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## The Expo Group Saves Exhibitors More Time, Money

Company Committed to Getting Exhibitors to the Show

**DALLAS - March 18, 2009** - As part of the company's commitment to economic recovery throughout the tradeshow industry, The Expo Group has released a new line of exhibits that will maximize any exhibitor's investment in booth space by providing a custom *look* at a rental *price*.

"We are glad to be working with show organizers and exhibitors through these trying times," says President and Chief Executive Officer Ray Pekowski. "We will continue to develop creative ideas that bring buyers and sellers together on tradeshow floors across the United States, and even around the world."

Vantage Point™ exhibits provide show organizers a value-added service to offer exhibitors who have traditionally maintained a strong presence on the show floor, but have been affected by budget cuts in their exhibit programs. This initiative is led by The Expo Group Studios team of creatives led by Vice President of Branding and Innovation Costas Varkarotas. The Studios generalists join forces to assist show organizers and exhibitors alike to achieve their branding and marketing objectives at a specific show and throughout the year.

"For me, it's about value engineering. We are all doing more with less for less," Varkarotas says. "Vantage Point is an ideal example of how our team can up the ante for show organizers and exhibitors who want to attract larger quality audiences. We provide 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 exhibition materials. Vantage Point exhibits consist of mostly 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..

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