Reality 3-D

New Tools

Perfect Planks
Wood grain is a popular finish in the exhibit-design world, but its cost and weight can be prohibitive. When using Interlume Wood Panels by Architectural Systems Inc., however, exhibitors can cover their entire display from top to bottom with roughhewn slabs of wood veneers such as oak, birch, or walnut. The 8-by-24-inch panels are constructed of water-thin slices of reclaimed wood applied to an equally thin plywood substrate, making the entire piece just 0.25 inches thick and relatively lightweight especially compared to heavy wooden planks. With seven wood species and nine standard patterns to choose from, exhibitors can design their displays with a variety of looks, and they can include custom-carved board pieces to personalize the appearance even more. Custom sizes and finishes are also available upon request. Contact: Architectural Systems Inc., New York. 800-793-0224, www.archsystems.com

It Just Goes to Show
With the Show & Sell Trade Show Mobile App by Fullerton, CA-based LifeScience Media, booth workers can use a single app for myriad tasks just by switching between a sales mode and a show mode. Show mode features include lead-capture fields with the option of photographing a business card to generate automated emails, send literature, and make notes on a file during a conversation or after a visitor has left the booth. In sales mode, staffers can share marketing materials and send personalized messages to clients and prospects through their own email accounts. The app is customizable through an easy-to-use administrative panel, and it provides detailed analytics as well as the ability to conduct polls and surveys among booth visitors. Contact: LifeScience Media, Fullerton, CA, 714-738-4800, www.showandsellapp.com