



EVENTS. EXHIBITS. ENVIRONMENTS.

Trade Show Marketing and Sales Success

Corporate Capabilities



Experience. Space.

Since 1987, Image 4 has conceived, created excellent branded sales environments for trade show, event, and corporate marketers.

Our team can enter your process at nearly any point to provide support, expertise and deliverables that simplify the project and maximize your sales outcomes.

Our clients include brand-side and B-to-B marketers, value-added manufacturers, retailers, specialty foods manufacturers, institutions and non-profits. We all share a common desire: to connect customers with our brand in the physical environment – to help people Experience. Space.



Integrated Support



- Conceptual Consulting
- Budget Development
- Show Selection and Databasing
- Pre-show Demand Generation
- Project Management
- Experience Design
- Exhibit Design
- Graphic & Lighting Design
- Material Specification
- Exhibit Fabrication
- Graphic Production
- On-Site Set up
- Asset Management
- Freight Management
- Site Dismantle
- Warehousing



We Work With You.

Image 4 partners with those in the agency and corporation responsible for brand building, sales development, tradeshow and events:

- Marketing Director
- Creative Director
- Design Director
- V.P. Marketing
- Brand Manager
- Sales Manager
- Event Manager
- Exhibit Manager
- Program Manager
- Project Manager
- Production Manager



Who? How? When? Where?...Why?

Conceptual Consulting, Budget Development, Event Selection, Lead Management, Demand Generation and Project Management.

A great program requires great planning and groundwork.

With over 5,000 builds of exhibits and environments over 28 years, Image 4 offers our total exhibit marketing experience and a proven methodology to support your team.



Total Program Support.

Freight Management, Permitting, Site Installation, Site Dismantle, and Warehousing.

Deadlines are deadlines. We live in the world of no excuses. Our logistics staff, project managers and installers are acknowledged as among the best in the business. We work in every state in the Union, so our staff knows how to get your project through the red tape and work effectively with show labor, site managers, and freight companies.



Craftsmanship Shines Through.

Exhibit Build, Environment Construction, Fixture Fabrication, Graphic Production, and Fulfillment.

By integrating design and fabrication, Image 4 streamlines production, manages costs, and assures a “no finger pointing” project plan delivered to your deadline, in North America and Western Europe. We are a “Top 50” fabricator.



Exhibits.

Image 4 is a full service exhibit marketing support partner delivering:



- Exhibit Design
- Pre-show Marketing
- Fabrication
- Rentals
- Install/Dismantle
- Show Logistics
- Graphic Design
- Printing
- Refurbishment
- Asset Management



Events.

Event environments are a flexible brand development & engagement tool:

- Experience Design
- Environmental Design
- Graphic Design
- AV/SM/PR support
- Staging
- Fabrication
- Rentals
- Install/Dismantle



Experiential.

Experiential immersion is the most integrated, measurable sales and brand development approach:

- Experiential Design
- Environmental Design
- Transactional Development
- Graphic Design
- AV/SM/PR support
- Fabrication
- Rentals
- Staffing
- Install/Dismantle



A Quick Look.



Exhibit: Contour Design

20x20 Consumer Electronics Demonstration Environment



This clean, massive design is distinctive, visible, and allows plenty of demo area.

Exhibit: Kalypso Gaming

20x30 Gaming Environment



This reconfigurable exhibit features private gaming rooms and a conference room.

Exhibit: Bloomberg Data Solutions

30x30 Conference Lounge Environment



This open design is allows Bloomberg to engage in rich discussion with prospects.

Exhibit: Vxi Blue Parrot

20x20 Consumer Electronics Demonstration Environment



This high-visibility design is distinctive, and delivers a consumer-products display area.

Exhibit: Kent Nutrition Group

20x40 Tradeshow Display Global Pet Convention Florida



Contract rental program showcasing two pet food brands, **By Nature** and **Native**, in one space. Asset management, I&D, program management.

Exhibit: Kent Nutrition Group

20x40 Tradeshow Display Global Pet Convention Iowa



This rental design includes high-visibility design elements, rich lighting and load-bearing custom product display units

Exhibit: Starrett Instruments

30x30 Industrial Measurement Tool Demonstration Environment



This massive, architectural structure is distinctive, visible, and allows plenty of demo area and product display

Exhibit: Starrett Instruments

30x80 Customer Engagement Environment



This double-deck structure from Image 4's rental pool commands the show floor, delivering plenty of demo area and product display, with private space upstairs.

Exhibit: Cirtronics

10x20 Sales Development Environment



This modular exhibit features large scale usage images, AV tower and strong branding

Exhibit: Rustic Crust

10x30 Brand Development and Sampling Environment



This highly customized exhibit features food product displays and a hidden pizza prep oven for on-floor sampling

Exhibit: King Arthur Baking

10x20 Brand Development and Sampling Environment



This modular exhibit features food product displays, a conference area, and hand-out holders with i-pad mounts for recipe distribution.

Exhibit: Arcluce

10x20 Product Showcase at LightFair



This modular wall-style exhibit features custom product displays inside a cost-effective wall system alcove from Image 4's rental inventory

Exhibit: WSI

30x50 Broadcast Set NAB, Las Vegas



This large-scale custom exhibit includes a full broadcast studio greenscreen.

Exhibit: Astronics

20x40/20x20 Exhibit
Various shows world-wide



This complex environment is designed for demonstrations, discussions, and entertainment. It debuted at the Paris Air Show.

Event Stage: Fidelity Investments

National Campaign to support children Music and Theater programs



Lightweight, easy to assemble panels transform into walls or towers to collect signatures and donations in support of “cause-based” marketing programs. Large-scale graphics add visual pizzazz to various stages.



Event: BMW Artistic Car



Image 4 was asked to conceive, design and produce this exciting, dynamic design for BMW. The design plays upon the energy and physics involved in race car driving. The BMW Event team launched the 25th anniversary of the E30M3 platform, the winningest race car in North America.

Event: “Science to Go” Global Warming Site Activation



In partnership with Bowman Global Change, Image 4 developed a year-long, multi-site educational event scheme to educate Bostonians as to the community outcomes of sea level rise and Global Warming.

Using the motif of an Ostrich with it's “head in the sand” viewpoint, Image 4 fabricated and deployed 12 life-size info-boards around the Boston Metro area over 12 months.

Event: Rustic Crust All Natural Pizza

Managed by Rustic Crust staff, this event program delivers brand outreach and development in the form of delicious hot pizza at community events. The truck includes a wood-burning custom fabricated copper pizza oven.



Event: Verizon Wireless New England

Regional Event Campaign for subscriber acquisition and renewal



Image 4 designed and produced a variety of portable, easy to use event kits.

Managed by Image 4, this event program delivers brand outreach and subscriber development at community events across New England.

Verizon schedules deployment via Image 4's web-based Asset Management platform.

Event: Mastercard Brand Lounge



1200sf brand lounge

Brand-immersive lounge where holiday shoppers receive complementary gift wrapping.

The short-term program ran through the year-end holidays.



Image 4's team conceived the "lounge" style environment, designed and fabricated complex counter workstations, designed and printed the graphics. Our teams then installed and de-installed the program.

Event: Zumba Fitness Conference



Multiple 30,000sf Event-Transactional programs in North America



Image 4's environmental design, program management and modular retail approach reduced time and expenses 55%, and increased transactional flow 200%.

Event: Super Bowl XLVII Fan Zone

Multi-brand fan experience with retail component and gaming activation



Designed by Image 4, this multi-media event program immerses NFL fans in the Super Bowl event prior to Game Day, and delivers a retail platform for seven brands



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Winner, 2012 Best Popup Program