

CHAPTER 3

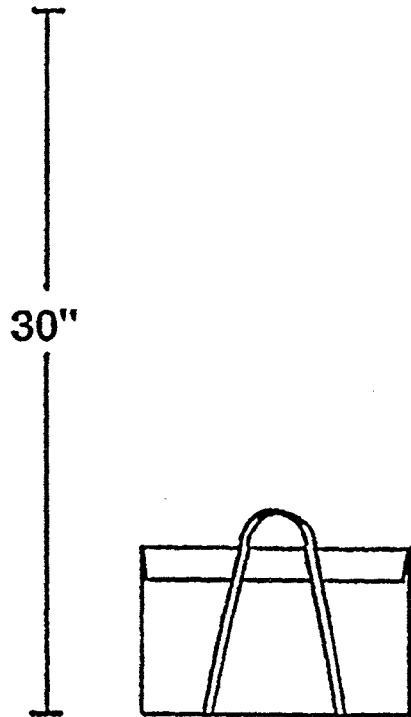
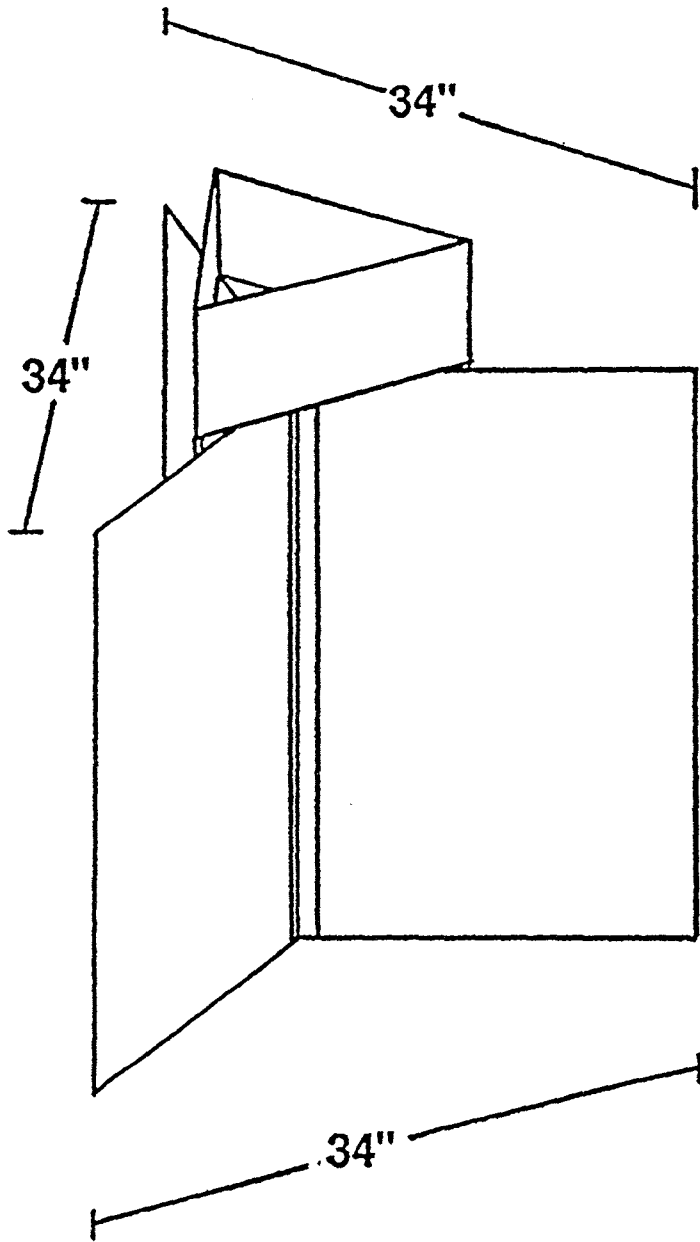
HOW TO MAXIMIZE THE NOAA PRODUCT OR SERVICE MARKETING IMAGE THROUGH THE EXHIBIT STRUCTURE EXTENSION CONCEPT

In order to diversify and maximize NOAA's image in the marketplace, full advantage must be taken of the types of portable exhibit structures available. This requires a cooperative approach to participating in major conferences/trade shows and more to inter- and intra-Line Office marketing. This image unification process begins with the procurement of the appropriate exhibit structures.

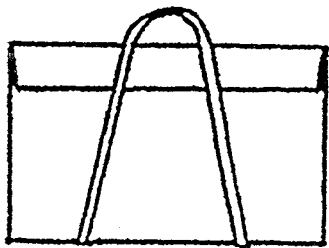
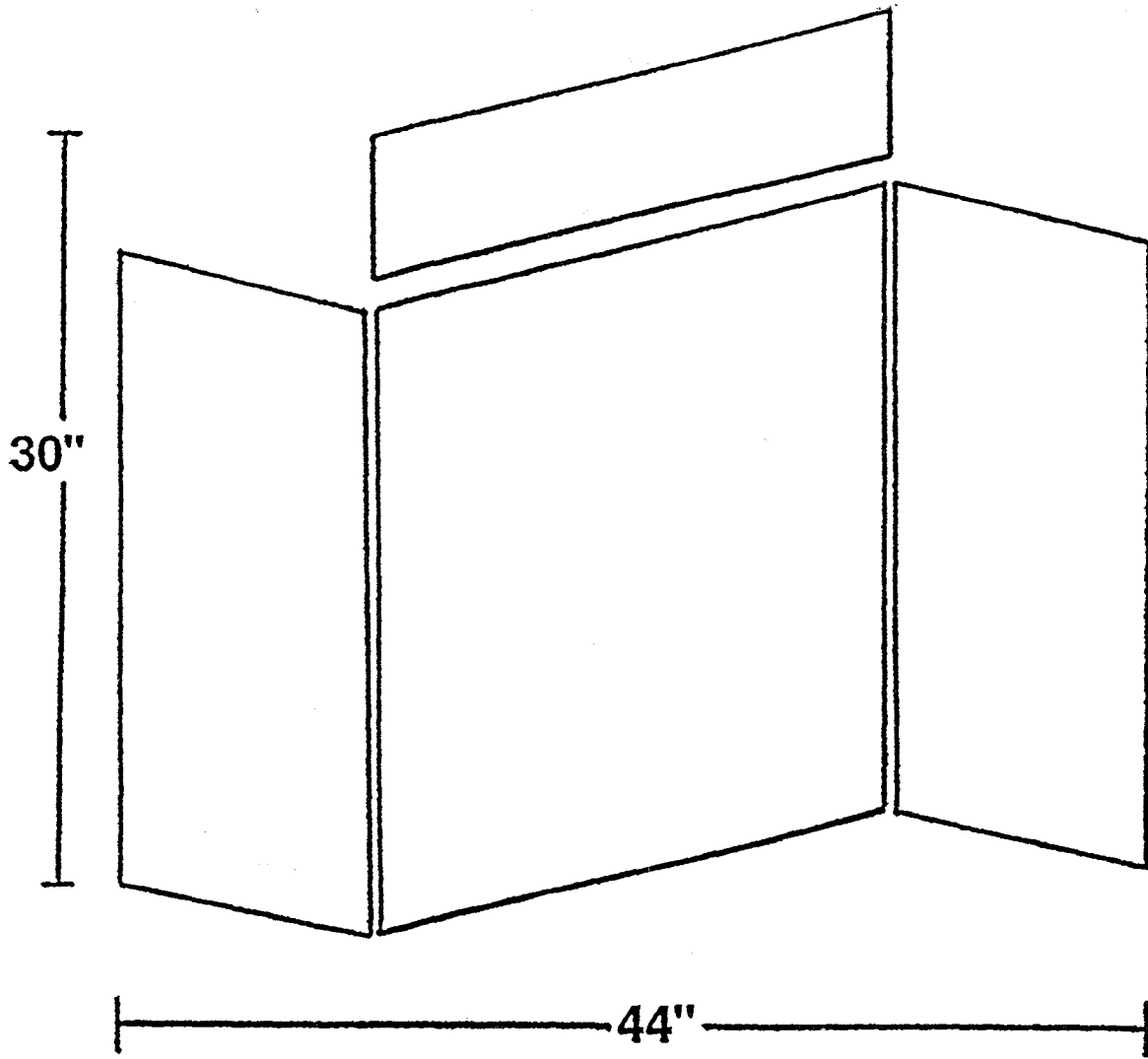
Exhibit structures vary in both type and function. The "extension concept" is widely accepted as the ideal means to unify structural conversions. This requires developing designs that increase exhibit structures in linear feet using in-line extensions (10' x 10' to 10' x 20' to 10' x 30'), or from in-line extensions to island spaces (20' x 20' to 30' x 30' to 40' x 40'), or to peninsula spaces (40' x 100'). This maximizes the size of the exhibit while influencing the need for more coordinated exhibit procurement practices.

In addition to major exhibit hall opportunities, there are shopping malls, airports, and aquaria, as well as opportunities for outdoor exhibits and portfolio units. NOAA, by marketing its image in these situations, must perform with maximum visual impact.

The following is a variety of modular exhibit structures that meet NOAA's requirements as well as general conference/event/trade show, fire code, and size regulations. These structures can be used singularly to create individual display areas, or collectively to develop unified custom exhibit environments.

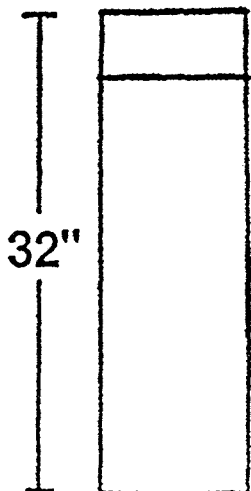
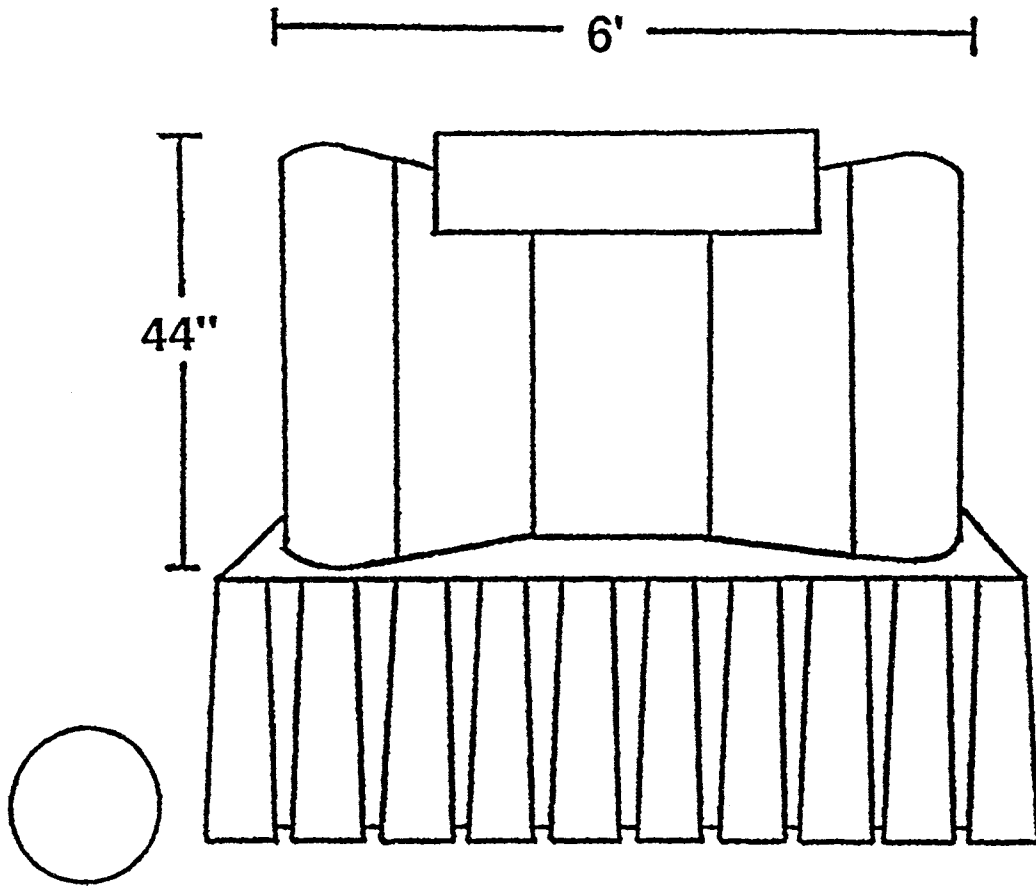


PORTFOLIO

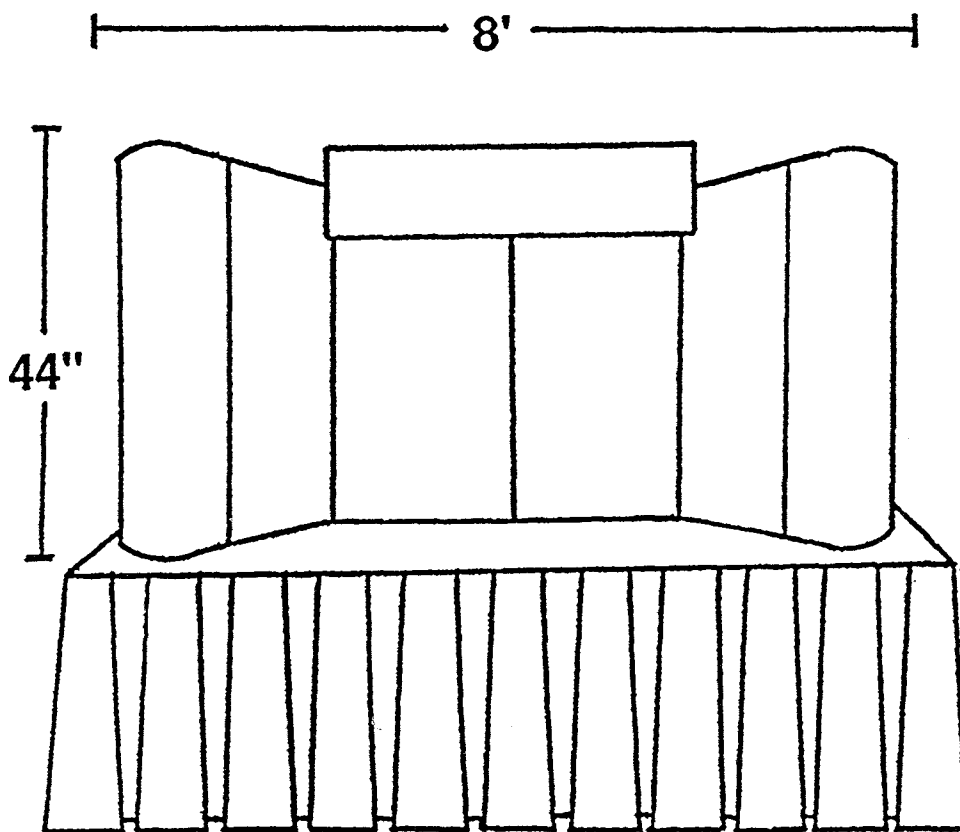


PORTFOLIO

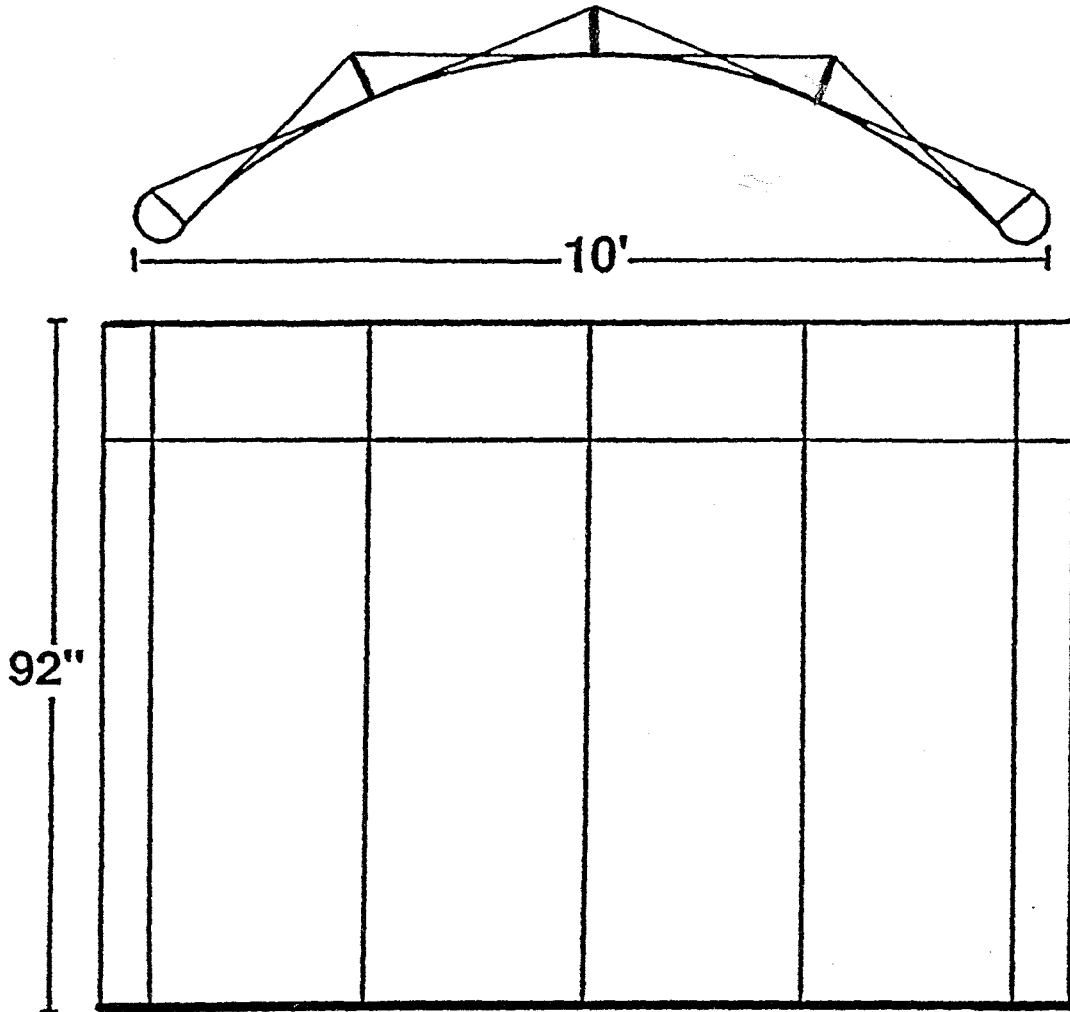
6' TABLE TOP



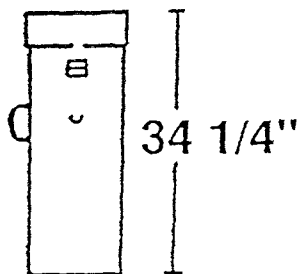
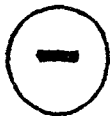
8' TABLE TOP



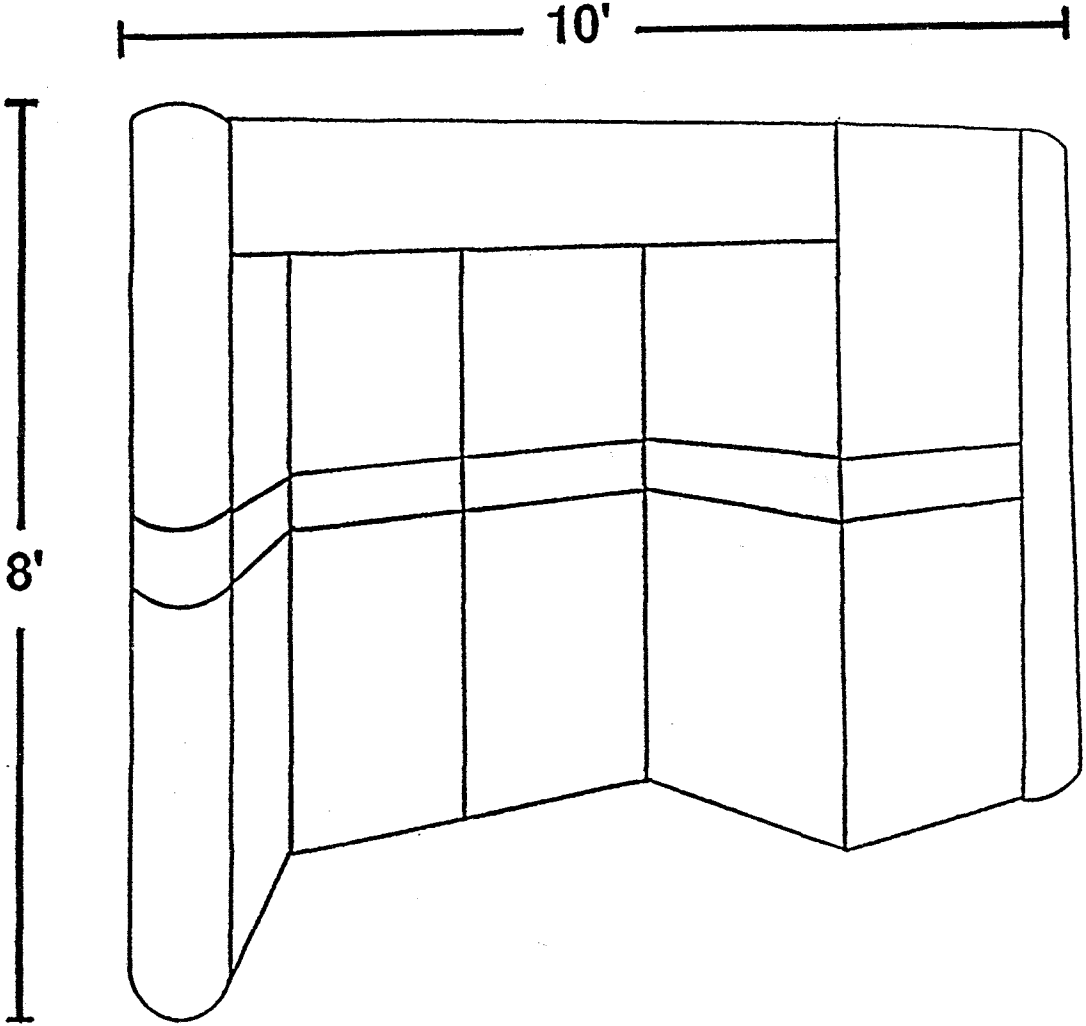
10' FLOOR EXHIBIT



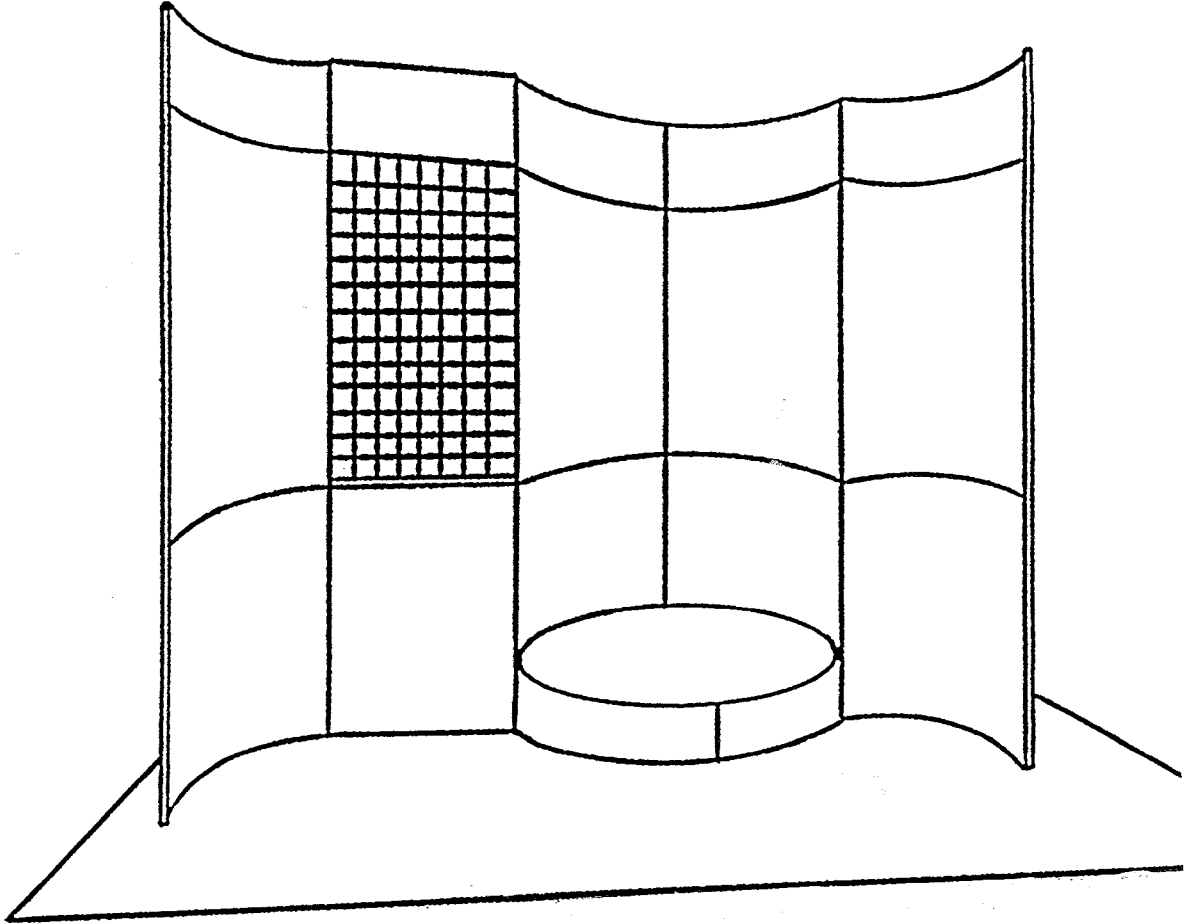
12 3/4" Dia.



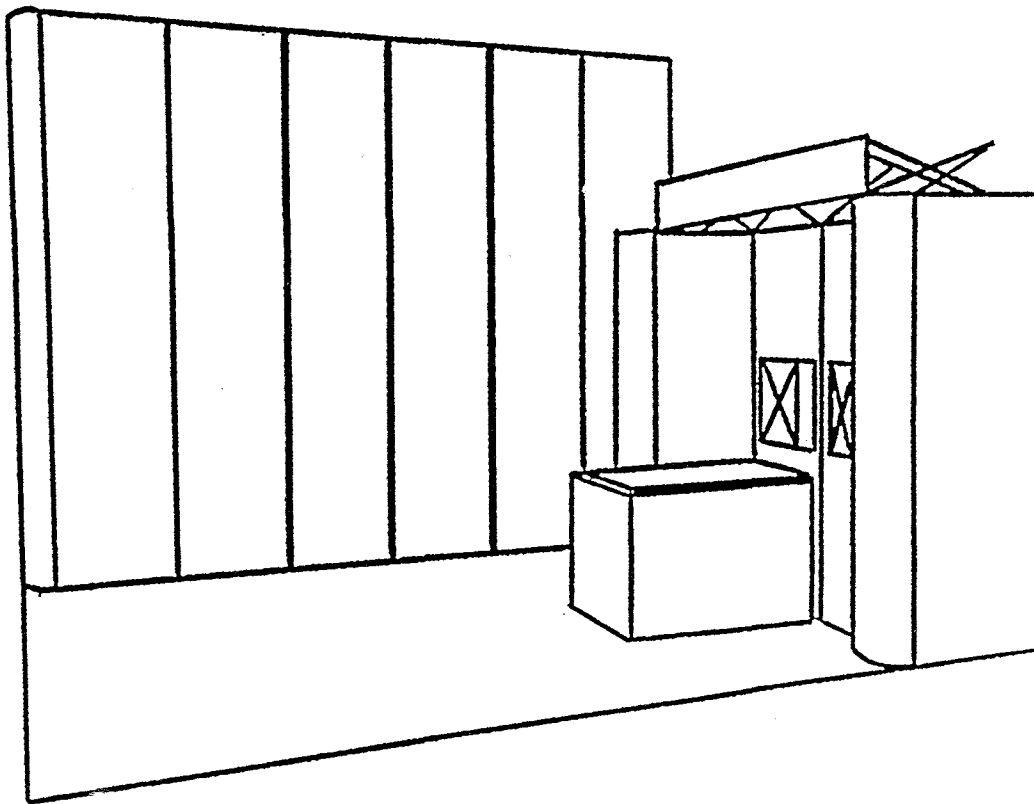
**10' FLOOR EXHIBIT
FLAT OR ANGULAR**



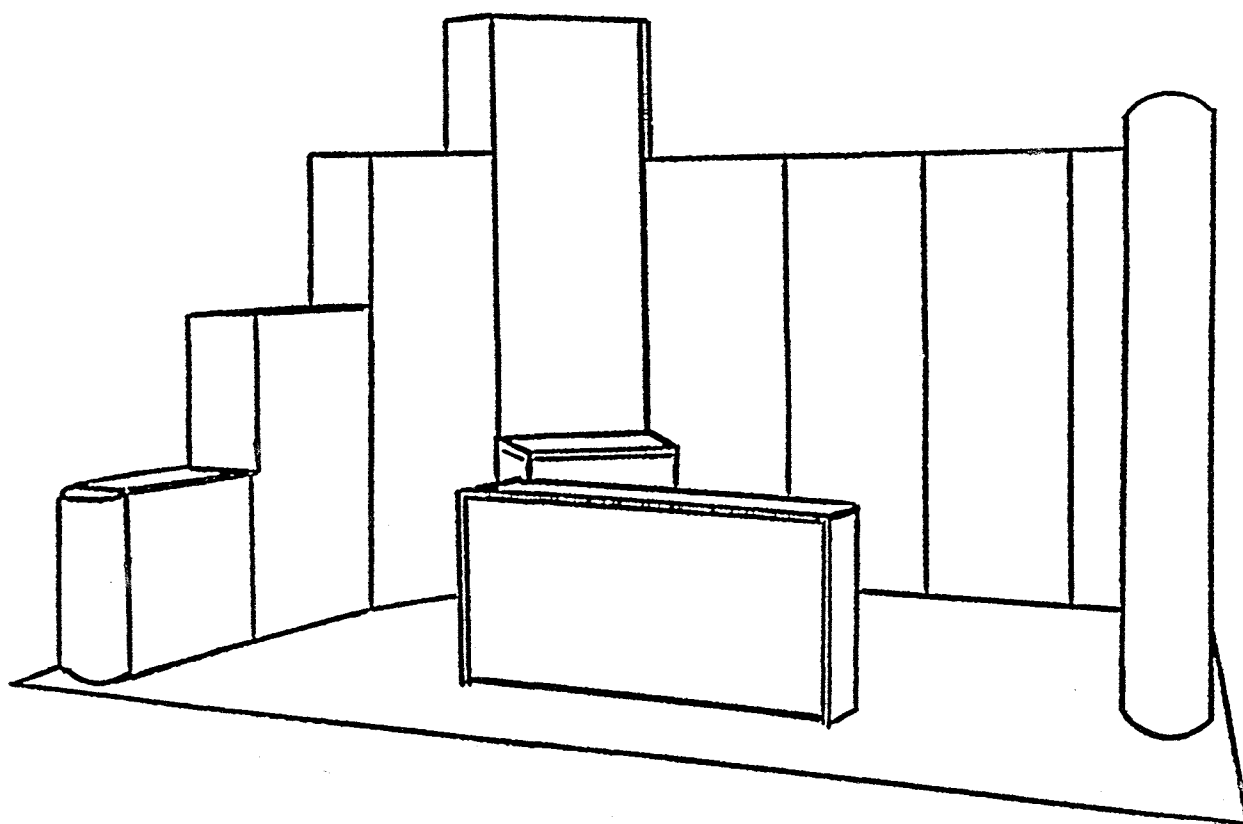
10' FLOOR EXHIBIT CURVED CONFIGURATIONS



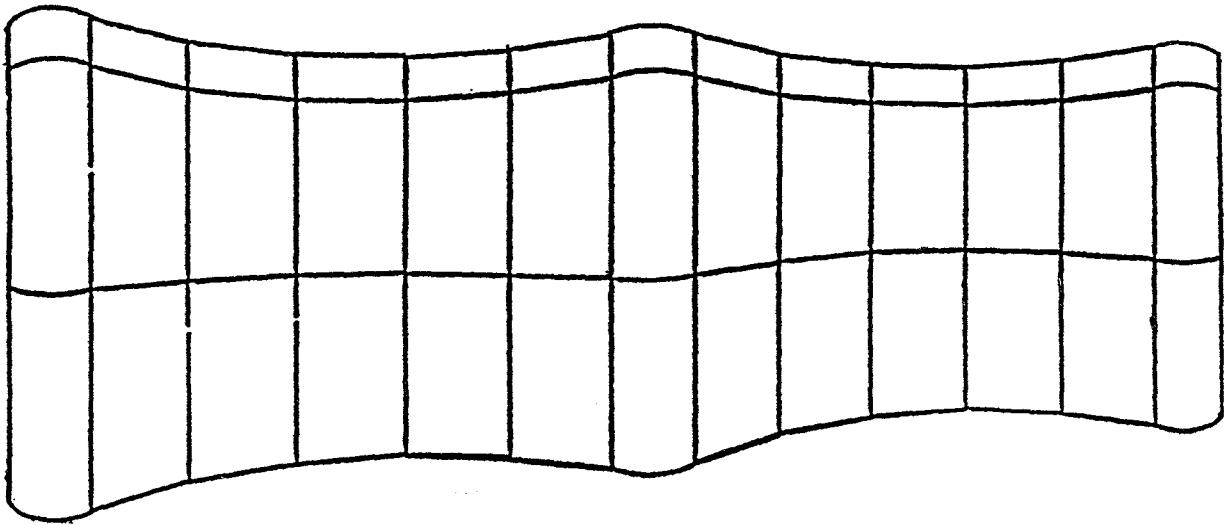
10' FLOOR EXHIBIT L-SHAPE



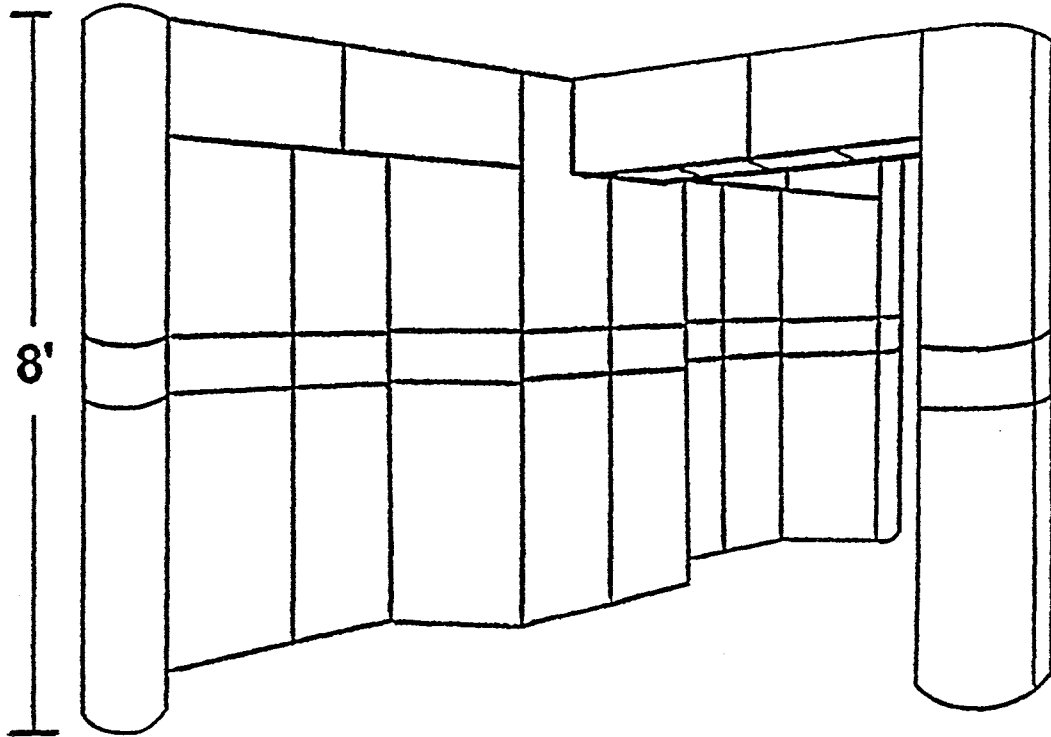
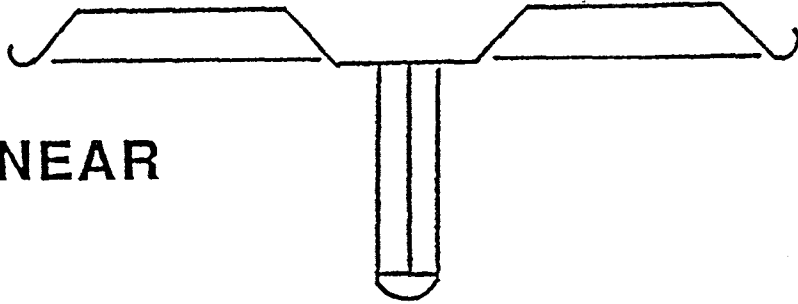
10' FLOOR EXHIBIT 3-DIMENSIONAL



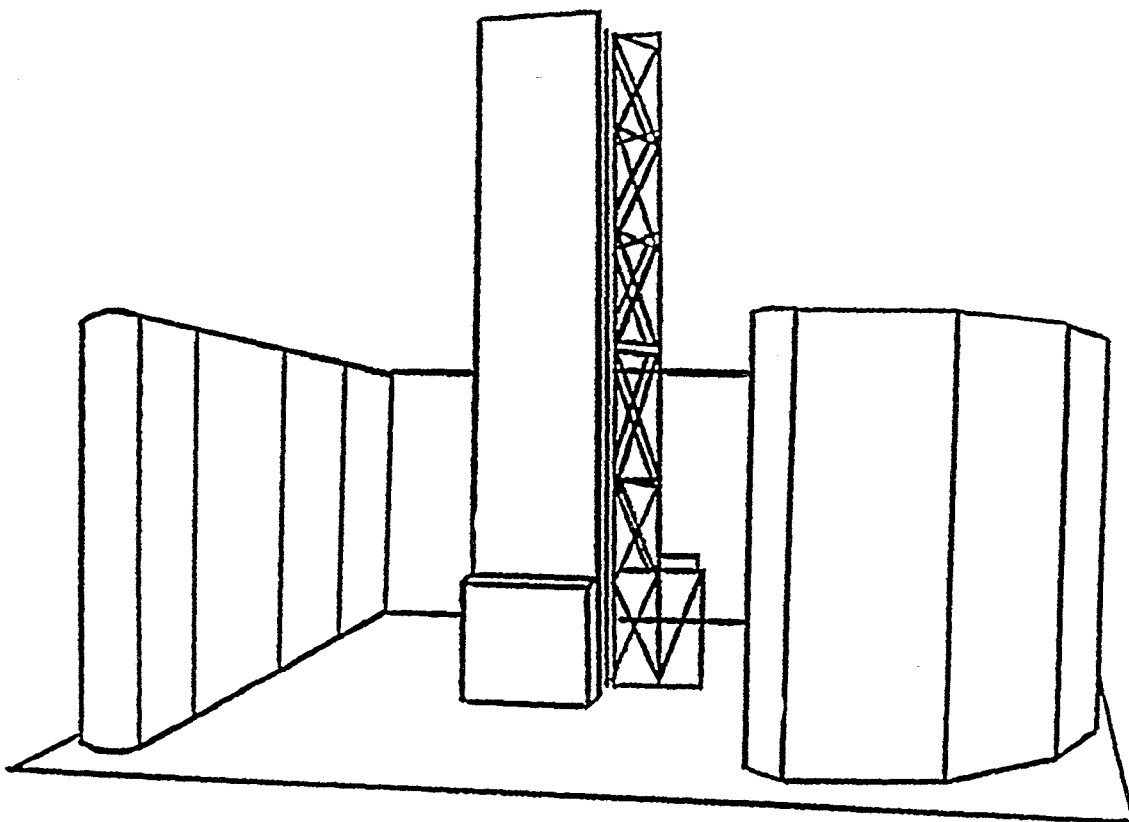
20' LINEAR



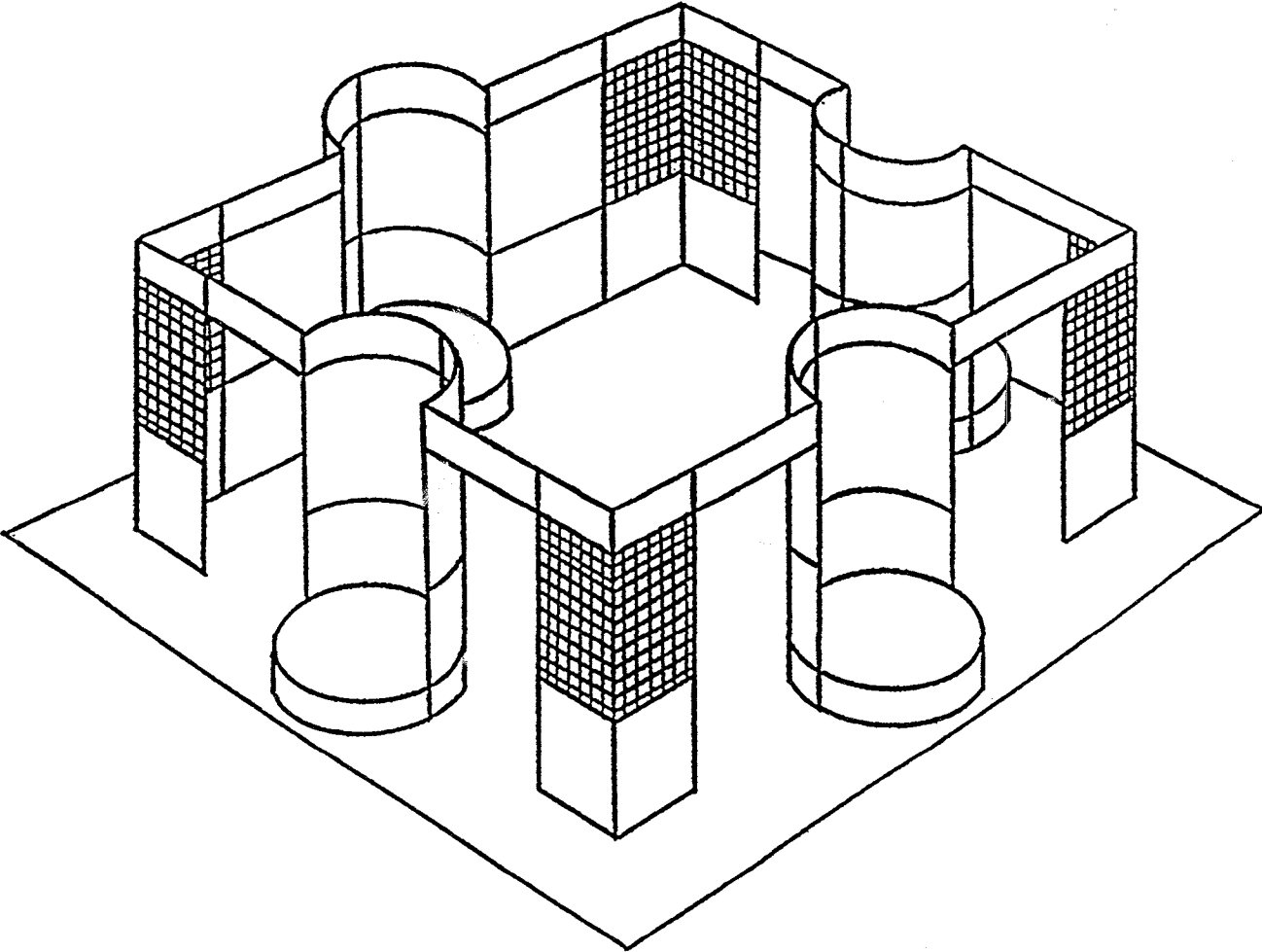
20' LINEAR



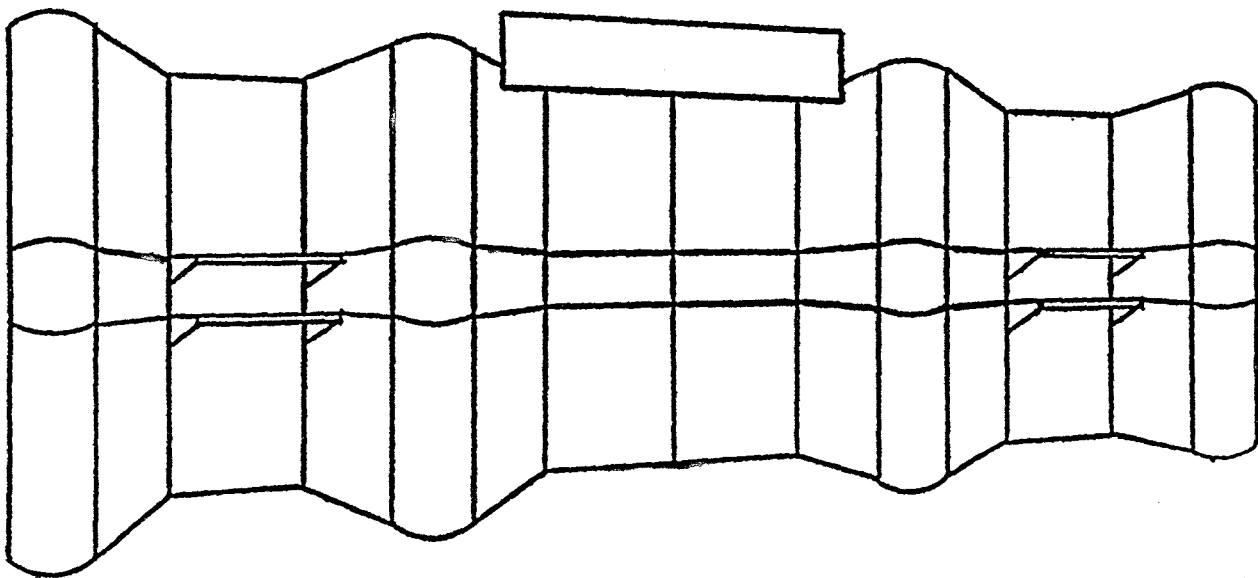
20'x20'



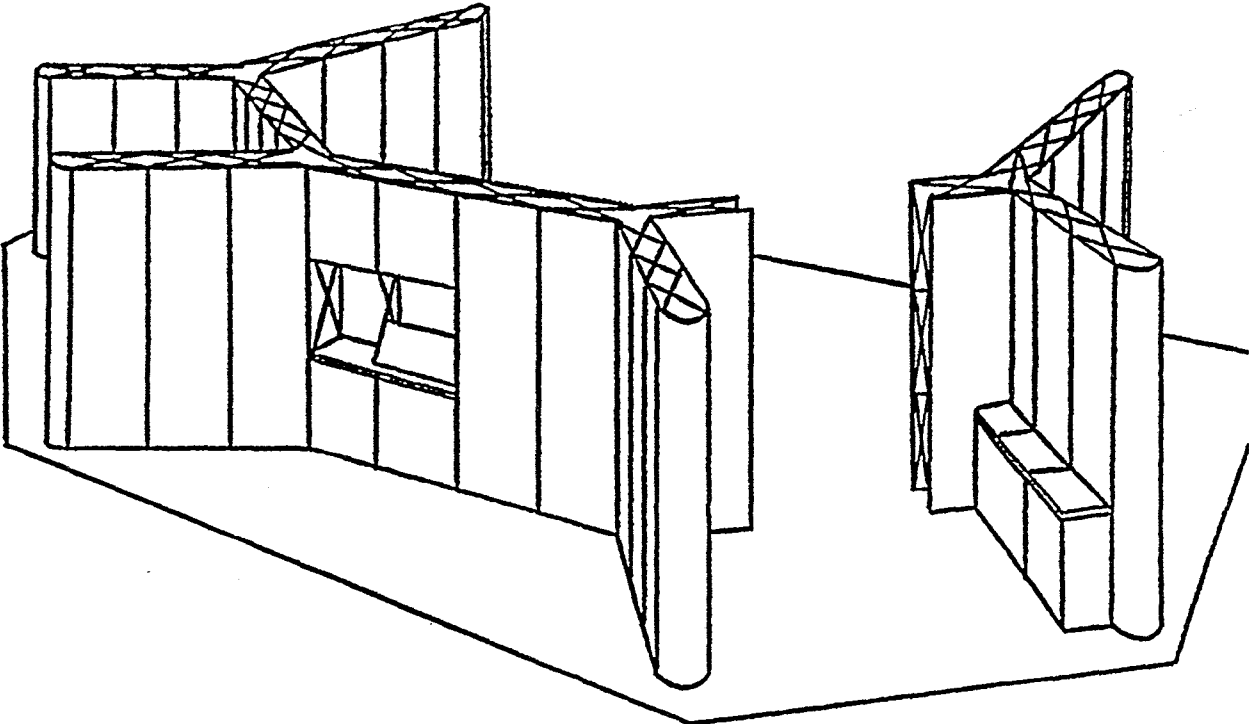
20'x20'



20' LINEAR



30'x40'



TOWERS

