

**Custom built. 1/3 the cost.**



## BACKGROUND

The following are comments from Patrick Glynn, Western Regional Manager for MDC wall coverings. MDC chose to partner with Emagispace® for the creation of their BDI/west trade show booth. BDI/west is a trade show that connects designer, architects, hospitality owners, and developers to FF&E producers. For MDC, the trade show booth building process, design effectiveness and sales outcomes far exceeded their expectations and culminated in winning the “Best of Show” booth award.



## On sales effectiveness

*“The Emagispace® platform gave us the ability to showcase our products within a custom booth. Because the EmagiBlocks® build “real walls” and create such as stable, smooth surface we could easily apply our wall covering fabrics over the entire booth. This gave potential clients the ability to see and touch our product in a real-world application.”*

*“You could see exactly how our wall coverings wrapped around both outside and inside corners. That kind of detailed understanding about our product is invaluable and can make the sale for us.”*

## On the booth installation

*“I’m sure that we put up and took down the booth in half the time it would normally take us, saving us a lot of budget that we can use for future shows.”*

*“We hung product in excess of 50lbs in a number of places on the walls, no problem.”*

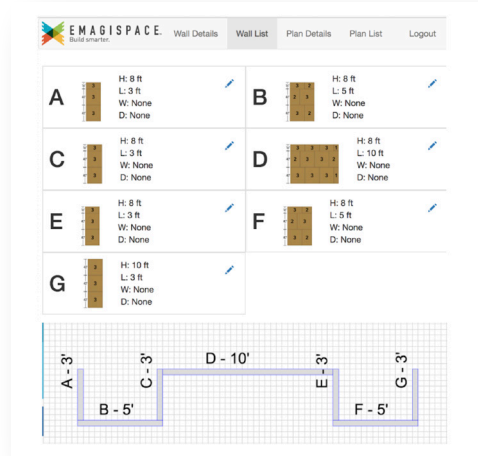
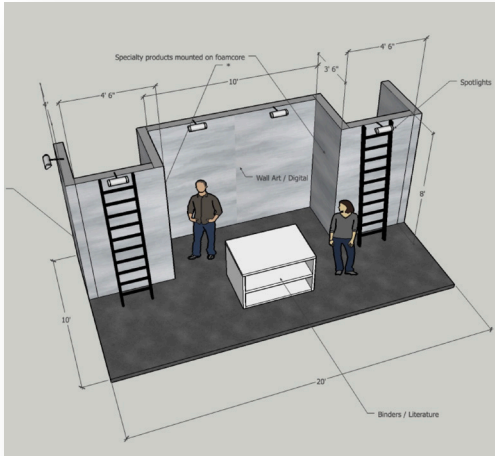
*The EmagiBlock®s have internal channels, so we ran electrical and lighting to anywhere in the booth we wanted it.”*

*“Drayage costs were minimal, the whole booth shipped to the show in one easy to handle case”*

## On booth design

*“EMAGISPACE® made it a seamless process from booth design to building process. We sent in our design ideas, then worked over a couple design details and best practices to build the booth.”*

*“Ultimately, we got a booth that truly made our products stand out in a crowded show environment, and cost us less than half of what we’ve spent on previous shows for a custom booth.”*



## Design Information

Client supplied Emagispace® with drawings for MDC booth concept.

## Project Design Plan

From the design information Emagispace® produced a project design plan that detailed all the components required.

## Production

The Emagispace® team consulted with MDC every step of the way, to make sure the booth assembly process was clear and easy.

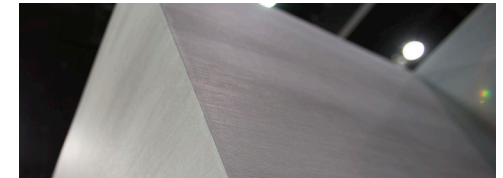
### CUSTOM BOOTH COST COMPARISON (10' X 20' X 8')

#### EMAGISPACE® Booth

<b>Product Cost:</b> (Emagiblock®s and skins with 100% mark-up)	<b>\$2,400.00</b>
<b>Shipping:</b> (57"x48"x34" crate from LA to Las Vegas)	<b>\$185.00</b>
<b>Drayage:</b> (600lbs @ \$75cwt)	<b>\$450.00</b>
<b>Installation &amp; Disassembly:</b> (2 hours @ \$180/hr)	<b>\$360.00</b>
<b>Carpet &amp; Furniture:</b>	<b>\$931.00</b>
<b>Total Cost:</b>	<b>\$4,326.00</b>

#### Typical Custom Booth

<b>Product Cost:</b> (Building materials and wall coverings)	<b>\$8,400.00</b>
<b>Shipping:</b> (57"x48"x34" crate from LA to Las Vegas)	<b>\$185.00</b>
<b>Drayage:</b> (500lbs @ \$75cwt)	<b>\$375.00</b>
<b>Installation &amp; Disassembly:</b> (2 hours @ \$180/hr)	<b>\$360.00</b>
<b>Carpet &amp; Furniture:</b>	<b>\$931.00</b>
<b>Total Cost:</b>	<b>\$10,251.00</b>



*"EmagiBlock® gave us the perfect booth to provided customers with a real world understanding of our wall coverings."*



**EMAGISPACE**  
Build smarter.

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