

**UNCOMMON.
EYE-CATCHING.
STYLE.**

freshline™

THE VIEW IS DEAFENING

It's your time to shine, in more ways than one. **You want a knock-your-eyes-out exhibit,** because you know it will deliver can't-miss success.

This next event is your chance to **show the world something truly great,** maybe like:

- Jaw-Dropping Product Innovation
- Game-Changing Strategy
- Cutting-Edge Research
- Provocative Ideas
- High-End Design

IT'S BRIGHT TO BE BOLD

FreshLine lets you command the attention of attendees and ensure that your message can't be missed.

Business people attend trade shows because they're looking to **see what's new.** They need to **keep up with trends** and **understand breaking developments.**

If you have nothing new for them to explore, attendees will opt to ignore. Ho-hum won't get it done.

They want wired, not tired.

Your success at the show hinges on your ability to fulfill these needs.

*Will your ability to do that be **OBVIOUS** to attendees? Or will your booth blend into the background?*



THE EYES HAVE IT

Displayit's FreshLine features **unusual and exciting** exhibit options that let you **stand out** with bright, clean and **attention-getting** design.



displayit

Make a Bright Move call 

displayit.com
1.800.207.0311

AVAILABLE FRESHLINE QUALITIES



BRIGHT

Exhibits that are designed to **feature color and light** work well to capture attention. While any display can make use of color and lighting, those in the **FreshLine amplify** their effects. For example, consider the way a jewelry showcase is designed to enhance the sparkle of the diamonds within, or a spotlight **concentrates attention** on the actor on the stage. These exhibits focus attendee attention on your product and message.

EMERGING

We keep an eye out for new **developments in exhibition systems** and bring the good ones to our clients. The truly innovative ones are included in **FreshLine**, so you can take advantage of their **standout looks and features** before your competition catches on. Then, when their popularity increases such that they're in danger of being overexposed, we move them out of **FreshLine**. We know you don't want to be seen "dressed" like everyone else.

SLEEK

Some designs are timeless. Stylish. Clean. Modern. Classy. Like the black pencil dress that still turns heads, some classic designs are **effective in drawing attention** years after their introduction. Let our Displayologist know that you want to **appeal to an upscale audience**. They'll work with you and our internal design team to help you select a **FreshLine exhibit** that will deliver a powerful, memorable message with **understated elegance**.

SURPRISING

An encounter with the unexpected will **stop people dead in their tracks**. If you want undivided attention, deliver a surprise. Sometimes that can come visually. Sometimes it's through sight or sound... sometimes even smell. Many display designs **make it easy** to deliver a multisensory experience for visitors to your booth. If your show strategy could be best achieved by creating a captivating experience, **FreshLine** is the way to go.

ENGAGEMENT SHERPAS

Our Client Relations team can assist you with setting up your **FreshLine** exhibit to **foster engagement and attendee interaction**. Let us help you **maximize your trade show investment**.

ONE AND DONE

If you only want to use a particular exhibit for a **short time**—one year, or maybe even just one show—many of our **FreshLine** exhibits are **available to rent**.



freshline[™]
by displayit

Leave the
Dark Side

Call 1-800-207-0311