grouping you must identify your items that are poised to be your top performers and which are being introduced at the Inspired Home Show - also known as the "New Hero" items.
- **Impulse Merchandise:** Goods that are poised for add-ons to increase units per transaction when ordering. Within this group you have identified the secondary items that will enhance the larger order. This type of merchandise is referred to as the "Sidekick."
- **Flow Merchandise:** Goods that are created to hold a cluster of items together yet are not necessarily poised as the top two performers. Companies that offer kits of items have this type of merchandise. Examples of flow merchandise are tongs to a martini shaker assembly or a checkered tablecloth to a chic picnic set.

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As discussed in the Display Fixtures section, keep the presentation of your merchandising clear and distinguishable. Don't let the over-use of product or overwhelming use of display props become the "villain" by upstaging your merchandise and potentially eroding sales.

Once your exhibit is set up, take photos of your display booth to document the final design and merchandise placement for future reference between shows. This is a best practice that should take place at every event and will save time and money setting up at future shows.

The Inspired Home Show encourages all exhibitors to feature and promote new products in their booth every year. Free signage can be ordered through Exhibitor Marketing Kit to promote your new products.

- \$ A company's product or product lines will greatly dictate the display of the product within a booth. For example, if a company has only one item of different colors to feature, the display will most likely hinge on the array of color within the selection. However, if a company has many items, knowing which piece of merchandise will belong to each of the three groups will be imperative to creating a strong display. Place your New Heroes in the most prominent area of the booth as possible. Sidekicks usually are placed next to the New Heroes, yet in a lower position. Flow merchandise is placed artistically around both New Hero and Sidekick. This will also achieve another principal in merchandise display; showing items in a triangular composition is a popular concept used in many retail stores.
- \$\$ Seasoned returning exhibitors will most likely have a strong handle of how their merchandise is laid out within their booth, the flow of traffic within the space and the behavior of their merchandise within the environment. At this point, it's important to study what areas of the booth are typically inactive zones and what areas are the most affluent. Take note of where buyers pick up the first piece of merchandise for inspection and order/price minimum inquiry. This area of the booth is your strike zone. Be sure to place one of your most popular New Hero products in the strike zone, it may double as your most affluent area as well. Inactive areas need to be analyzed to move merchandise away and possibly replace with phase-out items or even display props and graphics. Inactive areas could also become strong storage spaces for neatly stacked literature or small laptop stations.
- \$\$\$ Companies that have a heavy inventory of goods may require the use of a planogram for installation. Using planograms to depict merchandise layouts are strong ways to communicate how to lay out a large inventory to set-up staff within a tight time period during move-in days. There are various software applications for such inventory control, however, many exhibiting companies set up a similar display booth in their warehouse, create a floor map or actively take photos from previous trade shows with parallel layouts for reference from show to show. Planograms and floor maps with editing notes are also excellent tools to measure product performance, increase quality presentations and allow easier monitoring of active vs. inactive zones.

## VII. IHA's Tips Before, During and After the Show

We hope you are inspired by the display tips discussed in this document. Knowing you may be purchasing and using extra items beyond your usual shipment to help decorate your booth, IHA would like to share some brief tips on getting your goods to your booth in time for your installation days. There are three general methods for delivering product to your booth for set-up purposes: Pre-Shipping for Large Parcels, Personal Drop Off Through the ASUV Program and Pre-Shipping for Small Parcels. Here, we'll also give you highlights from the three ways of transportation along with some guidance to prepare you for the run and break of the Show.

- **Pre-shipping** is recommended for exhibitors who are from out of the Chicago area, have heavy freight or are shipping from another convention center. It is not recommended to ship fragile, expensive or prototype items. You must ship to the holding warehouse or convention center within a specific timeframe prior to the Show. Depending on your booth package, most goods will be delivered directly to your booth from the holding warehouse, this service is referred to as drayage.

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Do not pack and ship parcels that advertise the contents to deter theft. For example, don't ship a flatscreen monitor in its original box. As a part of the booth set-up, empties will be stored within the convention center and off of the Show floor by Freeman and returned at the close of the Show. **Click here for a link to the shipping directions, address and ship dates for your specific hall.**

- **Personal drop off** at The Inspired Home Show is called the ASUV program. This program is recommended if you are located nearby, can fit your items into a vehicle no larger than a van and have expensive or one-of-a kind prototypes.

Exhibitors are advised to pre-register for this service. Those exhibitors who are not pre-registered may still participate in the ASUV program, but run the chance of having a later assigned drive-in time. Prior to driving to the check-in area, ensure you have your exhibitor badge. All badges must be picked up at the Show. After getting your Show badges and checking in at the designated parking office, your vehicle will receive a pass that should be displayed on the dashboard. Through specific parking entry ways, you may park your vehicle by an exhibition hall doorway for 20 minutes and deliver your items to your booth with your own manually operated cart. Only vehicles that are no larger than a van, have two people and a valid parking pass will be allowed to participate. One person must stay with the parked vehicle while the other shuttles parcels to the booth. As a time-saving tip, bring two carts so that the driver can load the second cart while the passenger runs goods to the booth with the first cart.

The ASUV program is a free service, however parking must be paid at the McCormick Place parking zone. You may use your own manually operated dolly carts; rental carts are not available. With the ASUV program, empties must be stored out-of-booth – usually exhibitors take empties back to their hotel or nearby place of business.

- If a small or individual parcel must be sent separately from your larger shipment, it is advisable to **ship to yourself** at your designated hotel. Small parcels are usually delivered to the convention center, but may not make it to your booth in time for Show opening.

## During the Show

For expensive items or prototypes, there is a designated free security lock-up area with guarded overnight storage in each hall. Do not store valuables in your empty boxes that will be stored by Freeman. Stored empties are not accessible, so be sure to include only the empty parcels that you will not need until the close of the Show.

Included in your booth fee is the Freeman Concierge Elite program, which provides a premium level of customer service to TIHS exhibitors. This program is available so exhibitors can remain in their booth to conduct business while handling concerns with Freeman traditionally handled at a nearby service desk. The Concierge Elite service provides for additional attention and enables the tracking and resolution of exhibitor requests during the run of the Show. **Click here for information on Freeman's Concierge Elite Service.**

The Inspired Home Show offers a product donation program if you wish to donate your product to a charity rather than ship it back after the Show. The Show has a list of selected charities authorized for this program. **Click here for more information on the product donation program and list of charities.**

Generally, goods are shipped out of the convention center by the same method in which they arrived. Check the Exhibitor Services Manual or ask Freeman or your EAC for out-bound shipping directions.

**Creator of this segment, Matthew Goodman, is available for individual consultation exclusively for exhibitors at The Inspired Home Show. Contact: matthewgoodman1@yahoo.com OR 646-436-3708.**

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# VENDOR RESOURCES

## IHA Official Vendor Resources

Freeman offers discounts for the pre-selection of their services via on-line ordering: Once you have received your user name and password, visit Freeman for a streamlined ordering process and information on Lighting, Props, Furniture, Tools, Backgrounds, Graphics, Audio/Visual, Fixtures, Flooring, and Upgraded Booth Rental Options: [www.FreemanOnline.com](http://www.FreemanOnline.com)

### Props/Furniture/Tools

On-Site FedEx Office: [www.USA@FedEx.com](http://www.USA@FedEx.com)

On-Site Floral Shop: [www.ShopFloralExhibits.com](http://www.ShopFloralExhibits.com)

### Background

Flatscreen Rentals: [www.ABComRents.com](http://www.ABComRents.com)

## IHA Non-Official Vendor Resources

Please note that IHA may not be affiliated with the sources listed below, and encourages exhibitors to use vendors services with professional discretion.

### Lighting

#### Specialists

Displays 2 Go: [www.Displays2Go.com](http://www.Displays2Go.com)

Pegasus Lighting: [www.LightUp.com](http://www.LightUp.com)

SLD Lighting: [www.TSSstage.com](http://www.TSSstage.com)

Times Square Lighting: [www.TSLight.com](http://www.TSLight.com)

#### Generalists

Home Depot: [www.HomeDepot.com](http://www.HomeDepot.com)

Lowes: [www.Lowes.com](http://www.Lowes.com)

Menards: [www.Menards.com](http://www.Menards.com)

### Props

#### Display Props for Fake Foods, Display Electronics, Wall Decor

Props America: [www.PropsAmerica.com](http://www.PropsAmerica.com)

#### Stock Props from Chicago-based Companies

Chicago Props: [www.ChicagoProps.com](http://www.ChicagoProps.com)

Ivan Carlson: [www.IvanCarlson.com](http://www.IvanCarlson.com)

Propabilities: [www.PropabilitiesOnline.com](http://www.PropabilitiesOnline.com)

Zap Props and Antiques: [www.ZapProps.com](http://www.ZapProps.com)

## IHA Non-Official Vendor Resources cont.

### Background

#### Fire Resistant and Theatrical Fabrics

Chicago Canvas and Supply: [www.ChicagoCanvas.com](http://www.ChicagoCanvas.com)

Dazian: [www.Dazian.com](http://www.Dazian.com)

Rosebrand: [www.Rosebrand.com](http://www.Rosebrand.com)

### Graphics

#### Printing Services

Alpha Graphics: [www.AlphaGraphics.com](http://www.AlphaGraphics.com)

Vista Print: [Vistaprint.com](http://Vistaprint.com)

Minute Man Press: [www.ChicagoMinuteManPress.com](http://www.ChicagoMinuteManPress.com)

Chicago Signs & Printing: [www.ChicagoBannerPrinting.com](http://www.ChicagoBannerPrinting.com)

### Fixtures

#### Retail Display Fixtures, Plexiglass Risers, Display Counters

Displays 2 Go: [www.Displays2Go.com](http://www.Displays2Go.com)

Global Shop Tradeshow for Store Fixture Suppliers:  
[www.GlobalShop.org](http://www.GlobalShop.org)

WW Displays Inc.: [www.WWDisplays.com](http://www.WWDisplays.com)

Maestro Pedestals: [www.Pedestals.com](http://www.Pedestals.com)

Store Fixture.Com: [www.StoreFixture.com](http://www.StoreFixture.com)

Store Supply Warehouse: [www.StoreSupply.com](http://www.StoreSupply.com)

#### Knock Down Furniture

Houzz: [www.Houzz.com](http://www.Houzz.com)

Ikea: [www.Ikea.com](http://www.Ikea.com)

Overstock: [www.Overstock.com](http://www.Overstock.com)

Target: [www.Target.com](http://www.Target.com)

Wayfair: [www.Wayfair.com](http://www.Wayfair.com)

### Tradeshow Display Specialists

#### Tradeshow Packages, Tension Fabrics, Modulares and Rentals

Beautiful Displays: [www.BeautifulDisplays.com](http://www.BeautifulDisplays.com)

Display It: [www.DisplayIt.com](http://www.DisplayIt.com)

Mod Displays: [www.ModDisplays.com](http://www.ModDisplays.com)

Pro Exhibits: [www.ProExhibits.com](http://www.ProExhibits.com)

Skyline: [www.Skyline.com](http://www.Skyline.com)

Test Right Visual: [www.TestRite.com](http://www.TestRite.com)

Trade Show Plus: [www.TradeShowPlus.com](http://www.TradeShowPlus.com)