



# STANDS & LARGE FORMAT DISPLAYS FOR VISUAL COMMUNICATION



**DIFECA**   
Ferias y Comunicación 

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intro

4

our mission / our services  
/ our expertise

transportable  
solutions

panoramic®  
full visual system

9

Modular stands / creative and custom stands / portable stands / stand complements and accessories

portable  
solutions

49

Tubular and pop-up fabric stands /  
fabric pop-up counter / trade show kits

ultra-portable  
solutions

65

retractables & banner stands

outdoor  
solutions

71

flags and totems

fabric  
frames

75

free-standing frames / wall  
frames / lightboxes

accessories  
& bags

85

accessories & transport  
solutions

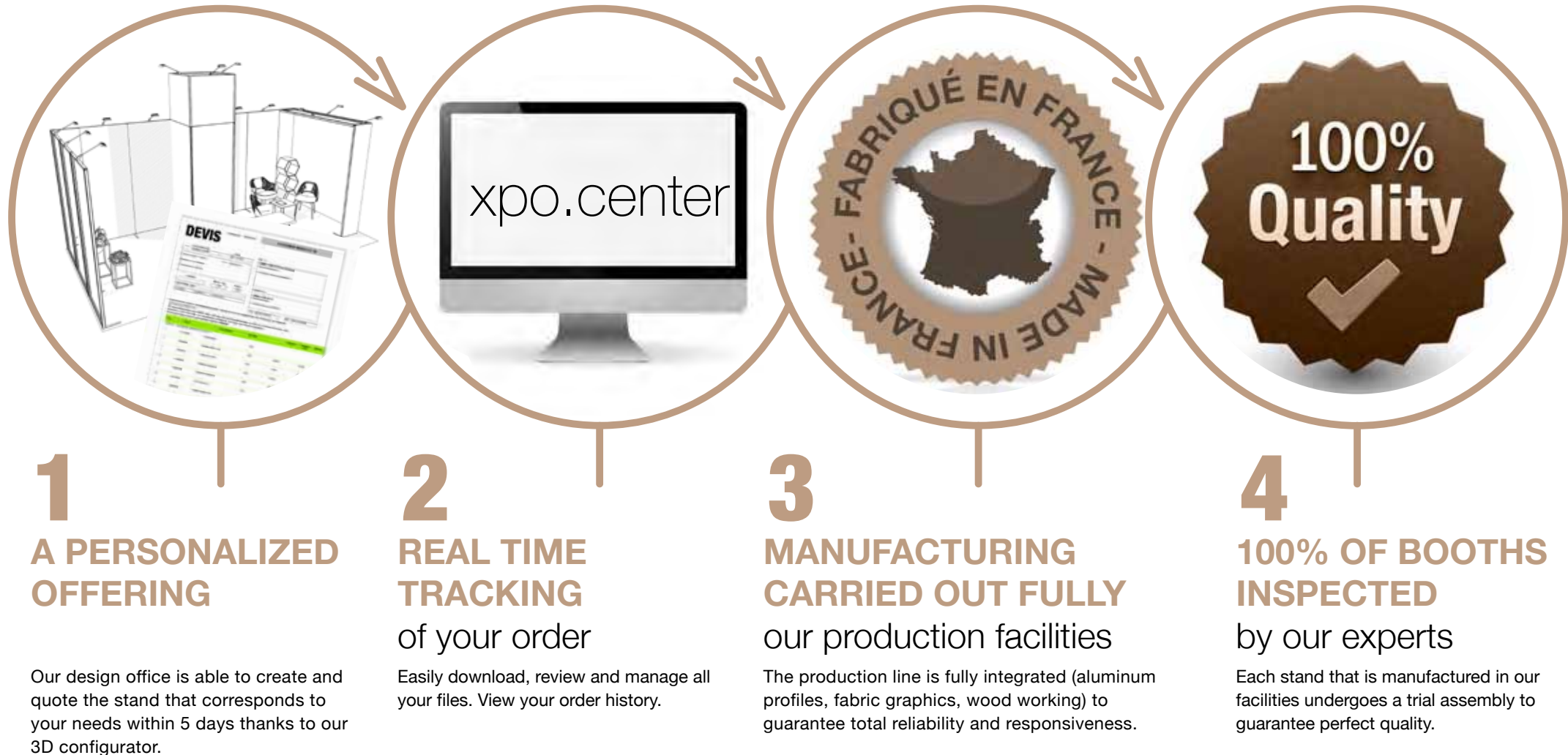
tips &  
tricks

90

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



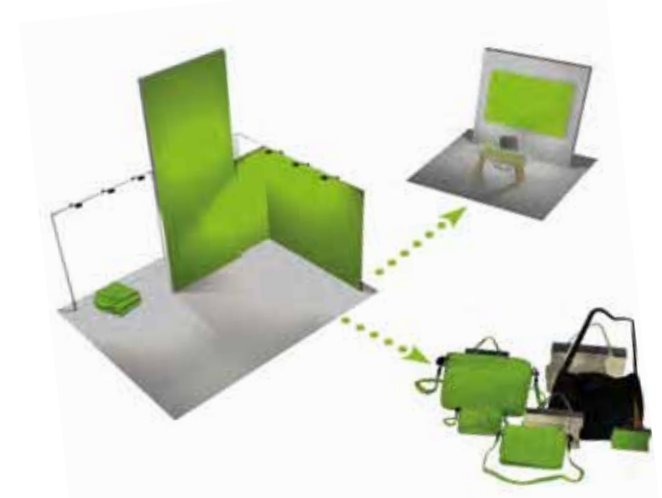
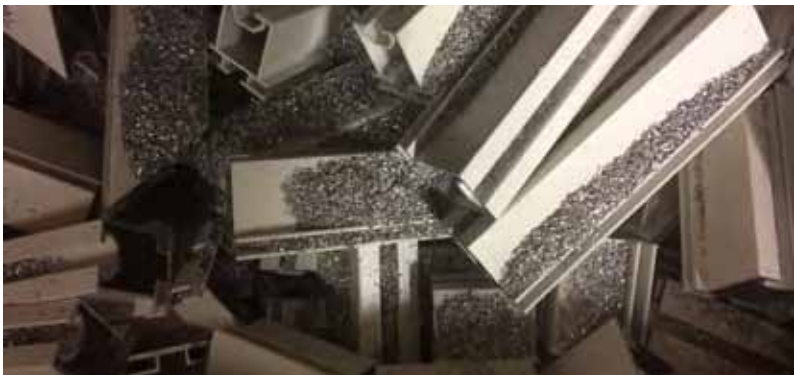
C!Print Lyon

- 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

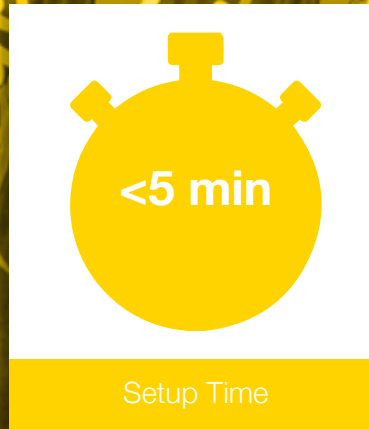
- Unrivaled quality: dye-sub printing offers exceptional contrast, intensity and depth. Colors are vibrant and available in a wide range, including at high density.
- Anti-reflective: dye-sublimated fabric absorbs light and prevents reflections from appearing on your image.
- More eco-friendly process: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



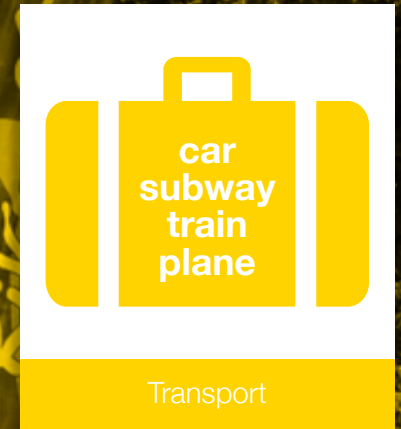




Weight



Setup Time

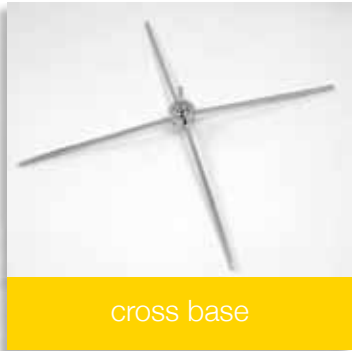


Transport

- Designed and tested to withstand outdoor conditions: sun, wind, rain, snow...
- Weight optimized for transport. Base system for additional ballast
- Easy set-up

# outdoor solutions

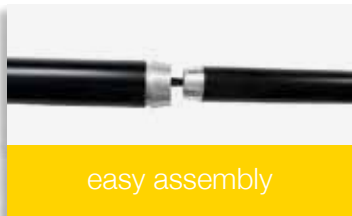
# flags, the perfect way to communicate outdoors



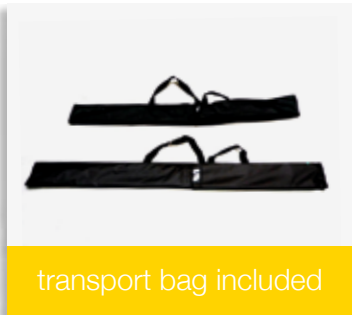
cross base



steel base plate



easy assembly



transport bag included



- Guaranteed visibility even without wind
- Printed using dye-sublimation for high-definition quality and exceptional UV ray resistance
- A rotating axis on bearings increases durability and lengthens the life of the flag
- Poles made from high-resistance e-glass and connected by elastic band
- Change your graphic easily without taking structure down





## flag.plume

Structure + Graphic + Steel plate

Size	S	L	XL
Height	2.2 m	3.5m	4.5m
Plate	5 kg	10 kg	15 kg
Qty 1	€198	€359	€498
Qty 5	€174	€308	€429
Qty 10	€162	€282	€393

### Graphic Dimensions

700 x 1600mm 1055 x 2680mm 1155 x 3410mm



## flag.sea

Structure + Graphic + Steel plate

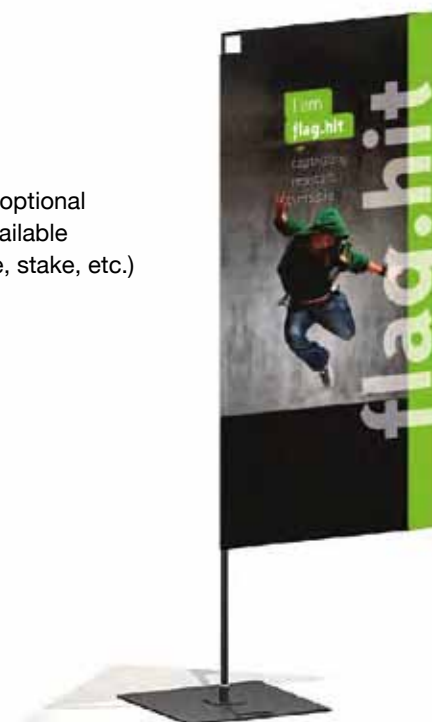
Size	S	L	XL
Height	2.5 m	3.5m	4.7 m
Plate	5 kg	10 kg	15 kg
Qty 1	€208	€277	€425
Qty 5	€182	€243	€370
Qty 10	€169	€224	€342

### Graphic Dimensions

650 x 2000mm 700 x 2800mm 800 x 4000mm

Complementary optional accessories available (ballast, four-leg base, stake, etc.)

Several cuts available for the flag.sea graphic: please contact us.



## flag.hit

Structure + Graphic + Steel plate

Size	S	L	XL
Height	2.1 m	3m	4.2 m
Plate	5 kg	10 kg	15 kg
Qty 1	€245	€319	€456
Qty 5	€214	€278	€398
Qty 10	€199	€257	€368

### Graphic Dimensions

710 x 1600mm 710 x 2500mm 710 x 3650mm

# totem.air, the only tower that's light and 100% self-contained



inflatable tower



ballast & tie-downs



220 V electric pump



transport bag

- Ultra-lightweight, easy to set up and take down , blows up in 2 minutes using an electric pump
- It works extremely well and can stay standing in 70+ km/h gusts of wind
- It's the only 100% self-contained tower that stays inflated without an electric compressor



## **totem.air** (2m)

Structure + Graphic + Transport bag  
+ Pump + MDF base (2 kg)

Qty 1	€ <b>492</b>
Qty 5	€ <b>467</b>
Qty 10	€ <b>443</b>

Graphic Dimensions

1610 x 2000mm



## **totem.air** (3m)

Structure + Graphic + Transport bag  
+ Pump + MDF base (2 kg)

Qty 1	€ <b>633</b>
Qty 5	€ <b>602</b>
Qty 10	€ <b>570</b>

Graphic Dimensions

1610 x 3000mm



# 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".

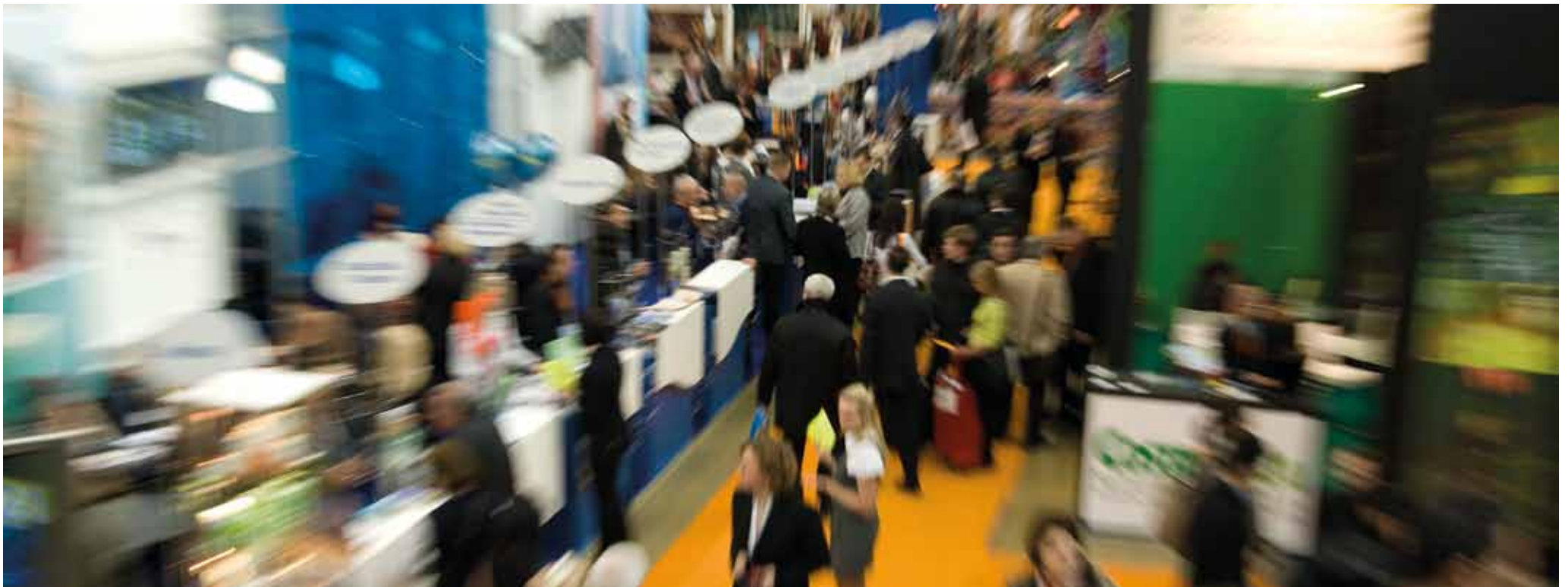
- Improve sales productivity

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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