

May 2008

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## New Brand Program for

## DoubleCoin Tires & CMA/China Alliance

A highlight at this year's Con/AGG show was the new set for CMA/China Marketing Alliance. This was the first time use of their new logo and introduction to a new exhibit concept, a brand program for DoubleCoin Tires and CMA. This 17' tall linear exhibit represents a new direction for CMA/DoubleCoin. This booth is very contemporary with a hint of Asia.



CMA-LLC 2008 CON/AGG Show  
20x60' Peninsula Booth Concept  
Aerial View  
Expo Exhibits ©12/19/07

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## Sho-Link Locations

Arizona  
Baltimore  
California  
Colorado  
Florida  
Georgia  
Illinois  
Indiana  
Kentucky  
Louisiana  
Maryland  
Massachusetts  
Michigan  
Missouri  
Nevada  
New York  
North Carolina  
Ohio  
Pennsylvania  
Tennessee  
Texas  
Utah  
Washington  
Washington, DC

## Corporate Updates

Sho-Link is pleased to announce that Chad Schroeder has joined Sho-Link's Customer Service Department. Chad brings to Sho-Link extensive customer service experience from GBC. We are confident that his professionalism and enthusiasm will be of great service to our customers.

Susan Leal has joined Sho-Link in the Chicago office as the Billing Clerk. With experience in customer service and billing, Susan is well equipped to handle her new responsibilities.

Please welcome Susan and Chad to the Sho-Link team.

## Nimlok Hosts Annual Meeting

Nimlok hosted its annual meeting in Las Vegas during the Exhibitor Show. The day kicked off with a meeting of Nimlok's distributors, which featured a state of the company address from Simon Perutz, President of Nimlok, as well as reports from the company's marketing and operations executives. It closed with an elegant cocktail reception and dinner event that included a rousing awards presentation, celebrating the accomplishments of Nimlok's top sales consultants and distributors.

"Our future is inextricably linked with our past," said Perutz, in his address to the distributors. "While many around us are rushing to 'go green', we can say, with pride, that being green - particularly in light of our core principle of reusability--has always been a critical part of our company's business philosophy."

Tim Perutz, president of Nimlok Limited in the United Kingdom, expanded on Nimlok's environmental philosophy in his presentation on how his company recently achieved ISO 14001 certification, for its environmental management system. Nimlok Limited is the first exhibit company in Europe to achieve this status.

"As we move forward, it will be with a renewed and reenergized focus on design and product development, wrapped, as always, in an environmental mantle," Perutz continued. "We are more deeply committed than ever to bringing extraordinary products to market."

While speaking to a crowd of nearly 200 Nimlok distributor partners from across the United States and Canada, Perutz enthusiastically recognized the people behind Nimlok's success.

### Top Sales Consultants of 2007

Jim Wheeler, Nimlok S.Florida  
Deb Kerrigan, Nimlok Chicago  
Lori Pope, Nimlok Charlotte  
Karen Cohen, Nimlok Philadelphia  
Peter Crouch, Nimlok Chicago

### Most Improved Sales Consultants of 2007

Jim Wheeler, Nimlok S.Florida  
Warren Spicer, Nimlok San Francisco  
John Beckham, Nimlok Charlotte  
Karen Cohen, Nimlok Philadelphia  
Jim Franklin, Nimlok San Diego

"We are delighted to congratulate the sales performance of the top five producers for individual overall sales as well as distributor performance," said Perutz.

### Top U.S. Distributor

Nimlok Chicago

### Most improved U.S. Distributor

Nimlok Charlotte

## Nimlok Welcomes New Las Vegas Partner

Simon Perutz, President of Nimlok, the global display and trade show exhibiting company, announces signing the newest distributor partner in Las Vegas, Imageworks Event Production & Management, Inc. Led by Michelle Szalbirak, the new Las Vegas-based partner has a major presence in the Las Vegas market. Both Nimlok and Imageworks Event Production & Management, Inc. recognize the substantial business growth opportunities in the Las Vegas market and view the partnership as a organization's shared commitment to customer service and innovation will enable Imageworks Event Production & Management, Inc. to best serve the needs of current and future clients.

As part of the Nimlok partner network, all existing and new Las Vegas area clients will now have access to a more diverse, comprehensive product and service portfolio, as well as the ability to tap into Nimlok's significant global capabilities. By partnering with Nimlok, the Las Vegas operation will be better positioned and empowered to capitalize on the multitude of business development opportunities that abound in this city that is truly a crossroads for the exhibition and business worlds.

Imageworks joins 110 other Nimlok partners in the United States. With its 15 year history of operation, Imageworks has a robust client list that includes major hotels, casinos and gaming companies. The Las Vegas operation contributes insight and experience that is unique to the Las Vegas convention and exhibit climate.

Imageworks is currently operating as part of the Nimlok network. As a Nimlok distributor, Imageworks provides custom tradeshow booth design and fabrication, in-house graphics, turnkey trade show management, show floor services, and exhibit shipping and storage. "At Nimlok, we have always taken great pride in providing our customers with a truly remarkable experience," said Perutz. "Michelle shares that vision and we both look forward to delivering remarkable experiences to their existing and future customers."

### ***Sho-Link Members***

Derse

Design & Production Inc.

EEI Global

Exhibitree

Expon Exhibits

Hamilton Exhibits

ICON Exhibits

Nimlok Display & Exhibit Systems

Southwest Displays & Events

### **In the Spotlight Jeanne Crosbie**

This month we are shining our Sho-Link spotlight on Jeanne Crosbie, Show Floor Coordinator for the Las Vegas office. Jeanne comes to Sho-Link with 22 years experience in the tradeshow industry. Prior to coming to Sho-Link, she worked at EES in Chicago. As show floor coordinator for the Vegas office she takes care of all payrolls, job orders, and maintains the office in Las Vegas. When she is not working for us she likes to spend her free time motorcycling with her husband, or rehabbing her old 1960's Vegas style house.

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## Sho-Link Newsletter by Email

In Sho-Link's continued commitment to remain current with today's technology we are happy to announce that we now offer our newsletter electronically.

If you would like to start receiving the Sho-Link News by email, please send an email request to Theresa Peiffer at [tpeiffer@sho-link.com](mailto:tpeiffer@sho-link.com) with your name and email address or call the corporate office at (847) 735-0640 x223. We will be sure to add you to our electronic distribution list. Thank you for your continued trust in Sho-Link as your #1 I&D provider.

## Something a little out of the ordinary in Orlando

At a recent show in Orlando, the general contractor approached Jim Streicher (Sho-Link Orlando) with an unusual request. There was an Israeli exhibitor that had shipped a large piece of machinery for the show, and their crate was damaged beyond repair, so they asked Sho-Link if we could build a new crate. Jeff Brosseau (Orlando City Manager) did a quick estimate for building a crate of that size to fit the machine. Because of the large size, the crate would have to be built on the dock. By days end the materials were purchased and most of the crate was fabricated while the show was running and some assembly would be required on the show floor. While the saws were running a request came from the client for a second normal size crate. Not a problem for our guys in Orlando! We had great cooperation from the dock foreman which was essential for this project. The final finished size of the large crate was 26.5' long x 6' wide x 8' tall. They used 31 sheets of plywood and a small stack of lumber.



### ***Fast Facts on Recent Shows***

#### ***IBS 2008, Orlando***

3000 Hours, 16 Jobs

#### ***CES, Las Vegas***

5286.5 Hours, 23 Jobs

#### ***Con Expo - Con/AGG, Las Vegas***

6721 Hours, 32 Jobs

#### ***Shot Show, Las Vegas***

3527.5 Hours, 19 Jobs

#### ***IEEE PES Expo, Chicago***

956 Hours, 12 Jobs

#### ***KBIS 2008, Chicago***

9421.5 Hours, 8 Jobs

#### ***Mid-America Truck Show, Louisville***

1742 Hours, 15 Jobs

## Exhibit Enterprises, Inc. has become EEI Global

Derek Gentile, President and CEO of Exhibit Enterprises, Inc., announced on April 21, 2008 that the event marketing firm has changed its name to EEI Global. The new name reflects an evolution in the company's comprehensive approach to bring clients' experiential marketing goals to fruition.

"We want our clients to take advantage of EEI Global's full circle of capabilities as a true end-to-end marketing partner," said Gentile. "From conception and strategy to fabrication and trouping, we focus our insight and expertise to ensure that the vision our clients have when they come to us is thoroughly thought out and delivered in a way that equates to a high-impact experience."

Under the EEI Global brand there are four specialized competencies: EEI Design Lab, EEI Environments, EEI Mobile and EEI Technology. The competencies convey four unique service and consulting offerings that demonstrate the company's creative, craftsmanship, logistical and interactive capabilities.

"The competencies within these four companies reflect a fundamental change in the way EEI Global works with clients to achieve their vision," said Gentile, "and they build upon our reputation for insight and quality. We are confident that the results will be even more remarkable brand experiences."

## Recent Customer Testimonials

"Corey, I just heard from Lori...and you REALLY "WOWED" her with the booth. She said it was FABULOUS!!!!. Also, pass on to whomever you hired down there to set up the booth. They were set up before anyone else. She was IMMENSELY pleased and very... VERY impressed. They installed the monitors this morning, and the tape was loaded. They have not seen the final version, but I'm certain they will like it just as much as I did when I viewed it. Thank you for the exceptional service and for making our first government conference a huge and well organized success. I could not have done it without you. Your outstanding work showed in the delivery as well as in the execution. It has been a pleasure working with all of you on this." **Joe Greeley, Nimlok Minnesota**

"I wanted to extend my sincere thanks for your hard work and dedication on this year's CTIA show. In my 9 years of doing this show with Samsung, we have never been asked to pull off a miracle, but this one was very close. Completing a 10, 800 sq ft booth in 4 weeks time is an unbelievable task. Adding in the client's approval process and at 12 hour time difference between the US and Korea made it that much more of a challenge. On top of all of this they gave us a design that was complicated to install and any mistakes at the construction could have really set us back on the rigging and installation of this projecting with them again." **Mark McLain, Derse TX**

"**TEAM WORK!!!** This project was a true testament of a lot of people coming together and functioning as a finely arranged orchestra!! My hat is off to each and everyone who worked and participated in this very successful (and fast paced) project!! I feel truly blessed to work with such an incredible group of Tradeshow Professionals!" **Eric Lewis, Derse TX**

"Jeff Brosseau really bailed us out of an unfortunate jam. Steve M., Steve A., and Adam worked very hard and my client was very appreciative of their efforts. Even though we had problems in the beginning, your guys made it happen. My client pulled me aside on Tuesday afternoon and told me that this install went smoother than any other she had been on before. Jeff, this is not the first time you have bailed me out. I have nothing but great experiences down here in Orlando. I appreciate all your hard work, and the hard work of your crew as well." **Tom Berwanger, Nimlok-Chicago**

"Just wanted to drop a line to express my gratitude for the excellent customer service I received from Sho-Link during the Medical Library Association Show in Chicago. These guys are not only professional, but have a demeanor that gives the customer a feeling of working with friends instead of contractors." **Millette Jackson-Bates, AMA**

"This is a thank you note, long overdue, to let you know how much I appreciate the excellent support you've been giving my Shure client. There are several people who have earned special thanks.

Jim Genzano, Stan Johnson and an excellent crew in LA did a fabulous job with NAMM. Each person on that crew gave their all and demonstrated an impressive level of skill, focus and commitment to quality for our client. Jim's excellent planning and Stan's energy and dedication made this a very successful set!

Alicia Hernandez and Danny Mode did a great job for CES. Danny's expertise as a leadman, and his knowledge of the LVCC and of this client's needs, were the critical factors that allowed us to overcome our labor quality challenges at CES and deliver a quality job, on schedule and on budget. Danny has demonstrated show after show that whatever a client needs, and whatever the challenges are he can make it happen! Alicia did an excellent job managing the big picture. She's very customer-oriented and remarkably responsive, and was effective in making crew changes as needed.

Don Dubro also did a good job with MacWorld. Don did an excellent job communicating prior to the show, which allowed us to work the kinks out prior to set up. I sent him on a project run by three exhausted and impatient, novice clients and did not get a single emergency call, which has to be a miracle.

Thank you Sho-Link! Your skills and all your hard work are deeply appreciated! "**Alicia Malloy, Derse**



## Harley Davidson Museum Milwaukee, WI

January proved to be an exceptionally cold and busy month in Chicago this year. Sho-Link employees Mike DeGiacomo, Gino Kopel, Mike Darland, and Jerry Regep drove in 30 below weather to Milwaukee, WI. to assist EEI Global in the permanent installation of a 'board track' at the new Harley Davidson Museum. Under the supervision of EEI's Robert Salveta and the direction of field foreman Chad Wheeler, the Sho-Link crew merged with their road team to construct a partial replica of a 'veledrome' used for motorcycle racing in the 1910's and early 20's. The wooden structure proved to be a tedious and painstaking task. The 18 ft. radius track rising at a 45 degree angle to a height of 13 ft was composed of over 1200 individual pieces. Each board was hand fitted, glued, and nailed one at a time over a 2 week period.

"It's one of the signature pieces that people will remember after they visit the museum." says Kurt Jansen, the Museum's Exhibitions Manager. "The project was unique to say the least," said Sho-Links' Mike DeGiacomo. "EEI Global had thought thru everything and had all the right equipment on-site for the installation. When completed, other workers from all over the location came to view it and even some of them on their own time! It was a pleasure assisting one of our members in the completion of something that will be seen and admired by thousands for years to come."

