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## The Expo Group Launches Vantage Point Exhibits Line at Exhibitor 2009

**DALLAS – March 18, 2009** – The Expo Group has debuted a new line of custom rental exhibits designed to save exhibitors time and money. The Vantage Point™ exhibits are environmentally responsible and help exhibitors look big on a small budget.

“Vantage Point will allow any exhibitor to uniquely brand their exhibit space and successfully execute their branding program at a lower cost,” says Chief Operations Officer Randy Pekowski. “We will use one of these exhibits – the Olympus 10x20 -- as our own booth at Exhibitor2009 to demonstrate how exhibitors can maintain a strong presence on the show floor, despite budget cuts in their exhibit programs. It is our way to contribute to saving our country’s environment and helping the national economic recovery plan”

The Expo Group will debut the Olympus 10x20 from March 23-25 in Booth 1122 at Exhibitor2009, at the Mandalay Bay in Las Vegas.

The Vantage Point initiative is led by The Expo Group Studios Vice President of Branding and Innovation Costas Varkarotas. Exhibit managers will have a choice of 10 new exhibit lines representing 30 new looks.

“For me, it’s about value engineering. We are all doing more with less for less,” Varkarotas says.

“Vantage Point provides diversity, flexibility, creativity and style at the right price point, while maximizing trends toward environmentally friendly materials, open spaces and creative use of audio visuals.”

The Expo Group has worked diligently with its vendors to promote reuse, recycling and reduction in exhibit materials. Vantage Point exhibits consist of Octanorm aluminum extrusions with hybrid custom materials. All come with options for “green” carpet, countertops and graphics materials.

The Expo Group is a Single Source® general service contractor, custom exhibits house and marketing design studio fulfilling the needs of show organizers, corporate planners and exhibitors. The Dallas-based company also has offices in Las Vegas, San Jose, St. Louis, Chicago, Los Angeles and Washington D.C.

For more information and/or photos, contact Dana Freker Doody at 972-580-9000 or send an email to [ddoody@theexpogroup.com](mailto:ddoody@theexpogroup.com).

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