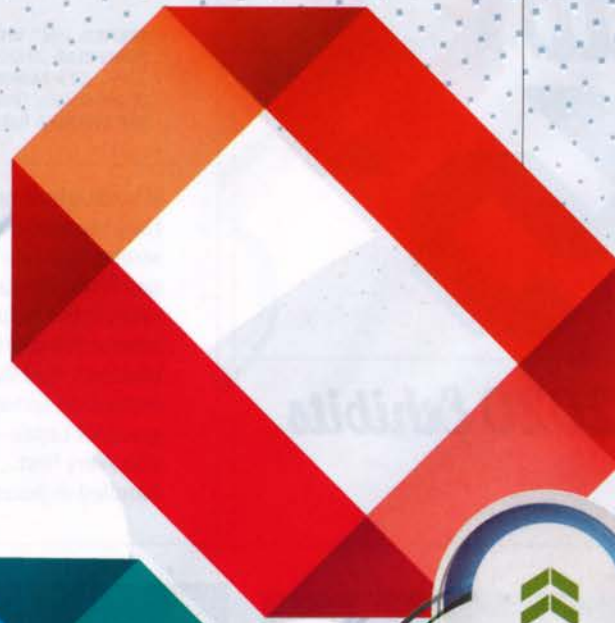


# The Fab




## The First-Ever Listing of the Top Fabrication Partners Serving the U.S.

Over the last few years, the exhibit landscape has become cluttered, cloudy and fragmented.

According to respondents to an industry survey fielded by our sister magazine, *Event Design*, Fortune 1000 trade show teams, event departments and procurement officers are presented with “more choices than ever,” have “a difficult time telling one exhibit partner from another” and “need an easier way to separate the great ones from the good ones.”

In an effort to help clarify things for you and your procurement departments, we have created the first-ever editorial listing of top exhibit builders. Fabrication partners serving the U.S. applied in January by providing us information on their companies, their people, their culture and their offerings. They gave us direct access to their clients, case studies and raw numbers on capabilities, capacities and competencies. The editors of *Event Marketer* and *Event Design*, along with the analysts at the Event Marketing Institute, combed over the applications to compile what has been and will forever be dubbed.... The Fab 50, the top 50 exhibit

fabricators serving Corporate America. (This section was mailed to our standard circulation plus a bonus mailing of several thousand procurement managers.)

When comparing and contrasting the companies you are about to learn about, there are several common trends that are clear and present. For one, technology is the top upgrade many are embracing (followed closely by investments that pull dollars out of show floor service execution and into more important elements). Two, the strategic evolution that invaded the event agency sector has indeed come ashore in the land of exhibit builders—most are shoring up strategic chops and offering measurement, analytics and more. And three, today’s exhibits are being created with better reasons in mind—used now for client-facing, prospecting and sales generation. Some are more ahead of the curve than others, but as a whole there is a push to upgrade.

For trade show teams trying to understand who’s who and who does what, we created this inaugural list, presented in alpha order, just for you—to provide a bit of clarity. Congratulations to this year’s Fab 50.



• **OPENED:** 1987 **WEBSITE:** creatacor.com **HQ:** Clifton Park, NY **U.S. WORK:** 98%  
**PORTFOLIO:** 20x20s and Smaller: 29% 20x20s to 50x50s: 50% Bigger than 50x50s: 21% **FABRICATION SPACE:** 30k **STORAGE SPACE:** 50k **RENTAL:** Yes  
**CLIENTS:** Actavis, DSM, Laerdal Medical Corp., LEGO, Sylvania **RFP CONTACT:** Will Farmer, wfarmer@creatacor.com

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## Creatacor

The specialty is trade show programs of 25 shows or less. And the sweet spot is exhibits under 6,000 sq. ft. Most Creatacor clients are on corporate marketing teams and have responsibility beyond trade show participation. All exhibit properties are bar-coded and catalogued as they are created or as they arrive at the facility. Creatacor's rental inventory includes 2,000 running feet of wall systems. Provides a "value-added approach" that incorporates non-billable hours into client programs and is adding 30,000 sq. ft. to its facility. Designed a fleet of programmable iPads for data collect, show surveys, attendee questionnaires and more.



**The Fab**



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**CAMPAIGN: LIGHTFAIR**  
**CLIENT: OSRAM SYLVANIA**  
**EXHIBIT BUILDER: CREATACOR, INC.**



Integration of the Traxon exhibit was a bit more challenging. Traxon owned a new 900 square foot exhibit and although there were similarities, the island structure was quite different from OSRAM SYLVANIA's design. The solution was to blend the entire exhibit into the OSI booth by covering every square inch in white vinyl and orange trim and again adding other exhibit elements from Creatacor's vast rental inventory. The existing towers were extended to 16 feet to accommodate additional OSRAM SYLVANIA corporate identification.

Integration was complete with the use of inlaid orange carpeted pathways and a matching ribbon-like tension fabric header, which weaved it's way through the entire exhibit and guided visitors to the various product offerings with ease.

The result was a completely blended face-to-face marketing environment. Called an overwhelming success, all objectives were met and all goals were achieved including a record number of quality leads gathered for all three businesses. ■

**T**he 2012 Lightfair event presented OSRAM SYLVANIA (OSI) and Creatacor with a unique challenge. A short time prior to the show OSI acquired two companies, Traxon Technologies and Encelium Controls, both of which had purchased separate exhibit spaces at Lightfair. The challenge: to integrate OSI's new product offerings under one brand within the confines of their combined spaces of over 4,500 square feet.

Working with OSI's signature palette of white with orange accents as well as the overall space required to represent each brand, the Creatacor design team went to work. With little time available and with Creatacor's 23 years of experience with OSI's trade show program behind them, they developed a cost effective solution.

The Encelium's product information was folded into the OSI exhibit space with the creation of new graphics and additional wall panels from Creatacor's rental inventory for product demonstrations. The existing Encelium space was converted into branded onsite private conference rooms for all business segments to share.



# What are you waiting for?

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