



STANDS & LARGE FORMAT DISPLAYS FOR VISUAL COMMUNICATION



DIFECA 
Ferias y Comunicación 

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our mission / our services
/ our expertise

transportable
solutions

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full visual system

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portable
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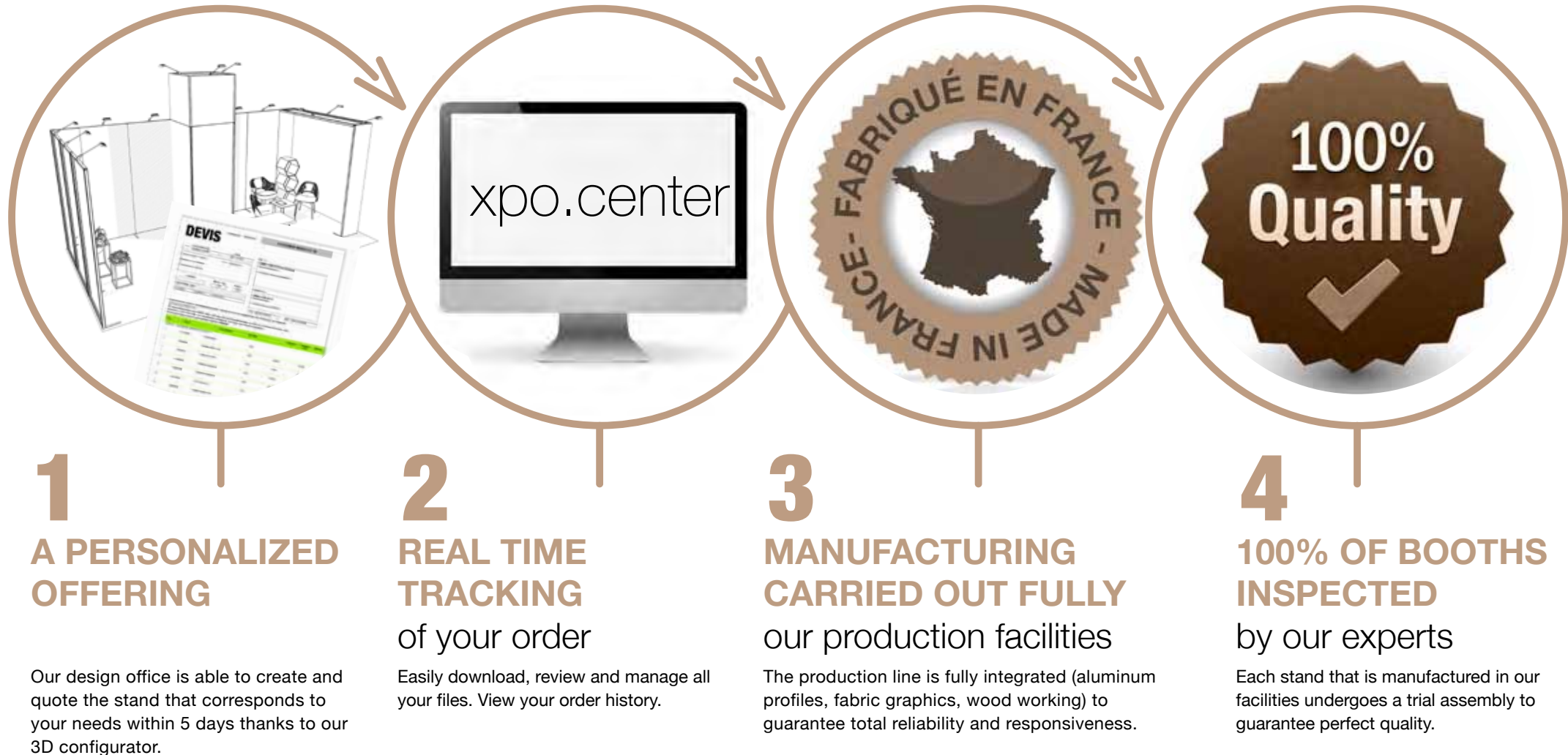
tips &
tricks

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graphic creation /
exhibit advice

summary

We provide turnkey solutions for peace of mind, responsiveness and quality



We offer a wide range of complementary services*



OPTIMIZED LOGISTICS services

Our logistics service offers optimized solutions tailored to your needs to ensure that you get the best prices and responsiveness.

A WORLDWIDE NETWORK OF ASSEMBLY PROFESSIONALS

We guarantee the success of your exhibit by offering you the quality services of local providers, at the right price, while ensuring that you remain in close contact with your local sales representative.

STAND RENTALS TO HELP you save money

Are you only exhibiting once and do not know if you have another event within the year or you want to exhibit abroad? Opt to rent a stand and save money.

STORAGE SERVICES to preserve your graphics

If you so desire, we can offer you storage services to store your graphics so that you may reuse them at a future time.

Our purpose: create, design and build exhibition stands that meet your needs

- Are you looking for unique, high-impact exhibit solutions?

All of our solutions are created to put the spotlight on your image. The structures, textiles and printing techniques have been developed jointly. The results: high quality and exceptional impact that helps display case your image.

The endless combinations possible between panels and accessories ensure that your stand is unique.



- Are you an agile company looking for solutions tailored to your own pace?

A company exhibits 5 times a year* on average. This is why we design changeable, modular and reconfigurable stands with endless possibilities. A range of accessories are optional to make them even more functional.

**Source : French study by Unimev « Salons et Foires: un puissant outil de développement pour les entreprises »*



Viscom Paris



Viscom Frankfurt



EDPA Orlando



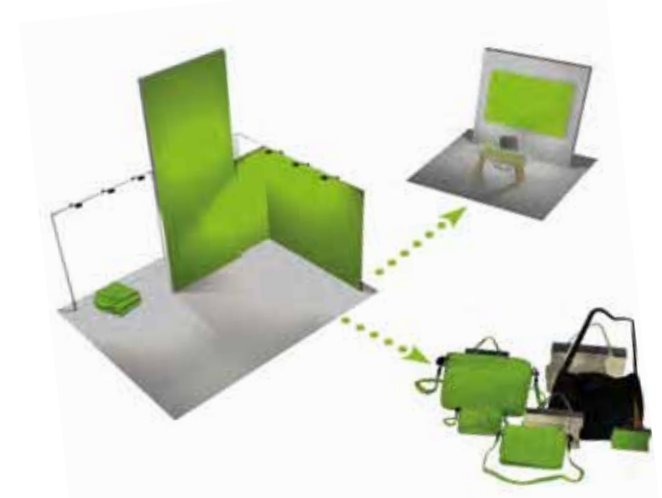
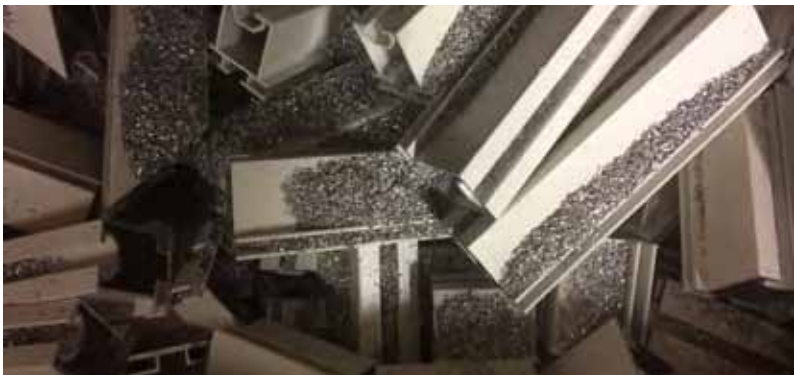
C!Print Lyon

- Is limiting your environmental impact important to you?

All throughout the life cycle of our products, we implement concrete actions with our network to minimize environmental impact. The design process favors recycled or recyclable materials. All products are repairable in order to increase their lifespan. Production is carried out locally in Canada and Europe. We generate three times more electricity than what we consume thanks to the 788 solar panels installed on the roof of our factory in Europe. We are working on making all of our stands reusable and sharable in order to design the eco-friendly display of the future.



Aluminium is always recycled and we've established partnerships with local organisations to reuse fabric graphics.



Our expertise in dye-sublimation printing on fabric to benefit your communication

- Why choose fabric graphics?

Fabric graphics are very well suited for use in the exhibit and events industries. They are easy to transport, handle and set up; they are scratch-resistant, wrinkle-free and washable, and may even be dry-cleaned.

They offer unrivaled aesthetic rendering with the best color execution that won't fade over time.

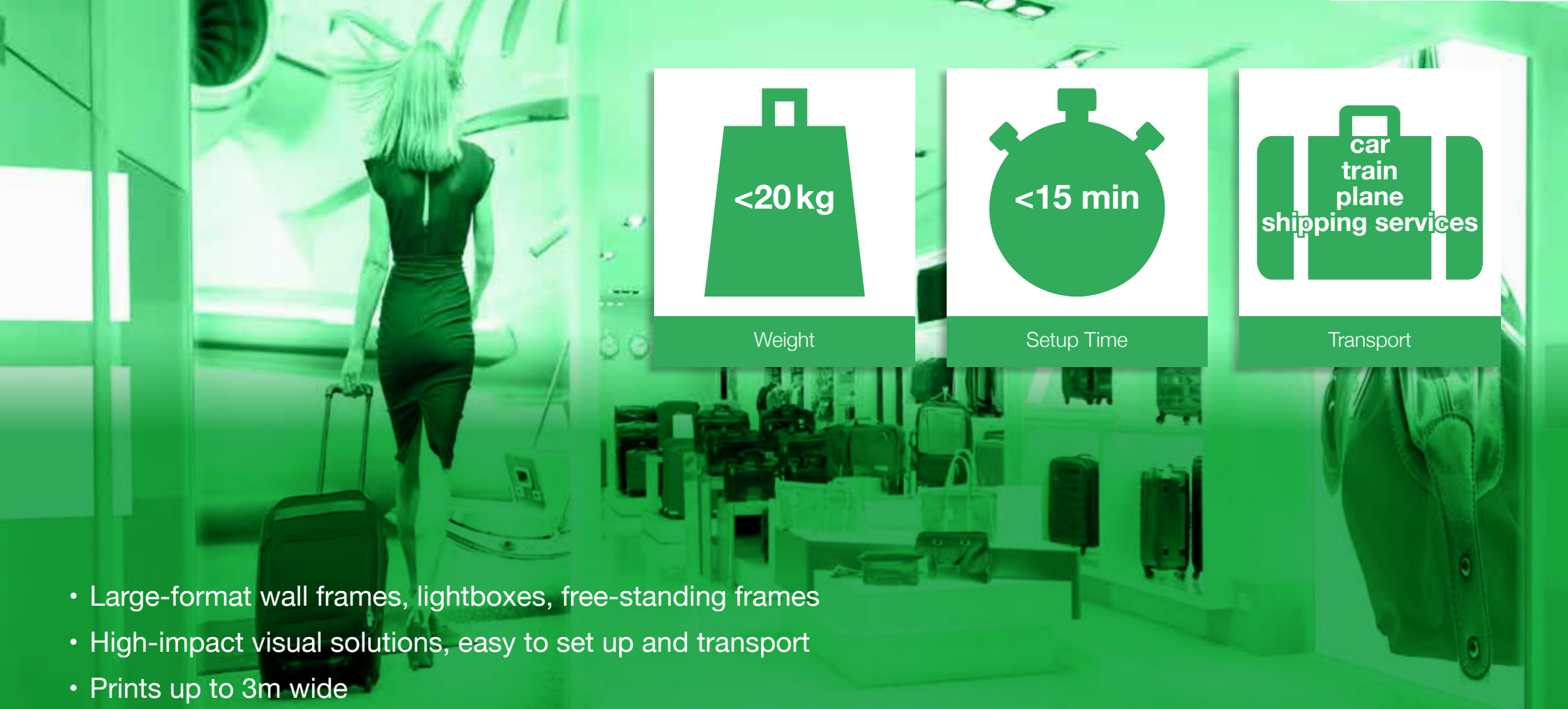
- What is dye-sublimation printing?

Sublimation is a physical phenomenon by which matter passes directly from a solid to a gas. The fabric's fibers are dyed directly, which improves color resistance over time.

- Benefits of this technology

- Unrivaled quality: dye-sub printing offers exceptional contrast, intensity and depth. Colors are vibrant and available in a wide range, including at high density.
- Anti-reflective: dye-sublimated fabric absorbs light and prevents reflections from appearing on your image.
- More eco-friendly process: the inks used are aqueous solutions that are solvent-free and odorless.





<20 kg

Weight



<15 min

Setup Time



car
train
plane
shipping services

Transport

- Large-format wall frames, lightboxes, free-standing frames
- High-impact visual solutions, easy to set up and transport
- Prints up to 3m wide

fabric frames

Freestanding frames for communication



frame.1x2 m sedentary

Structure (2 feet included)
+ Graphic(s) + Packaging*

	single-sided	double-sided
Qty 1	€430	€540
Qty 5	€409	€513
Qty 10	€387	€486

Graphic Dimensions

1000 x 2000 mm



frame.1x2,5 m sedentary

Structure (2 feet included)
+ Graphic(s) + Packaging*

	single-sided	double-sided
Qty 1	€483	€620
Qty 5	€458	€589
Qty 10	€434	€558

Graphic Dimensions

1000 x 2500 mm



frame.2x2.5 m sedentary

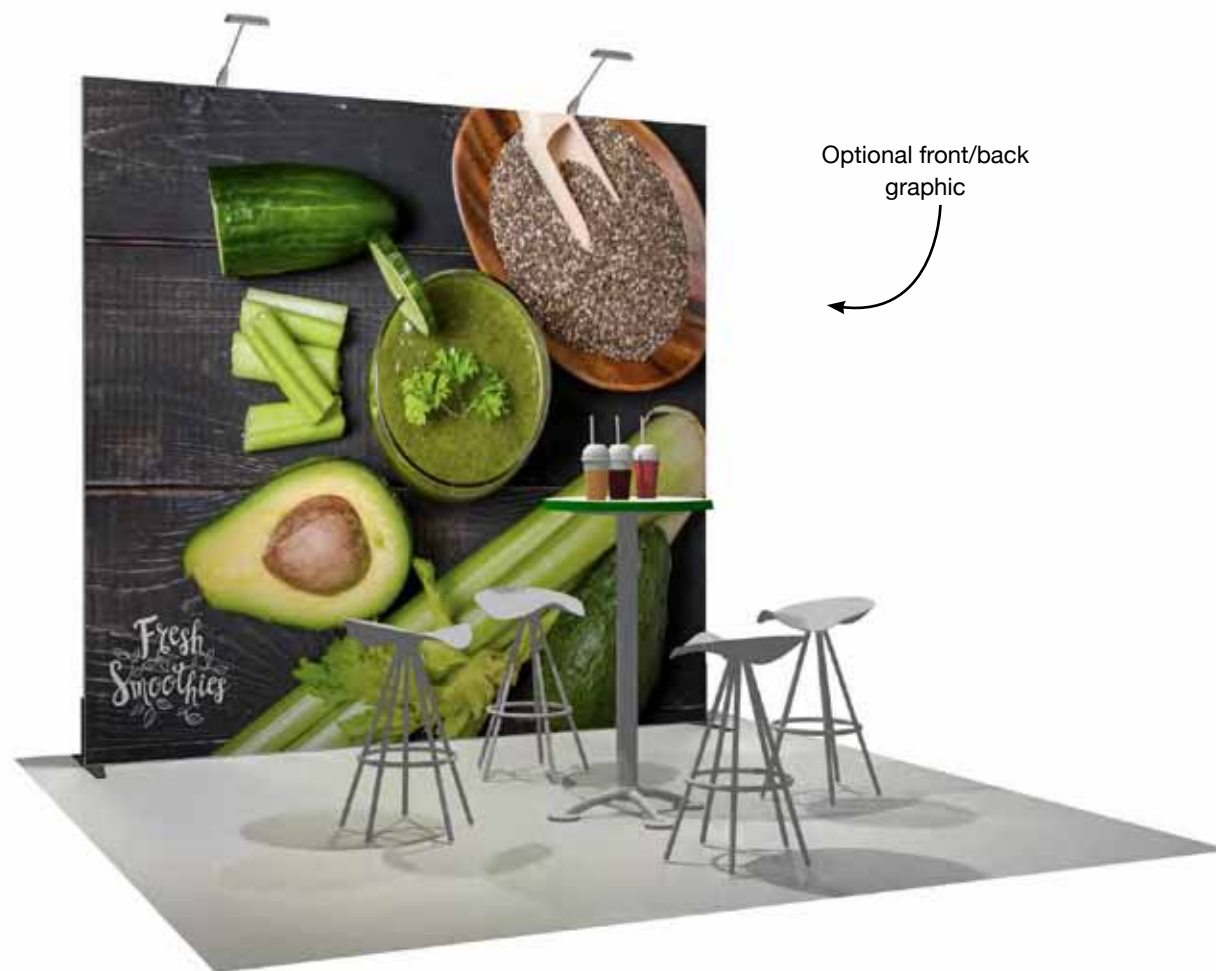
Structure (2 feet included)
+ Graphic(s) + Packaging*

	single-sided	double-sided
Qty 1	€721	€996
Qty 5	€685	€946
Qty 10	€649	€897

Graphic Dimensions

2000 x 2500 mm

*Prices based on ECOFRAME fabric – Includes cardboard packaging.



Optional front/back
graphic

p-stand-1

Structure + Graphic
+ 2 LED lights + Packaging*

Purchase** **€2,043**

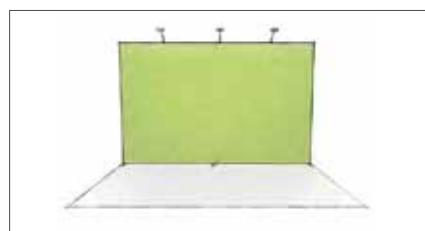
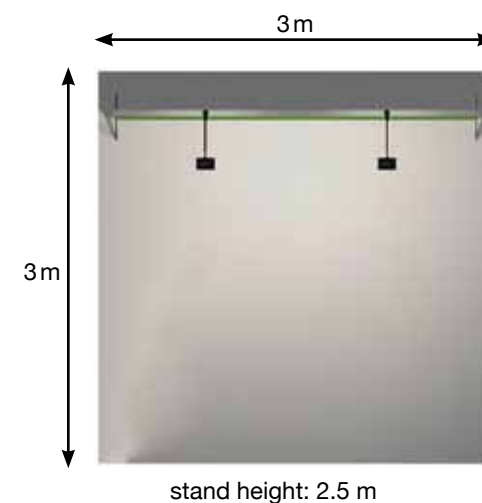
**excludes furniture

Travel Solution

1 wheeled panoramic transport bag
+ 2 profile covers

Structure Dimensions

3000 x 2500 mm



also available in a 12m² version...



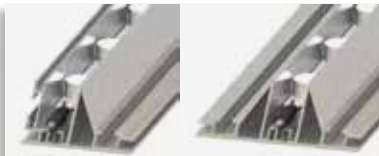
... and an 18m² version



Transported in a wheeled transport bag

*Prices based on PANOPAC fabric – Includes cardboard packaging.

Lightbox, for even more impact



single-sided or double-sided profile



LEDs integrated into the profile



perfect corners



- Even light diffusion
- Unbeatable colour rendering using dye-sublimation printing on fabric
- Environmentally-friendly: LED lighting system uses low amounts of electricity
- Suited for exhibition, event and store displays
- Integrates perfectly into panoramic stands
- Different finishes available for profiles: standard anodized gray, black or white available upon request



lightbox.

Wall-mounted lightbox
Structure + Graphic + Packaging*

WALL-MOUNTED

H/W (mm)	800	1000	2000	3000
1000	678 €	790 €	1 276 €	1 900 €
1500	762 €	885 €	1 425 €	2 104 €
2000	866 €	1 000 €	1 594 €	2 327 €
2500	955 €	1 099 €	1 748 €	2 535 €



lightbox.

Free-standing lightbox
Structure + Graphic + Packaging*

FREESTANDING SINGLE-SIDED

H/W (mm)	800	1000	2000	3000
1000	740 €	852 €	1 387 €	2 062 €
1500	825 €	947 €	1 542 €	2 271 €
2000	921 €	1 055 €	1 710 €	2 492 €
2500	1 010 €	1 154 €	1 869 €	2 706 €

FREESTANDING DOUBLE-SIDED

H/W (mm)	800	1000	2000	3000
1000	889 €	1 020 €	1 654 €	2 467 €
1500	1 019 €	1 165 €	1 877 €	2 763 €
2000	1 161 €	1 321 €	2 113 €	3 072 €
2500	1 294 €	1 470 €	2 340 €	3 373 €

*Prices based on LIGHTEX fabric – Includes cardboard packaging





wall.frame, very large format wall-mounted frames



easy to insert



silicone edge



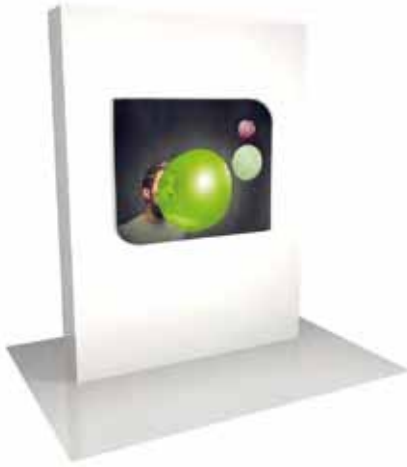
inside decor



store decorations



- High-definition design and quality: the frame is so thin that you can't see it. The graphic is held tight and the colour rendering is unbeatable because of its printed on the fabric using dye-sublimation
- Can be used on all surfaces because of its curved or straight edges
- Ultra-light structure, easily-interchangeable graphic that attaches to frame with a silicone edge
- You don't need any tools to assemble the frame



wall.frame Teardrop
(2 rounded corners + 2 right-angle corners)
Structure + Graphic + Packaging*



wall.frame Contour
(4 rounded corners)
Structure + Graphic + Packaging*

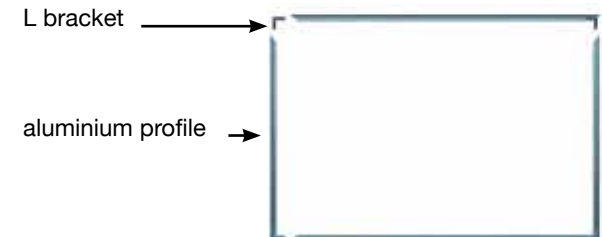
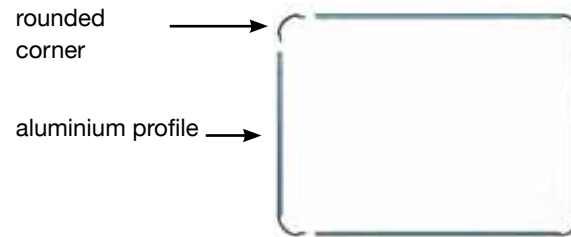
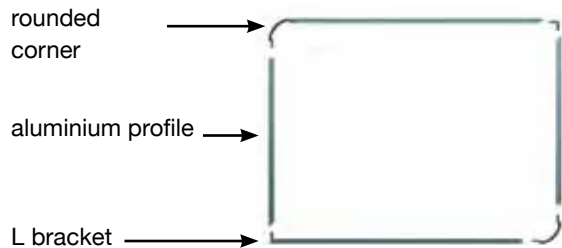


wall.frame Classic
(4 right-angle corners)
Structure + Graphic + Packaging*

H/W (mm)	800	1000	2000	3000	4000
1000	€148	€165	€235	€343	€420
1500	€177	€200	€298	€434	€538
2000	€207	€235	€360	€524	€655
2500	€278	€312	€464	€655	€814
3000	€307	€347	€527	€745	€932

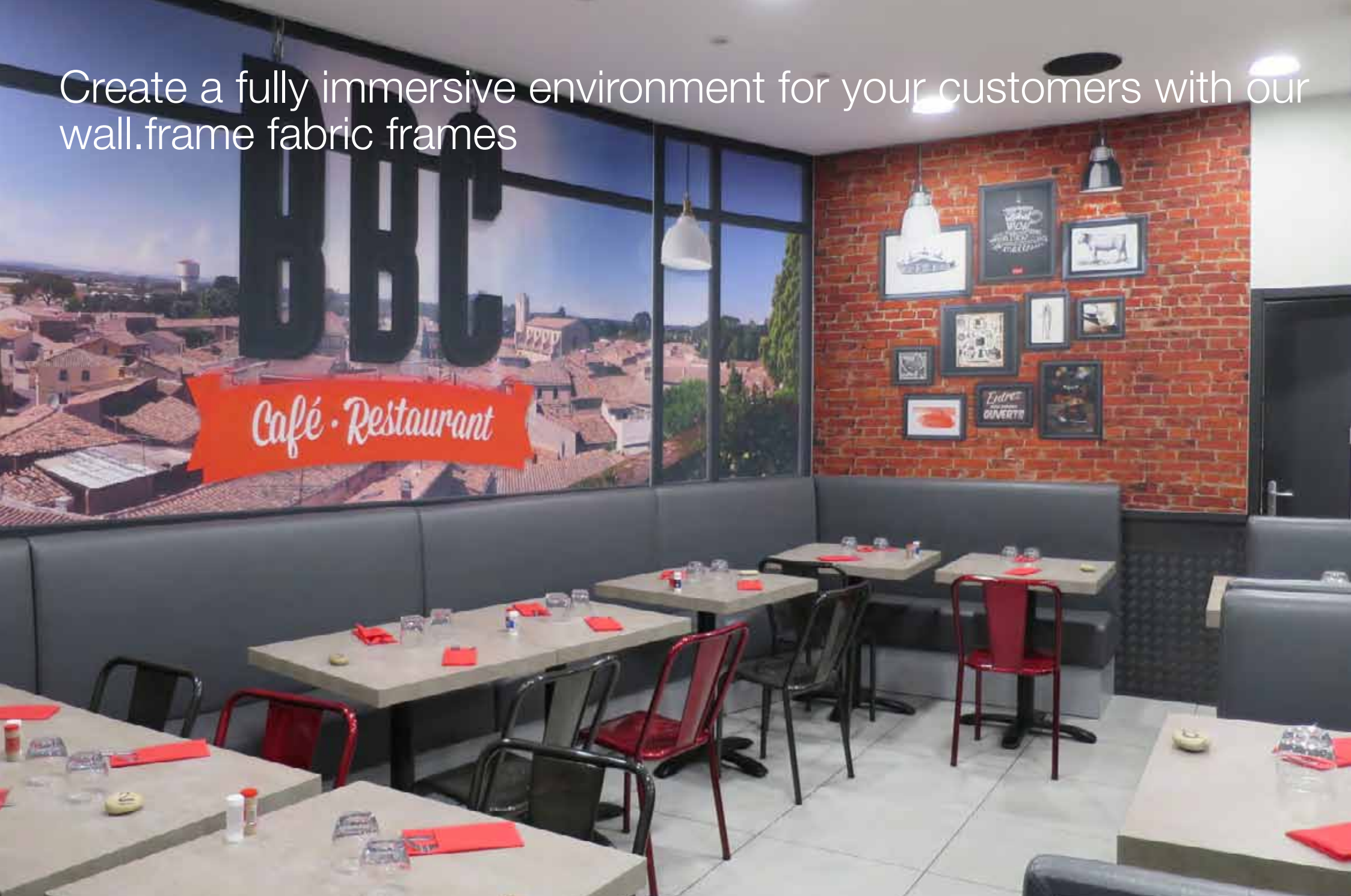
H/W (mm)	800	1000	2000	3000	4000
1000	€179	€196	€266	€375	€451
1500	€208	€231	€329	€465	€569
2000	€238	€266	€391	€555	€686
2500	€309	€343	€495	€686	€845
3000	€339	€378	€558	€776	€963

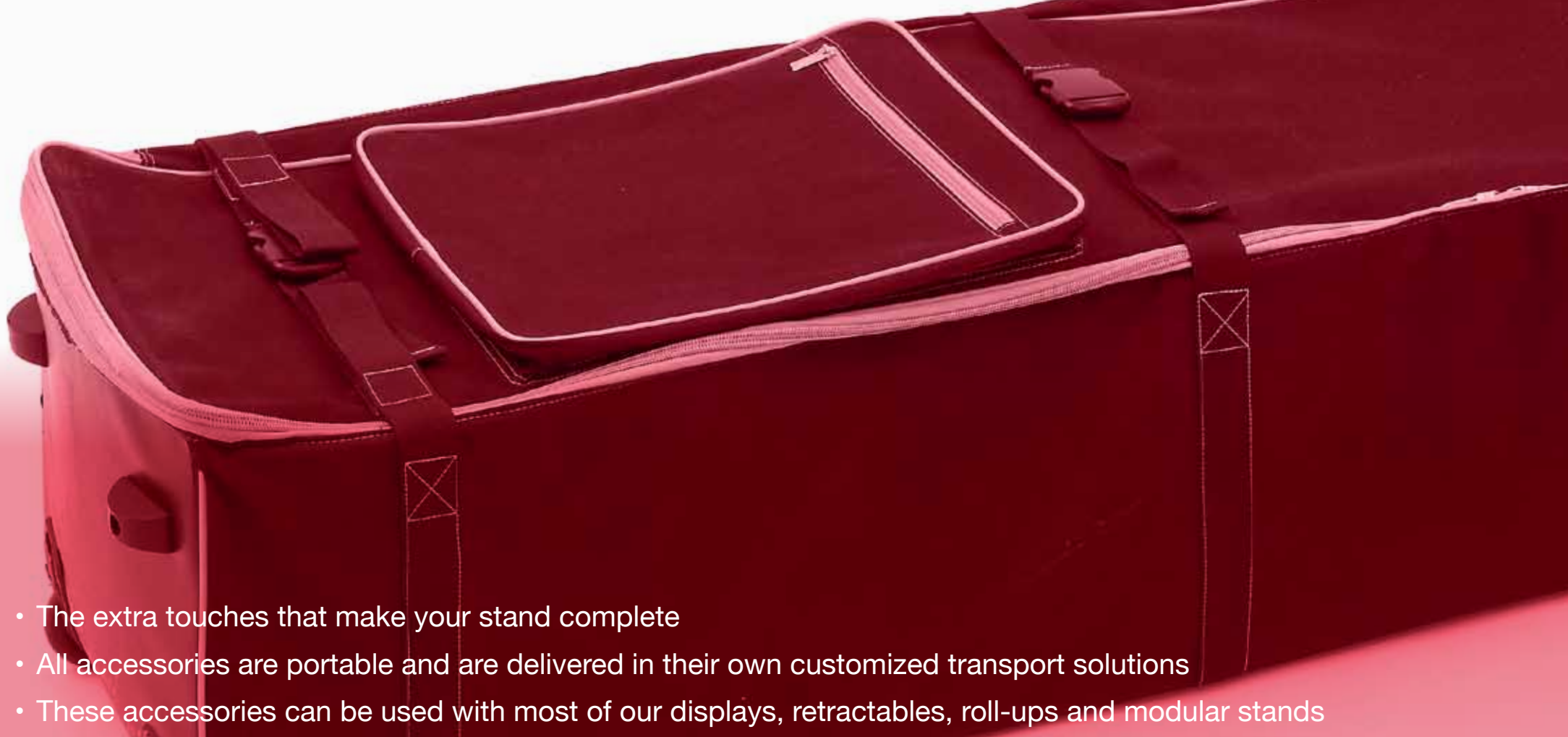
H/W (mm)	800	1000	2000	3000	4000
1000	€120	€134	€204	€312	€389
1500	€150	€169	€267	€402	€507
2000	€179	€204	€329	€492	€624
2500	€215	€246	€398	€589	€748
3000	€280	€316	€496	€714	€901



*Prices based on ECOFRAME fabric – Includes cardboard packaging

Create a fully immersive environment for your customers with our wall.frame fabric frames

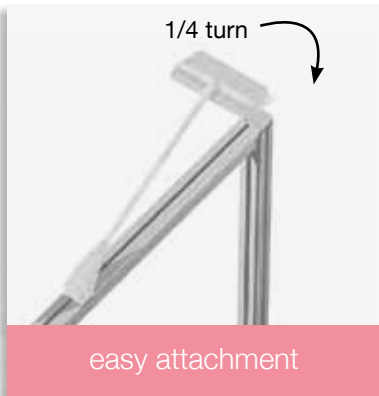




- The extra touches that make your stand complete
- All accessories are portable and are delivered in their own customized transport solutions
- These accessories can be used with most of our displays, retractables, roll-ups and modular stands

accessories & packaging

Lighting



spot.LED

LED spotlight (includes transport bag) €80

The LED spotlight is brighter than a halogen spotlight and is much more energy-efficient!

Brochure-holders and display cases



holdup.fabric4

Brochure holder with
4 fabric pockets
(transport bag included)

purchase €53



holdup.fabric8

Brochure holder with
8 fabric pockets
(transport bag included)

purchase €60



holdup.classic

Brochure holder with
4 polycarbonate
pockets (transport
bag included)

purchase €289



helix.200

Large illuminated
foldable display case
with 4 shelves and 16
transparent panels

purchase €935

Dimensions:

D 560 mm x H 2000 mm



helix.106

Small foldable counter
display case with
2 shelves and 8
transparent panels

purchase €400

Dimensions:

D 580 mm x H 1060 mm

Bags



soft.transport bag

TRB012

€30

TRB007

€25

Dimensions:

Interior: W 1230 x D 150 x H 120mm

Exterior: W 1260 x D 180 x H 130mm

Tare weight: 1.4 kg

Interior: W 1010 x D 160 x H 110mm

Exterior: W 1040 x D 190 x H 130mm

Tare weight: 1 kg



soft.transport bag

TRB013

€33

Dimensions:

Interior: W 870 x D 250 x H 210mm

Exterior: W 880 x D 260 x H 220mm

Tare weight: 1 kg



wheeled.transport bag

TRB018

€70

Dimensions:

Interior: W 798 x D 280 x H 275mm

Exterior: W 839 x D 290 x H 280mm

Tare weight: 1,15kg



XL.wheeled transport bag

TRB015

€130

Dimensions:

Interior: W 840 x D 430 x H 280mm

Exterior: W 880 x D 440 x H 300mm

Tare weight: 4 kg

Which Travel Solution should you choose?

		Soft bag			Wheeled transport bag		Case-to-counter	
		TRB007	TRB012	TRB013	TRB018	TRB015	TRT038	TRT002
							M	L
xpressions.	(max. 4x3))			•	•	•	•	•
xpressions.	(> 4x3)					•	•	•
xtension.	(max. 4x3)			•	•	•	•	•
virage.	3x3					•		•
virage.	4x3					•		•
sprint. & set.	max 1,000	•						
sprint. & set.	1,200		•					



hard case.M counter

Kit

€350

Complete kit includes:

Container only (TRT038)

€125

Wood countertop and cover

€100

Fabric skirt

€125

Counter Dimensions

W 350 x D 410 x H 950



hard case.L counter

Kit

€484

Complete kit includes:

Container only (TRT002)

€192

Wood countertop and cover

€125

Fabric skirt

€167

Counter Dimensions

W 605 x D 390 x H 970mm

Stand out from the crowd with a personalized, high-impact stand.

Our stand solutions, especially those from the panoramic line, are designed to highlight printed images. Here are a few creative tips to maximize your visual effectiveness.

- Opt for an immersive design

Optical illusion effects, textures, high-resolution and large-format graphics, graphic personalization of the entire surface including the floor...these are just some of the ways you can immerse your visitor in your stand's environment.



- Focus on a simple graphic and a unique message

Trade show visitors have less than 30 seconds of attention to give you when they pass by your stand. The easiest message for them to understand is a simple message set against a sleek graphic background. Try to avoid using too many messages, colors or effects, as impact is created through simplicity.



- Combine continuous design with modularity

Your modular stand will evolve as you attend various trade shows and share different messages. The languages of your event may even vary. Don't hesitate to adapt its design as necessary. We guarantee perfect graphic continuity, even if your stand is sectioned into panels.



To create your graphics, please refer to the provided templates to create the appropriate files, and contact our operators at the start of your project. You will then be guided through our xpo.center file management platform.

Four reasons to attend a trade show

- Meet decision-makers

According to Exhibit Surveys, in 2010, 80% of trade show visitors had "the power to recommend or make final purchase decisions". In addition, 31% of visitors claimed that "their purchase intention was stronger after visiting the trade show".

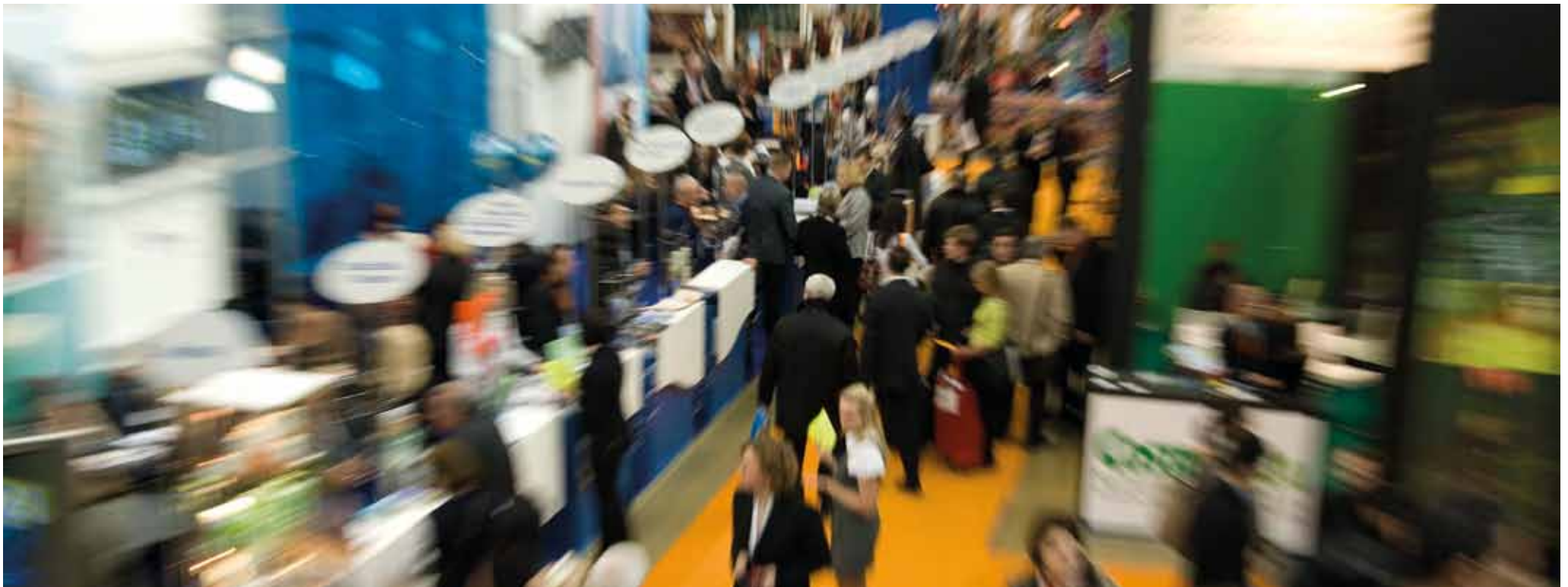
- Improve sales productivity

According to the French Statistical Audit Bureau for General and Specialised Fairs and Exhibitions (OJS), customer contact at a trade show is "four to ten times less expensive than a customer visit". Contact cost for a stand averages at about 20 \$, whereas this contact ranges from 80 à 200 \$ when made during field visits. Furthermore, a sales rep will meet with 15 customers daily at a trade show vs. an average of three customers during a field visit.

- Explore prospects

Trade shows hold a wealth of opportunities and present many "hot" receptive prospects because visitors attend shows on their own accord. This makes it an incredibly effective way for exhibitors to expand their customer base

- Communicate with the press and opinion leaders



Tips & Tricks for a Successful Trade show

Before the show

- Create a budget and set goals

Trade show participation is part of a company's overall strategy, as well as its marketing, sales and HR strategies. It is very important to set specific goals and create a budget that includes purchasing of space, a stand, as well as personnel costs (travel, hotels, restaurants). It is essential to create a system for gauging the success of each trade show.

- Select trade shows that your company wants to attend, then choose your placement and area size

A countless array of events exist, ranging from major international trade shows to local conventions. It is important that each trade show you attend corresponds to your company's challenges in terms of business. Many companies now prefer to attend local trade shows with small exhibit areas as they offer more returns on investment.

Trade show organizers often offer pre-registration discounts, so it is best to reserve exhibit space in advance. Placement is also a very important factor.

Opt for placement near the entrance, in the main aisles or near "locomotives" (leading companies that attract visitors).

- Seek assistance of trade show display and visual communication professionals

Exhibits and event planning are very specific fields and require experience. Seek the advice of professionals, and do not hesitate to ask your service provider questions on how to set up your stand and who will be involved. You may also request references and contact them.

- Create a brief for trade show display professionals

Clearly explain your objectives and your strategy. Several constraints may influence your trade show display specialist's recommendations, which can help you cut costs significantly.

What type of stand should you choose? We have divided stands into three categories based on their weight, volume and assembly time/difficulty. The categories are: ultra-portable, portable and transportable. All ultra-portable and portable solutions may be set up and dismantled by exhibitors without any professional assistance. Some transportable stands also have the "Do it yourself" label.

How many times will you use your stand? If you will only use your stand once, opt for a rental. If you will reuse it several times, specify the various spaces where it will be used and your desired configurations. It is possible to start with a modular system that uses shared elements, which will allow you to create exhibits ranging in a wide variety of sizes.

Which features do you need? Reception counters, storage, product displays, videos, customer meetings, brochure distribution.... these are all features that influence how your stand is designed.

- Invite your customers and prospective customers

Trade show organizers provide free passes and distribute newsletters, which will allow you to easily inform your customers about your participation.

Sales teams can also increase their scope of action by meeting with customers before and after the trade show for breakfast or dinner.

Remember that these times are just as effective as field visits.

During the trade show

- Details make the difference

Your stand is a reflection of your company's image. Make sure it is organized! A storage area is very useful for concealing packaging or for storing brochures. Portable solutions come with a carrying case that turns into a counter, and modular solutions offer storage areas that are secured by a door. Lighting is very important as it puts the spotlight on your message. Environmentally-friendly LED solutions help conserve electricity.

- Brief your teams every morning

Your team should be informed about your new products and services.

A daily morning meeting before the show opens is a way to re-specify goals and answer questions that were asked the night before.

- Create buzz around your stand

To capture visitors' interest, create buzz around your stand with training sessions, wine & cheese samplings and other attention-drawing events.

After the trade show

- Follow-up is the key to success

A successful trade show is not just about meeting with customers and leads: Ensure that each lead has been treated and a follow-up goal is established. Thank your customers after the trade show and follow up on each request individually. Ensure that each lead has been processed with an objective follow-up. You will then be able to gauge the show's success and decide whether or not you will attend it again in the future.

- Reuse graphics after the trade show

Exhibition systems like Panoramic allow you to use portions of your graphics, which can be cut or re-sewn.

The single-sided frame can be mounted on a wall, and the double-sided frame lets you create fabric backwalls, which are like mini-exhibition kits.





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