

**MASSIVE IMPRESSION.  
EFFECTIVE SPEND.**

**KNOCKOUT**

You're taking a **larger booth** this year because you want to **make a statement**. The display you put into that booth will need to make a massive impression, yet still be cost effective. Yes, you've come to appreciate **the difference between inexpensive and cheap**.

## LET THEM STARE

The Knockout exhibit system delivers a **stunning custom look**, minimizes your initial investment, and saves you time and money **at every show**.

## BUST BUDGET BLOAT

You believe tradeshow are a worthwhile marketing investment. Still, you know much of that investment is really **wasted expense**.

We mean **exhibit dollars that have no opportunity to affect attendees** — your prospects and clients. These expenses include **shipping, storage, drayage, installation and dismantling, maintenance, and your wasted time** managing it all. Unfortunately, as the size of your booth grows, the magnitude of this waste seems to explode.

**Knockout impresses booth visitors yet suppresses budget bloat so you have more to invest in a knockout experience for attendees.**



Rivet Their Attention...  
**on You.**

  
displayit

displayit.com  
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# KNOCKOUT

by displayit

## MODEL OF REFINEMENT

Our primary aim is to deliver Knockout looks — **modern, tight** and **bold** for **massive impact**. The trick is to find a way to do that without driving up the price or denying you important custom options. And we also have to find a way to **knock out wasted expense** — shipping, drayage, etc. — that creates budget bloat. Here's how we did it.

**Fabri-Panels** – Our fabric over aluminum system delivers an **extremely high graphics-to-weight ratio**, so you **pay less for shipping and drayage** compared to traditional and modular designs.

**Clean Scene** – Your **massive graphics** are **free to impress** without the distraction of a prominent support structure.

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

**Simplified Assembly** – You'll knock out **setup and teardown in no time**. We've limited fasteners to just a few types, aided by the multi-tool included. Leave your toolbox home.

**Renewable Design** – **Long-lasting aluminum** frame components combined with the **easily-changeable graphics** mean your exhibit will be **functional and fresh** for years to come.

Attendees will never see how much you **didn't** spend. *Beautiful!*

## CUSTOMIZE AND ACCESSORIZE

We want you to have the exhibit that will enable you to **attain all your show objectives**. That's why Knockout comes with a myriad of options. You won't have to use "Knockout" and "compromise" in the same sentence.

- Video Monitors
- Reception Counters
- Lockable Storage
- Meeting Rooms
- Backlit Panels
- Shelving
- Printed Slatwall
- Hanging Signage
- Accent Lighting
- Rigid Graphic Panels



Shift your marketing dollars to where they show. Bring beauty to your booth without budget bloat.

Call 1-800-207-0311