

**INTENSE VISIBILITY.  
VIBRANT LOOKS.**



Perhaps you find yourself restricted to a small exhibit area but still want to get **maximum visibility** from your trade show investment. You'd like an **elegant way to get people's attention** without seeming pushy or too aggressive.

## A BEACON FOR YOUR BOOTH

**Flare** is an exhibit backwall system that uses **backlit graphics** to get you noticed.

After an attendee walks aisle after aisle in the convention hall, **all the exhibits start to look alike**. Even if you have a great offer and a powerful message, you can't get noticed when your backdrop looks like everyone else's.



## POWERED TO AMAZE

**Flare** puts your bold graphics in front of a **bright lighting system** so **your display is impossible to miss**.

- Attract eyeballs to your important messaging.
- Impress visitors with your upscale display.
- Break away from the pack of front-lighted displays.
- Use the rugged frame and LED lamps year after year.
- Get a totally new look by simply replacing the fabric graphics.



**OPTIONS  
INCLUDE**

- Double-sided graphics
- Convertible 20'-10' model



displayit

displayit.com  
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## PERFORMANCE SHINES BY DESIGN

Look behind the curtain and you'll see what makes **Flare** the backlit display for you.

### Rigid-Wall Construction

The **aluminum frame** features our proprietary design that maintains rigidity to **resist bowing** when graphics are stretched on during installation.

### Hi-Dye Graphics

We print your custom graphics using our **rich dye infusion approach that sinks the color deep into the fabric** and sets it permanently into place at 400°F. **Colors are vibrant, contrasts are luxurious, and details are crisp** and life-like instead of washed-out and dull.

### Invisi-Edge

We attach your custom-printed graphics to silicon edging strips that press into grooves in the outermost edges of the frame. The resulting look from the front is **all graphics, zero frame**.

### Double-Sided Display

Even though the frame is only 6 inches deep, **Flare** is engineered to support **lighted graphics on both the front and back**.

### Even Glow

The insides are designed so that the **LED lamps disperse light evenly** across the surface of the graphics to **eliminate both hotspots and shadows**. The closed frame minimized light leakage.

Get the Attention You Deserve



### LED lamps

The only lighting system that **shines bright, stays cool, and is hard to break**.

### High-Density Lighting

We put dozens of LED lamps into **Flare** so **your display doesn't wash out even under the glare** from overhead convention hall lighting.

## PLUS (+)

### Tool-free Assembly

Snap, twist and clip your way to ready.

### Standard Size

No component exceeds 46 inches in length so the entire display readily fits in a **standard flat-packer case (included)** for **easy transport and storage**.

### Crate-Free

Though the solid frame weighs a little more than competitive product offerings, it's still lighter to ship because **you don't need special shipping crates**.

Just plug it in and watch your graphics come alive.

With Flare, it's easy for people to see how bright you are.

Call 1-800-207-0311