CHAPTER 3

HOW TO MAXIMIZE THE NOAA PRODUCT OR SERVICE MARKETING IMAGE THROUGH THE EXHIBIT STRUCTURE EXTENSION CONCEPT

In order to diversify and maximize NOAA's image in the marketplace, full advantage must be taken of the types of portable exhibit structures available. This requires a cooperative approach to participating in major conferences/trade shows and more to inter- and intra-Line Office marketing. This image unification process begins with the procurement of the appropriate exhibit structures.

Exhibit structures vary in both type and function. The "extension concept" is widely accepted as the ideal means to unify structural conversions. This requires developing designs that increase exhibit structures in linear feet using in-line extensions (10' x 10' to 10' x 20' to 10' x 30'), or from in-line extensions to island spaces (20' x 20' to 30' x 30' to 40' x 40'), or to peninsula spaces (40' x 100'). This maximizes the size of the exhibit while influencing the need for more coordinated exhibit procurement practices.

In addition to major exhibit hall opportunities, there are shopping malls, airports, and aquaria, as well as opportunities for outdoor exhibits and portfolio units. NOAA, by marketing its image in these situations, must perform with maximum visual impact.

The following is a variety of modular exhibit structures that meet NOAA's requirements as well as general conference/event/trade show, fire code, and size regulations. These structures can be used singularly to create individual display areas, or collectively to develop unified custom exhibit environments.
PORTFOLIO
6' TABLE TOP

6'

44"

32"

Exhibit 3
10' FLOOR EXHIBIT
FLAT OR ANGULAR
10' FLOOR EXHIBIT
CURVED CONFIGURATIONS
10' FLOOR EXHIBIT
L-SHAPE
10' FLOOR EXHIBIT
3-DIMENSIONAL
20' LINEAR
20' x 20'
20' LINEAR
30' x 40'
TOWERS