

PORTFOLIO

SELECTED PROJECTS BY

EXHIBIT STUDIO

ENVIRONMENTS | EXHIBITS | EXPERIENTIAL

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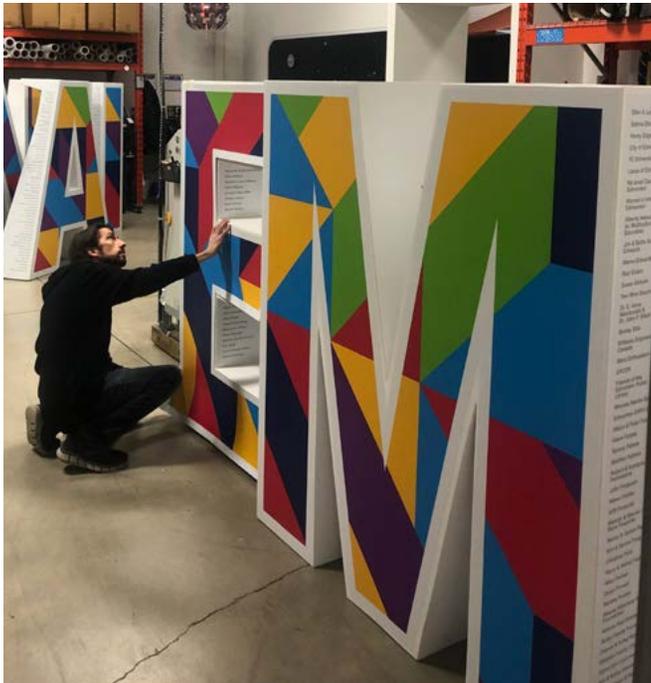
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ENVIRONMENTS

How often do you walk into a building or office and it leaves an impression on you? A well-designed space should create a memory that lingers in your mind after you're gone. Here at Exhibit Studio, we can help immerse your customers in your unique brand and have them remember what you're about after they have left the building. Whether it's a feature wall, 3D logo signage, colourful window decals, or custom fabricated permanent displays, we can help design and build anything you can imagine.

Now, what are some reasons that you should consider branding your space? Many people realize the importance of branded marketing materials and websites, but why the space you inhabit? If you are the kind of business that hosts clients and brings people directly into your office for meetings, then you can present your company's priorities through your space and foster a sense of connection with them. The way you brand yourself communicates how you relate to your clients and how your office looks can help inform them of your values and goals. It can bring your company's personality to life, whether you want to present a high-end, polished, professional look or a down-to-earth, accessible, reliable look.

Office branding can also be great for your employees as well! Providing inspiration and creating a sense of community within your core group of people can be a remarkable boost to mood and productivity.



Client

TESTIMONIALS

CASSANDRA PAUL

ALBERTA UNIVERSITY OF THE ARTS

"The Illingworth Kerr Gallery (Alberta University of the Arts) has been working with Exhibit Studio for the last 4 years. Exhibit Studio prints and installs all our didactics, large graphics and other experimental community engagement design pieces. We change exhibitions frequently and love their wall noodle product as it doesn't damage our walls and can be easily re-applied elsewhere. Also Tyler is the best installer we have ever worked with! Thanks Exhibit Team!"

CRAIG PINDER

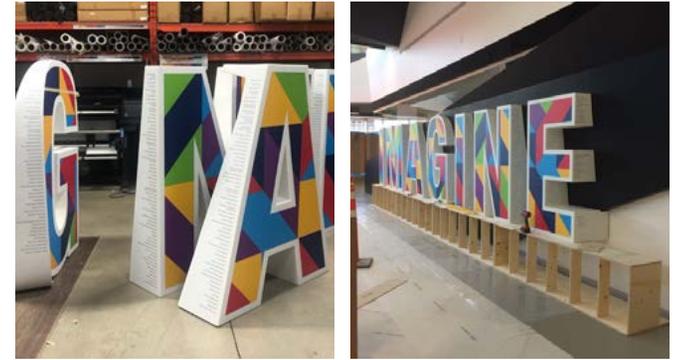
EDMONTON PUBLIC LIBRARY

"The Exhibit Studio team went above and beyond to ensure that our projects were even better than we initially envisioned. They were able to assist and provide terrific solutions to improve our ideas within our budget. Beyond this, the team was amazing to work with every step of the way. From responsive and open communication, meeting timelines and being flexible to our changes, the team was understanding and enthusiastic. Additionally, the attention to detail in production and installation was outstanding. Every aspect was thoroughly considered and met (and often exceeded) expectations. I cannot stress enough how much I appreciate the knowledge, understanding, expertise and agility that was provided to meet and respond to our needs to produce amazing displays."

SANDRA CODD

BAR U RANCH

"I have been working with Exhibit Studios for many years. Tracey and her team are the absolute best, no matter what I bring them, (trade show displays, large wall displays, interpretive panels, posters). They always have innovating ideas to take our product to the next level, and their customer service is outstanding. In 2020 they really came through last minute for all of our Covid-19 posters, barriers and directional stickers. Thank you Exhibit Studios!"



IMAGINE Supersized! Edmonton Public Library

Exhibit Studio was thrilled to work with The Stanley A. Milner Library and add an extra special element to their massive renovation project. As you walk into the building's main foyer, it is impossible to miss the brightly coloured, 5-foot tall foam letters spelling out IMAGINE mounted to a 35-foot long wall. Upon a close-up inspection of the letters, you will find the names of all the library sponsors carefully placed along the side of the letters. The finished art piece looks fantastic, and patrons can see it from many different angles in the room.

We had foam letters cut out and then wrapped in decals. We then loaded them into the truck, drove them to Edmonton, and installed them ourselves.

Client:
Edmonton Public Library

Project Location:
Edmonton, Alberta

Exhibit Studio's Scope of Work:
Fabrication, Print & Production, Installation

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Suncor's Environmental Graphics

This interior window installation was the feature wall in a brand new construction project. McCann Worldgroup supported their client with coordinating some of the finishing touches, including these divider wall graphics. The Suncor office building's design focused on an open plan concept, and this privacy divider sheltered the office from hallway traffic.

We printed their design on a clear decal with a frosted laminate so that you couldn't see through it, but the light would still shine through. When the wall was between you and the light source, the effect was incredible. We visited the site to gather measurements, prepared everything precisely, and cut out the custom angles before we went onsite to install it.

Client:
McCann Worldgroup Canada

Project Location:
Calgary, Alberta

**Exhibit Studio's
Scope of Work:**
Print & Production,
Installation

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AUArts: Illingworth Kerr Gallery

AUArts has been part of the cultural heritage of Calgary for a very long time now. Their professional art gallery, The Illingworth Kerr Gallery, hosts various artists from students within the school to professional artists from around the world. The gallery has a handful of shows each year, and every time they do, the space gets a bit of a facelift.

We are lucky to help them out with the vinyl printing and installation for this ever-changing space. We print the university's large scale decals and meticulously install them while they're setting up the rest of the show. Like everything else in the gallery, things are perfectly lined up and spaced out for a professional and polished look that compliments the rest of the beautiful artwork exhibited in the space.

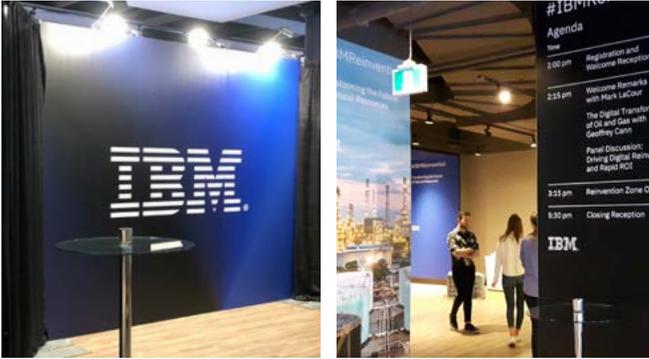
Client:
Alberta University of the Arts

Project Location:
Calgary, Alberta

Exhibit Studio's Scope of Work:
Print & Production,
Installation

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BlackBox - IBM Oil & Gas THINK

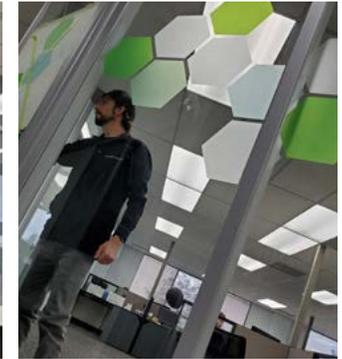
We had worked with Blackbox on two previous events, The Gathering and Energy Disruptors. This time, we assisted at The Hudson for a high-level IBM event. The Hudson was a facility that Blackbox had not used before, so we visited the site, gathering measurements of the historic venue's walls, taking photos, and filming a walk-through during small openings between the facilities' hectic event schedule. We created mock-ups and renderings for the client to visualize the event and created templates accounting for the walls' irregular shapes and sizes. We designed and printed impactful branded graphic elements for the floors, walls, ceiling panels, exhibits, and kiosks and fabricated 3D pieces for the speaker backdrop. A time-sensitive installation and takedown of the event alongside other Calgary event specialists capped off a great team effort. The outcome was a well-orchestrated event with high praise from the client.

Client:
BlackBox Communications Inc.

Project Location:
Calgary, Alberta

Exhibit Studio's Scope of Work:
Print & Production,
Fabrication,
Installation & Dismantle,
Logistics

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Betach Solutions' Environmental Graphics

Betach is an IT company with offices in Calgary and Edmonton, Alberta and they have beautiful and unique branding. They've recently moved buildings, and their new space is full of glass walls that required some decals so that people could see them and safely navigate around the office.

We went to their new site and measured all their windows to create templates for them to put their design onto. They returned the templates with their artwork in them and so began the test printing process. We printed on many different materials to see which one would be the best for the job and then colour corrected to perfection. They chose to use an etched vinyl and clear frosted decal for their designs. Exhibit Studio installed the window treatments, in addition to a 3D logo sign and a word wall. Now their space is specifically branded to them.

Client:
Betach Solutions

Project Location:
Calgary, Alberta

**Exhibit Studio's
Scope of Work:**
Print & Production, Installation

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Ambrose University Bookstore

Previously known as the Ambrose Bookstore, the newly named Lions' Store offers a streamlined, one-stop shopping location where students, faculty, and staff can purchase merchandise, clothing, textbooks, and recently published faculty works. We were asked by Design Asylum to print and install graphics to support the refresh and rebrand of the Lions' Store. Our team conducted a site visit to get measurements of the windows and to drop off a few print samples so that the university could choose what materials to use. Once they made their choice, special care went into printing their colours just right. We adjusted the colours to match the Pantones provided, and we saturated the graphic with ink to make it vibrant. The wow factor had settled in before everything was fully installed. Even as they were going up, people were extremely thrilled about how these colourful graphics brought a bit of spirit to the formally simple space.

Client:
Design Asylum

Project Location:
Calgary, Alberta

Exhibit Studio's Scope of Work:
Print & Production,
Installation

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Canada's Sports Hall of Fame Exhibition Hall

This project was a collaborative effort between Canada's Sports Hall of Fame, multiple SAIT design students, and Exhibit Studio. The SAIT students were challenged to find design solutions to display the museum's photographs and memorabilia along with their digital memories. They submitted their proposals to the museum, and designs were then selected and given to us at Exhibit Studio to make a reality.

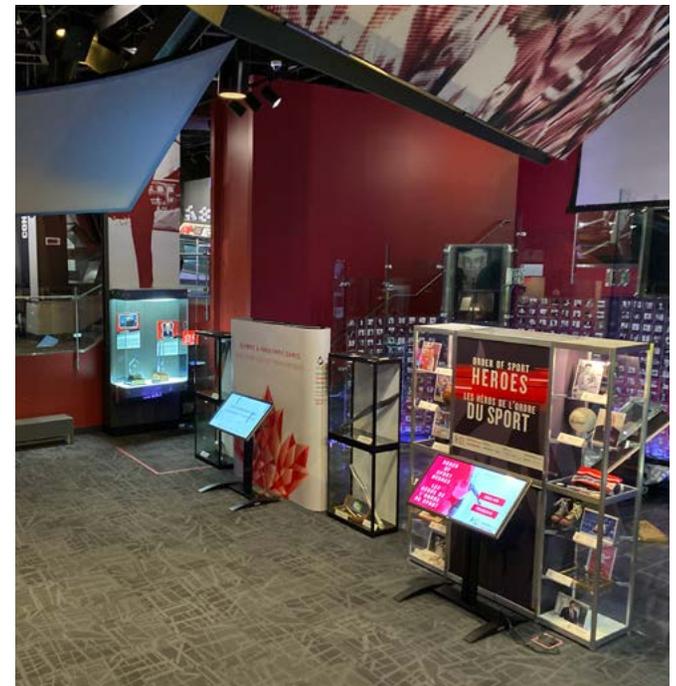
Printed fabric backdrops, in-house printed pop-up displays, and Octanorm display cases were all used to bring the students work to life.

Client:
Canada's Sports Hall of Fame

Project Location:
Calgary, Alberta

Exhibit Studio's Scope of Work:
Print & Production,
Installation

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Canada Diagnostic Centres

Canada Diagnostic Centres is a multi-modality diagnostic imaging provider that has multiple locations across Alberta. The number of clinics keeps expanding, and their continued growth spurt has been giving us ongoing work. Signage projects abound with any new build, and as new buildings kept being added and protocols for health care delivery continue to change, CDC enlisted us to help. They needed to communicate to their patrons where to go and to inform them of the space's rules and regulations.

We've done multiple projects to help them improve their visitor experience. These include wayfinding displays, interior signage, perforated window graphics, outdoor vinyl signs, and rear-mounted acrylic wall plaques. We have also helped them hang multiple artworks around a new space to spruce it up.

Client:
Canada Diagnostic Centres

Project Location:
Calgary, Edmonton & Okotoks, Alberta

Exhibit Studio's Scope of Work:
Print & Production, Fabrication, Installation

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GMC Whistler Race Hut Rebrand

Momentum Worldwide Toronto reached out to Exhibit Studio as its fabrication partner to help create a fresh new look for the GMC Race Centre Huts on the Whistler Blackcomb ski hill. The request was to emulate the GMC Denali's look and feel with the metal textures and sleek black materials also seen in GMC's branding.

We put brand-new graphics on the mountain huts and built and installed 3D logo signage. Printed perforated window vinyl helped to give the cabins their updated look. We also had to ensure that all the materials used could withstand the harsh winter elements and continue to deliver GMC's branded message. We only had a few short months to pull this project off and installed everything before the snow fell that year.

Client:

Momentum Worldwide - Toronto

Project Location:

Whistler, British Columbia

Exhibit Studio's Scope of Work:

Design, Fabrication,
Print & Production,
Installation

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Bar U Ranch - Physical Distancing Signage

The Bar U Ranch National Historic Site is nestled in the Alberta foothills with the Rocky Mountains as its backdrop. The ranch was part of phase one re-openings post-COVID-19 and wanted to guide their guests as smoothly as possible around and through the visitor centre, educating people on the new rules and regulations while maintaining the Bar U Ranch brand identity.

Scheduled to open June 1st, we had a week to meet the deadline to ensure they were ready to open safely. Our staff drove to the ranch on Tuesday to double-check window measurements and select materials. On Wednesday, we were already checking graphic files; we received approvals on Thursday, and on Friday afternoon, everything was printed and packed for Monday morning delivery and installation. Both ourselves and the Bar U Ranch are so happy with how everything turned out.

Client:

Bar U Ranch National Historic Site

Project Location:

Longview, Alberta

Exhibit Studio's Scope of Work:

Print & Production, Installation, Logistics

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EXHIBIT STUDIO

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2021 IIHF World Junior Championship - Edmonton

This project was a technical challenge. First, we had to fabricate a couple of goal lights on a larger scale. Then we wired them into a new 2021 Chevy Tahoe's existing lighting system. Finally, we programmed an Arduino board to trigger the goal lights and the vehicle's head and tail lights to flash together. Part of the challenge was to wire the lights by separating our system from the vehicle's internal electrical system and keeping everything intact to prevent damaging the Tahoe so that we could reverse everything in the end.

When a player scored a goal, Rogers Place would send a signal to our system in the Tahoe, and it would light up and flash for ten seconds and then stop. Configuring everything here in Calgary, so it was ready to set up when it got to Edmonton, was imperative. We not only pulled this techy project off, but we did it with a tight deadline looming.

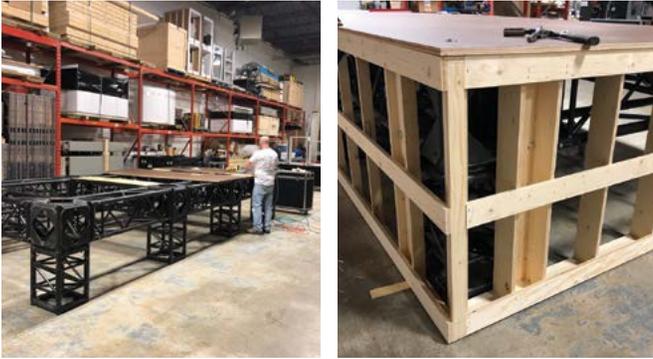
Client:
Momentum Worldwide - Toronto

Project Location:
Edmonton, Alberta

Exhibit Studio's Scope of Work:
Design, Fabrication,
Technical Set-Up

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2019 IIHF World Junior Championship - Vancouver

We built this structure for Momentum Worldwide to promote the Chevy Silverado at the World Jr's Hockey Championship tournament. The display was set up outside Roger's Arena in Vancouver and was built strong enough to support a full-sized truck.

We covered the top of the platform in a shiny decal printed to look like ice and then covered the sides of the structure in decals that we designed to look like scuffed-up ring boards. Inside was an ultra-quiet generator that provided power to the lights that lit the truck up at night. This outdoor display was stunning both day and night.

Client:
Momentum Worldwide - Toronto

Project Location:
Vancouver, British Columbia

Exhibit Studio's Scope of Work:
Design, Fabrication,
Print & Production,
Installation & Dismantle



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EXHIBIT STUDIO

ENVIRONMENTS | EXHIBITS | EXPERIENTIAL



Village Honda Tire Wall

Village Honda's service department wanted to add an attention-grabbing display for customers to take in as they drove into the service bay. The challenge was they still needed to promote and display the tires and rims they sell at the same time. They wanted to showcase their summer, winter and all-season tires in conjunction with their low, middle and upper price points to show clients the difference between them.

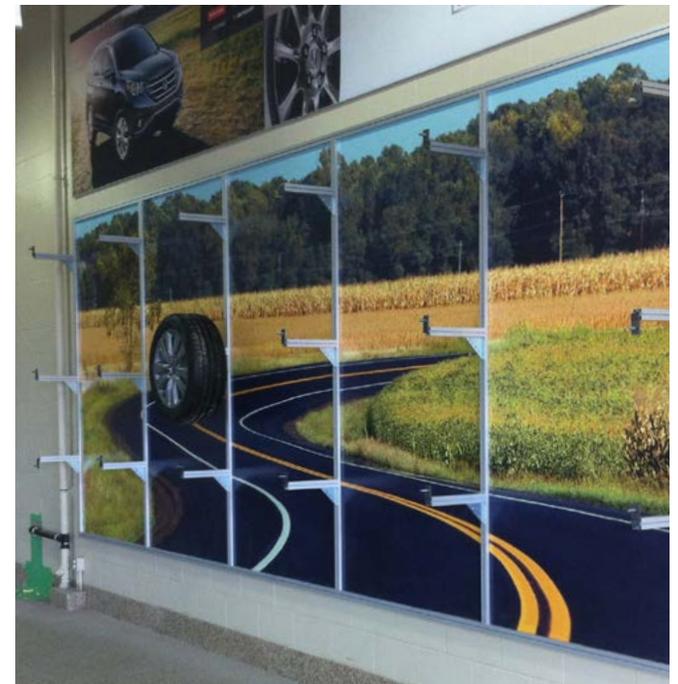
To finish off the display, we printed a large visual backdrop of an open road on an Alberta highway behind them. The massive visual created an emotional connection with the customers and reminded them that the right tires are an essential part of their vehicle no matter where their travel takes them.

Client:
Village Honda

Project Location:
Calgary, Alberta

Exhibit Studio's Scope of Work:
Design, Print & Production,
Installation

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Custom Wall Decals

There are no limits to what you can do with our customized wall decals in your home or office. The wall noodle material that we use will ensure that you can remove your graphic with no damage to your paint or drywall, which means that you can change your mind and your decor often!

You can do entire walls, custom shapes, lettering or accentuations. Add loads of personality to your space and introduce some wow factor. We have done murals for kid's bedrooms, offices, accents behind collection displays and woodgrain texture as a TV back-splash. The opportunities are endless.

Client:
Various

Project Location:
Calgary, Alberta

Exhibit Studio's Scope of Work:
Design, Print & Production,
Installation & Dismantle

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EXHIBITS

There are many options to consider when purchasing an exhibit for a show. We have portable, modular, custom, rental, and outdoor exhibits to offer, and our knowledgeable staff can help you find the right fit for your client, your company, and your budget. Trade show and display opportunities come in all shapes and sizes. Whatever the size, or specific need for your display, we can help you find something that exactly fits your needs.

Portable Exhibits - We consider all of the portable displays we carry to be easy to set up, lightweight for transportation, and convenient when packing in a carry bag or hard-shelled shipping case. The displays have a wide variety of accessories, and many of them include a lifetime warranty on the hardware and graphics.

Modular Exhibits - Every modular exhibit has the capability and flexibility to be used in different configurations. It can be modified to meet specific trade show requirements such as changing booth sizes, different graphic layouts, meeting rooms, demo stations, product shelving, video presentations, or storage space.

Custom Exhibits - There are nearly endless possibilities with custom trade show exhibits, and our team can help translate your ideas into three-dimensional space. Custom exhibits allow for private conference rooms, storage rooms, video walls, demonstration areas, virtual reality stations, raised flooring, and even a second-story double decker!

Rental Exhibits - Renting display hardware is approximately one-third of the cost of buying it; if you only need to use an exhibit once or twice, renting a display might be the way to go. Rentals allow exhibitors to experiment with different types of displays, layouts, and booth sizes to figure out what works best before committing to purchase.

Outdoor Exhibits - There are many different types of outdoor displays for you to choose from. Whether you need shelter from the elements or something eye-catching to bring people into your space, we've got you covered. We have tents, outdoor signage options, and many styles of flying banners to help you promote your business.



Client

TESTIMONIALS

KELLY HANSON

SPIRITLEAF'S 10' X 20' EXHIBIT

"We at Spiritleaf aim to come to every event with best-in-class marketing, and we're honoured to work with Exhibit studio. Their team spares no detail, and were great at communication design and structure. They are extremely accommodating, and have been an asset to our event marketing team. Beyond that, they are very kind and thoughtful (they sent us snacks at our last tradeshow!) Highly recommend."

MEG SWEENEY

YELLOWHOUSE EVENTS: SIEMENS

"Exhibit Studio did a fantastic job at helping my clients bring a large trade show booth to life in Calgary! With attention to detail and excellent customer service, the finished product was truly amazing! I am looking forward to working with them again very soon in the future :)"

TARYL GRIMSHIRE

SCHNEIDER ELECTRIC

"I have worked with Tracey for fourteen years and Exhibit Studio since its inception. Tracey, David and the whole team are true partners - dedicated to their customers and to their staff, ensuring quality design, functionality and exceptional service - whether it is an exhibit at a tradeshow, or a solution wall in your business location. I wouldn't hesitate to recommend Exhibit Studio, if you are looking for your next exhibit or display partner."



China Petroleum Technology & Development Corporation

We have had the privilege of custom building CPTDC's trade show exhibit for the annual Global Petroleum Show in Calgary since 2015. Their design agency, Dolphin International Media, located in Beijing, China, created the layout and graphics for this impressive exhibit. We worked closely with them as we built the display to ensure we recreated their real-life vision. Building the exhibit locally saved CPTDC thousands of dollars, and we have stored the main components for use in subsequent years to save them costs on a complete rebuild.

This exhibit stands out with a 30ft wide x 13ft deep x 15ft high tower that includes a 14ft video wall, storage room, and meeting room with a frosted glass wall. The booth is accented by hanging halos, double-sided light boxes, multiple product stands, reception counters, and an impressive backlit bar.

Client:
Dolphin International Media

Project Location:
Calgary, Alberta

Exhibit Studio's Scope of Work:
Fabrication, Print & Production, Installation & Dismantle, Pre-Event Site Evaluations, Logistics, Storage

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Dr. Pepper Snapple Group Octanorm Display

Our many modular displays allow our clients to have an easy-to-transport booth with a custom feel. For our second year in a row, Corso Agency and their client Dr. Pepper Snapple Group recruited us to create a captivating, modular booth.

The client needed a booth space that would showcase their partners' offerings using product sample areas, backlit graphics, and a fully functioning soda fountain. At a trade show known for its outstanding, creative displays, the Dr. Pepper Snapple Group booth attracted lots of attention and admiration. This modular booth incorporated a meeting space, a lounge area, product shelving, 20ft tall backlit towers, monitors with running advertisements, and six fabric hanging halos.

Client:
Corso Agency

Project Location:
Atlanta, Georgia
Chicago, Illinois

Exhibit Studio's Scope of Work:
3D Design, Fabrication, Print & Production, Installation & Dismantle

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EXHIBIT STUDIO

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Siemens' Custom Rental Exhibit

When the CanWEA Annual Conference and Exhibition first visited Calgary in 2016, Yellowhouse Events called us out of the blue. They were looking for a team to create and execute a 20' x 30' rental trade show experience for their client, Siemens, and needed someone that would provide unrivaled support.

They had particular requests for the details, and within two weeks, we had renderings, quotes, and a sign off to start design and order materials. Working with a multi-national company means strict branding guidelines, often extended timelines for approvals, and periodic shifts in requirements - remaining agile is fundamental to success. Both Siemens and Yellowhouse are amazing to work with and are highly organized and attentive. The quick addition of a custom 10' x 10' photo booth from Denmark (arriving the day before the show opening) kept us on our toes.

Client:
Yellowhouse Events

Project Location:
Calgary, Alberta

Exhibit Studio's Scope of Work:
Design, Fabrication,
Print & Production,
Installation & Dismantle,
Pre-Event Site Evaluations

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Ames Tile & Stone's Custom Exhibit

Ames Tile and Stone's 20' x 20' custom-built trade show display presented us with a unique challenge. They wanted to build the display using their tile mounted to the 20ft wide x 12ft high back wall and continue the look on the raised floor. The client wanted to create the look and feel of their storefront entrance from the outside of the display while creating a modern living room feel on the inside of the booth. They wanted an area for sitting, sections to showcase their specialty tile and stone, highlighted images on stand-offs, 3D lettering and a custom hanging lighting piece.

The show was in Vancouver, so we had to build as much of the display as possible in Calgary, ship it to Vancouver and build the rest of the display onsite. We had to re-inforce the floor and the back wall to hold the weight of 5000 lbs of tile that had to be laid by hand onsite after the walls were built. The end result was absolutely gorgeous and this was one of our favourite projects!

Client:
Ames Tile & Stone

Project Location:
Vancouver, British Columbia

Exhibit Studio's Scope of Work:
Print & Production,
Installation & Dismantle,
Logistics

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EXHIBIT STUDIO

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CannaBuild Partners' 10' x 20' Exhibit

Built with Octanorm and custom elements, this modular 10' x 20' display looks both stunning and inviting. A backlit roof that angles upwards to 12ft, coupled with a 3D logo, brings attention to the trade show booth from a distance.

Backlit, dye-sublimated printed fabric adds luminosity and warmth to the display, and custom 3D logos on the back wall cover up monitor mounts for TVs that CannaBuild is planning to add later on.

The display shines brightly to attract people from far away, and custom planter boxes are natural and warm and invite people right into the space.

Client:
CannaBuild Partners

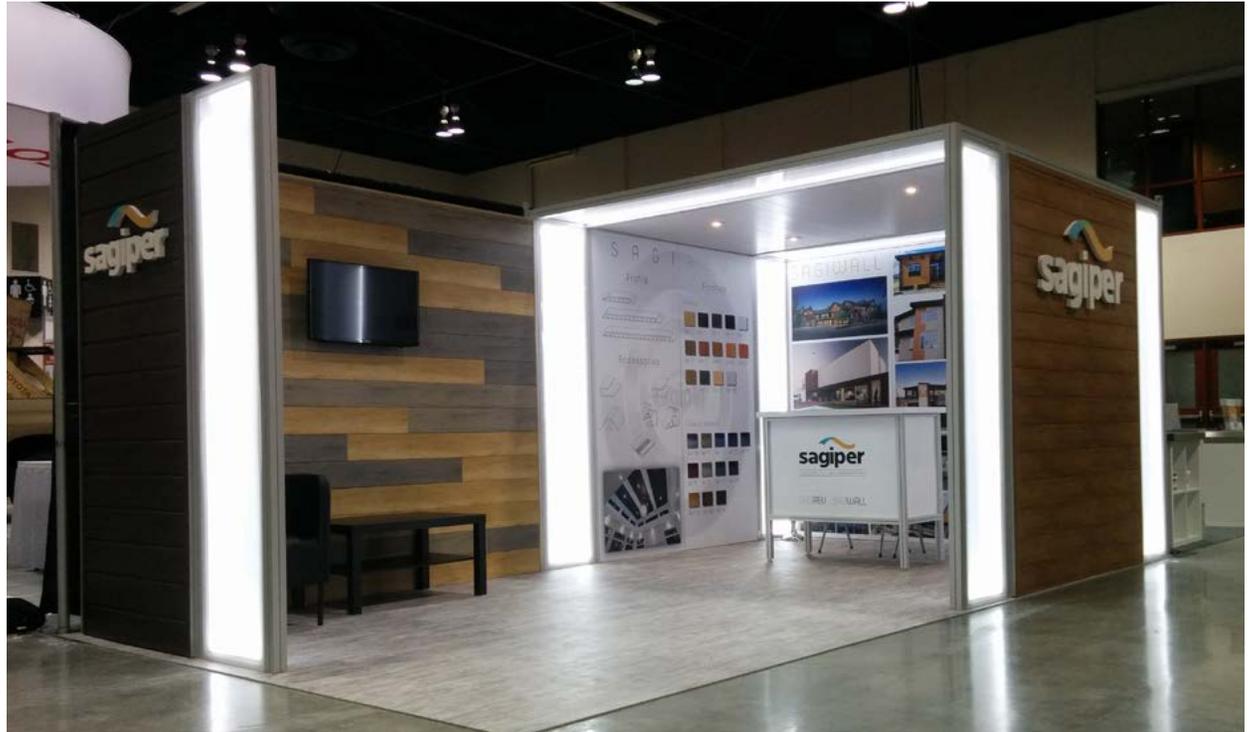
Project Location:
Calgary, Alberta
Vancouver, British Columbia

Exhibit Studio's Scope of Work:
Design, Fabrication,
Print & Production,
Installation & Dismantle

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*Digitally Rendered Concept



Sagiper North America's 10' x 20' Exhibit

Since 1994, Sagiper has revolutionized the construction and renovation industry with its high-quality product lines. Their vision was to own a modular display that would solidify their presence at various trade shows and industry events across North America.

The eye-catching design, bold graphics and imagery, lighting features, and three-dimensional logos combine to create a display that exemplifies their contemporary look. Versatility is vital. This display can be flipped or reconfigured to fit a variety of exhibit spaces. The result is a display that stands out and delivers an impactful and inspirational experience.

Client:

Sagiper North America

Project Location:

Calgary & Edmonton, Alberta
Vancouver, British Columbia
Toronto, Ontario
Las Vegas, Nevada

Exhibit Studio's Scope of Work:

Design, Fabrication,
Print & Production,
Installation & Dismantle



*Digitally Rendered Concept

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Canada's Sports Hall of Fame

Initially used for the 64th Annual Induction Festival, hosted in Toronto, this custom display was also used for the 2019 Grey Cup celebrations in Calgary. The exhibit showcases Canadian athletes in Play Hard, Fight Hard: Sport, and the Canadian Military Exhibit.

This gallery-type display needed to present a lot of information and be accessible to many people at once. We used our double-sided pop-up displays covered in custom graphics to do just that. Using four lightweight, easy to set-up structures, we created an environment for people to enjoy, learn from, and gather around. Canada's Sports Hall of Fame has had them shipped from Toronto to Calgary for use at multiple events.

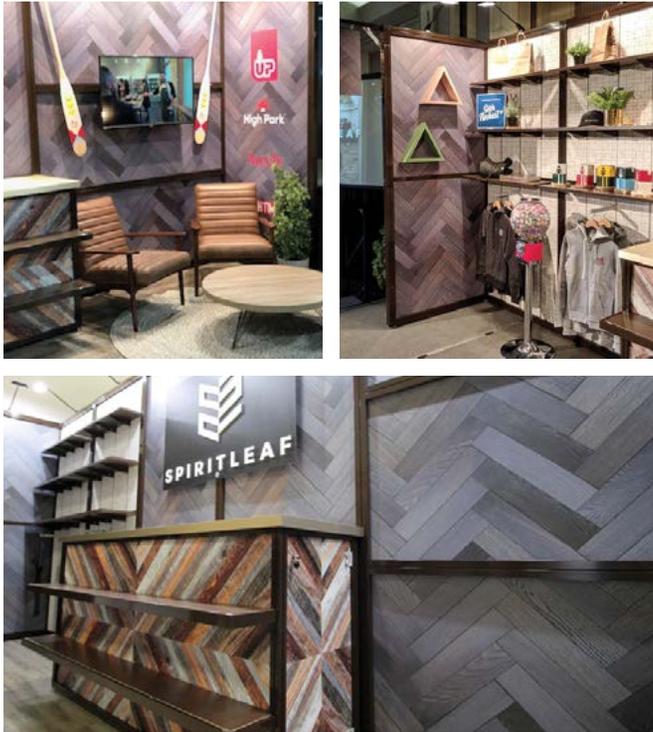
Client:
Canada's Sports Hall of Fame

Project Location:
Toronto, Ontario
Calgary, Alberta

Exhibit Studio's Scope of Work:
Design, Print & Production

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Spiritleaf's 10' x 20' Exhibit

Spiritleaf is a highly recognizable brand in the cannabis market. This project's challenge was to capture attention and represent the modern, comfortable feel of a Spiritleaf store.

Direct branding is minimal, but the booth is recognizable through the use of materials. We matched the natural-like wood textures to the Spiritleaf brand, and the aluminum in the Octanorm structure is powder-coated a deep brown. There's a Canadian cottage style in the finishes, the art, the seating, and the adventurous accent pieces that all emulate their retail locations' look and feel. This modular display has a custom crate built for it so that everything packs down efficiently to be shipped. Exhibit Studio manages the shipping and show services for their booth all over Canada.

Client:
Spiritleaf

Project Location:
Calgary, Alberta
Vancouver, British Columbia
Toronto & Ottawa, Ontario

Exhibit Studio's Scope of Work:
Design, Fabrication, Print & Production, Installation & Dismantle, Shipping, Logistics & Show Services



*Digitally Rendered Concept



PlyGem and Mitten's Exhibit

PlyGem has various products they carry for home builders and contractors, including windows, siding, and doors. Rather than showcasing their product inventory on flat graphics or product shelving, Ply Gem Canada has been using our help year after year to build them life-size pieces for show-goers to get up close to and handle themselves.

Their booth offers creativity and innovation, as potential clients can touch and feel the materials right there as they speak with a representative. Clients can open windows, pick up the siding, and get a feel for things - their entire booth is interactive. With each piece being compact and small, their booth can be scaled from a 50' x 50' booth space down to a 30' x 30' if necessary.

Client:
PlyGem/Mitten

Project Location:
Canada Wide

Exhibit Studio's Scope of Work:
Design, Fabrication, Shipping,
Print & Production,
Installation & Dismantle,
Logistics & Show Services

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Canada Malting's Custom Exhibit

Canada Malting's custom booth has been one of our favourites for the past three years. The trade show display can break down to a 10' x 10' booth space or grow to a 10' x 60' space, all while keeping the materials used lightweight and portable.

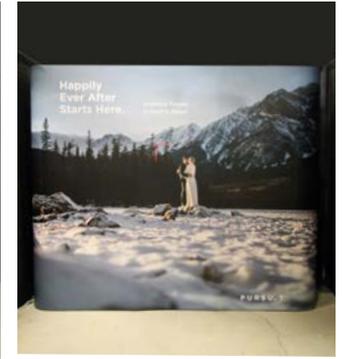
Canada Malting and their affiliated companies (under GrainCorp Malt) each had their own section of the display, including backlit fabric graphics, cabinet storage, custom front podium, and custom flooring. We chose the laminate to reflect rustic wood so the accent materials would stand out, and it would bring attention to the customized booth space.

Client:
Canada Malting Co. Limited

Project Location:
Calgary, Alberta
Philadelphia, Pennsylvania
Washington, DC
Nashville, Tennessee

Exhibit Studio's Scope of Work:
Design, Fabrication,
Print & Production,
Installation & Dismantle

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Pursuit's Diverse Exhibit Collection

Evans Hunt, a revered creative agency in Calgary, brought us this project for their client, Pursuit. Pursuit is a tourism company based in Banff, Alberta. Their Marketing and Branding team required a portable display that would allow for regular seamless design updates and would have the flexibility to be used in 10' x 10', 10' x 20', or 10' x 30' exhibit spaces. Our Pop-Up displays and vibrant latex printed laminated graphics are perfect for drawing attention to their stunning visuals and striking brand elements; their compass needle, blue, and red.

3D floor standing letters were made to mark the booth's front - a unique approach to draw guests to their 10' x 30' space at larger events. Their compass needle icon produced in acrylic and matched to their Pantone red is a unique feature that guests immediately identify with the brand.

Client:
Pursuit

Project Location:
Calgary, Alberta

Exhibit Studio's Scope of Work:
Design, Fabrication,
Print & Production,
Installation & Dismantle

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Alberta Small Brewers' Magnetic Graphics

When you think of customizable, the thought of “large-scale” or “expensive” may come to mind. A customizable display however, can definitely work with portable hardware and caters to specific client needs and shows. The not-for-profit, Alberta Small Brewers Association was looking for a way they could bring attention to different craft beer brewers, depending on the event or trade show they were attending. With the growing list of small breweries and only so much space to highlight them, the idea of using magnetic banner stand material was a perfect solution.

The decision to go the magnetic route was determined in the initial planning process. The ability to easily transport all across the province and beyond, add or remove brewer’s magnets easily on the go, and easily print new magnets as needed are all that makes this project so fantastic - and the result looks outstanding.

Client:
Alberta Small Brewers Association

Project Location:
Calgary, Alberta

Exhibit Studio's Scope of Work:
Print & Production

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EXHIBIT STUDIO

ENVIRONMENTS | EXHIBITS | EXPERIENTIAL

EXPERIENTIAL ACTIVATIONS

Imagine lifting a 2,000 kg truck in the air using a high-pressure water hose and a moving target.

Or you're inquisitive and notice an authentic London phone booth in downtown Calgary; you can't contain your curiosity and choose to step in and answer the phone.

Or it's mid-COVID, and you are looking to engage with your Spruce Meadows super fans, so you custom build a mobile experience to bring Spruce Meadows to their homes.

These are all examples of real experiential marketing activations. Experiences are a way to connect with an audience, capture a customer's attention, captivate consumers emotionally, and create life-long memories.

Experiential activations are entirely focused on creating an interactive, meaningful experience for your customer with your brand and your product by engaging all five senses to form lasting memories. It encompasses not only the event but the time leading up to and including the activation. Experiential marketing activations are intended to surprise and delight rather than directly push a product.



Client

TESTIMONIALS

ADAM ONYSYK

WESTJET'S DESTINATION DERBY MIDWAY EXPERIENCE

"Dave and the entire team at Exhibit Studio are the definition of what you're looking for and would expect from a vendor and design partner. Always going above & beyond and not once in working together has an answer ever been "no". Where there's a will, there is a way - and with Exhibit Studio the will is undeniable. Thank you!"

ANTHONY MAYES

FUSE LIVE: CIBC MEMENTO PROJECT

"I honestly could not have had a better experience with Exhibit Studio. When I first met Tracey and team I came to them with an extremely difficult task, and not only did they deliver, they went above and beyond. Tracey and her team took care of me as a first time customer as if I had been giving them business for a lifetime. They offer fair pricing, creative problem solving, and most of all, they truly care!"

LISA KRASNOV

ISOBAR CANADA | DENTSU AEGIS NETWORK: GMC DEALER RALLY ACTIVATION

"We work very closely with Exhibit Studios for our client activation. They are beyond accommodating, professional, efficient and probably the nicest group of people you will work with. I would highly recommend them as a experiential marketing vendor and display specialists."



ATCO's Thank you to Veterans

This Christmas, ATCO, in conjunction with The Homes for Heroes Foundation wanted to do something special to say thank you to our veterans. They enlisted Exhibit Studio to help install a dazzling Christmas light display that would treat the veterans at ATCO village to a bit of Christmas cheer and warmth. We installed a whopping 9000 pixels into the village courtyard that were all fully program-mable and choreographed to dance for fifteen minutes to the tune of four different songs. We installed a 24ft mega tree in the village centre and a 15ft holiday wreath that both towered above the viewer and mesmerized the audience. There were also candy canes and arches that lit up and lined the pathways throughout the communal space, and light-lined roofs topped off the design. It took our team about four days to install everything on-site and caused more than one finger to blister back at the office.

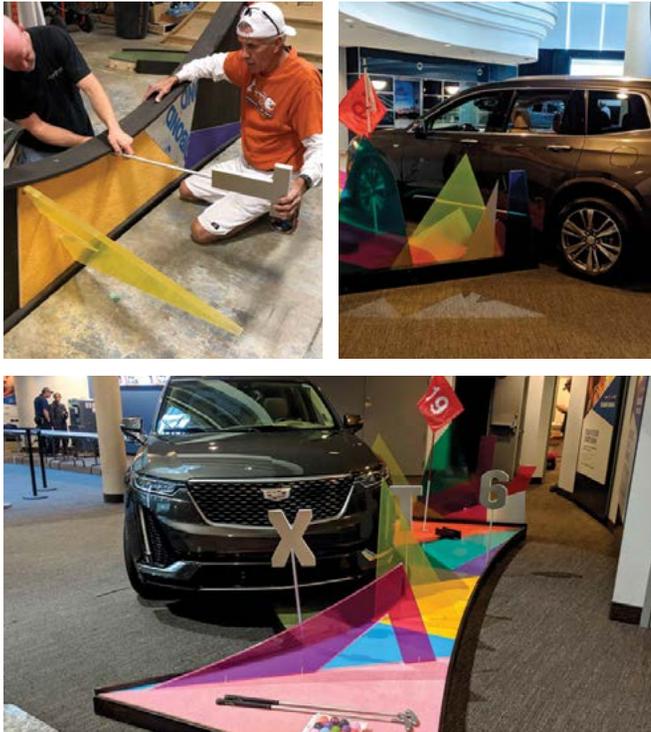
Client:
ATCO

Project Location:
Calgary, Alberta

Exhibit Studio's Scope of Work:
Design, Fabrication,
Print & Production,
Installation & Dismantle,
Pre-Event Site Evaluations,
Audio Configurations

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Cadillac's Abstract XT4 Mini Putt

Isobar Canada came to our team to help them build a brightly coloured mini-putt installation for the Luxury Supercar Weekend in Vancouver. It was to help bring attention to Cadillac's new XT4 and XT6 Crossovers.

We created the mini-putt using coloured Plexiglass, custom-cut carpet tiles, and unique curves built by our fabrication team. The intention was for the installation to interact with one of the new Cadillacs on display. To do this, we created the game so that there was either the option to make a putt that curved around the front tire and under the car or that had multiple Plexiglass tunnel obstructions. Either choice got the audience right up close to the vehicle, was very challenging, and was sure to put a smile on their faces.

Client:

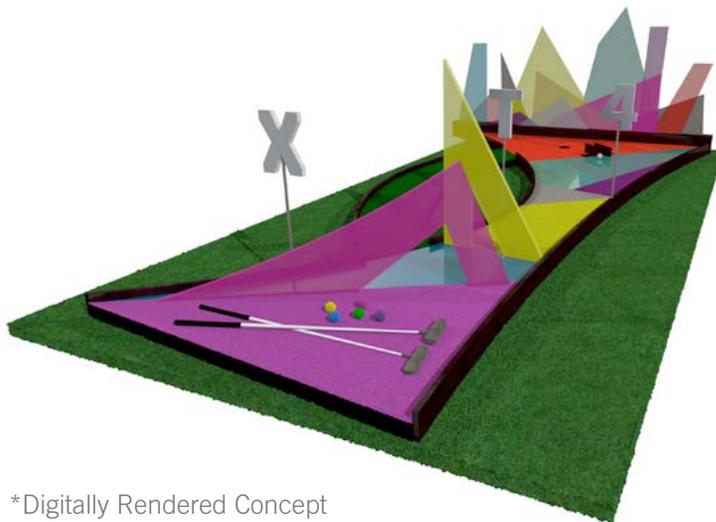
Isobar Canada | Dentsu Aegis Network

Project Location:

Vancouver, British Columbia
Montreal, Quebec
Oshawa, Ontario

Exhibit Studio's Scope of Work:

Design, Fabrication, Installation & Dismantle



*Digitally Rendered Concept



WestJet's Destination Derby Midway Experience

We consider ourselves lucky to have great partners like WestJet. They continue to define and redefine fun, creativity, and innovation to put people and community first.

It was our job to completely revamp an old midway game from the 90s with WestJet branding. We re-skinned the trailer inside and out, adding flashing lights and stereo equipment. Instead of a classic horse race, participants were racing airplanes for a chance to win the grand prize flight awarded by WestJet.

This project is an attention-grabber! Bold colours, engaging graphics, airplanes, music, and flashing lights drew the crowds in and helped WestJet connect with the community personally and foster brand and product awareness on the crowded Stampede midway.

Client:
WestJet

Project Location:
Calgary, Alberta

Exhibit Studio's Scope of Work:
Fabrication, Print & Production, Installation & Dismantle



*Digitally Rendered Concept

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WestJet Phone Booth - London Calling

WestJet's marketing team partnered up with Exhibit Studio to create a unique scenario for a handful of lucky Calgarians to win a trip out of the city. Out of thousands who walked past the ringing phone booth, only 10 answered the call to win. The prize? Two round-trip tickets to London, Gatwick.

WestJet wanted an authentic English K6 phone booth to stand out and catch attention in the busy streets of downtown Calgary, AB. To give it that extra something special, we painted the entire phone booth WestJet teal. We rendered out the phone booth concepts, ordered a real phone booth from England, and installed and tested the audio for the phone and ringer. In three short months, the project went live on May 7th, 2019. We picked up and moved the massive phone booth to two different locations that day.

Client:
WestJet

Project Location:
Calgary, Alberta

Exhibit Studio's Scope of Work:
Concept Rendering, Fabrication, Print & Production, Installation & Dismantle

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Cadillac's XT4 Crossover Experience

Cadillac launched its new 2019 XT4 Crossover and wanted to show off all the new features in an inventive way. Isobar Canada recruited our Exhibit Studio team for help with this project. Their goal was to engage the audience and capture the vehicle's capabilities in an interactive, hands-on experience.

We set-up the display in multiple locations across Canada. It featured a tight-fitting A/V back wall that played Isobar's dynamic video. That video was linked to the steering wheel, allowing people to control the video themselves. A glossy, reflective stage withstood three full days of foot traffic. LED-lined stairs and an entire graphic outer wall helped make this exhibit complete. The Exhibit Studio production team built and mocked-up the display within six days and had it shipped to Montreal in four, where the rest of Isobar's team linked it up with the video.

Client:
Isobar Canada | Dentsu
Aegis Network

Project Location:
Montreal, Quebec
Toronto, Ontario
Vancouver, BC

**Exhibit Studio's
Scope of Work:**
Design, Fabrication,
Print & Production,
Installation & Dismantle

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ATCO & Spruce Meadows' Mobile Experience

ATCO Group teamed up with Exhibit Studio this summer to build a mobile space that brought a Spruce Meadow's experience to a few lucky families that weren't able to attend the actual event due to COVID.

We created a clear structure that resembled the classic ATCO trailer and outfitted it with theatre seating, a TV, surround sound, fridge, and countertops. Custom decals were printed and installed on the trailer to bring ATCO's branding into focus. We built the structure on top of a flatbed trailer and moved it to multiple locations on the same day. Exhibit Studio was thrilled to be a part of this COVID-friendly solution to community building.

Client:
ATCO

Project Location:
Calgary, Alberta

Exhibit Studio's Scope of Work:
Design, Fabrication, Print & Production, Installation & Dismantle



*Digitally Rendered Concept



WestJet's 12 Flights of Christmas: Day 6

WestJet approached our team to help bring their Christmas spirit to life. Taking inspiration from children's ideas on how to celebrate the holidays, WestJet's giveaway spectacle involved gifts inside of gifts inside of gifts.

Our team helped create the gift-inception by building a 10ft Octanorm frame with custom fabric, wrapping paper, and select add-ons. We worked with the WestJet team to build ideas, concepts, and samples to make this giant gift genuinely incredible. Passengers at the Edmonton International Airport unwrapped the massive gift and received free flights for the holidays, bringing the holiday spirit to them and their families.

Client:
WestJet

Project Location:
Edmonton, Alberta

Exhibit Studio's Scope of Work:
Design, Fabrication,
Print & Production,
Installation & Dismantle

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CIBC Memento Project: Crystal's Bank

With the creative advice and support of FUSE Create in Toronto, CIBC decided to transform the local Branch in Camrose, Alberta, into "Crystal's Banking Centre" for the day. They wanted to celebrate their customer and her successes and make her feel valued and unique. We were honoured to be approached by Fuse as their large format printing company and on-site installation crew for this feel-good project.

We worked with the FUSE team to completely transform this branch by personalizing all the signage and decal the windows, doors, and ATM's. An outdoor patio was set up, complete with lighting, seating, and an espresso machine. We even laid down a faux red carpet for Crystal's epic entrance, making this a memorable experience for everyone involved.

Client:
FUSE Create

Project Location:
Camrose, Alberta

Exhibit Studio's Scope of Work:
Fabrication, Print & Production, Installation & Dismantle

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EXHIBIT STUDIO

ENVIRONMENTS | EXHIBITS | EXPERIENTIAL



GMC Proshot Experiential Activation

This project was a big one! We worked together with Momentum Worldwide to create an interactive game for Stampede goers that would turn heads and get GMC noticed.

Our fabrication team constructed four hydraulic run lifts that would raise full-size GMC trucks when participants hit a target with a water gun. We designed the whole space around the game with 3D signage, landscapes printed onto vinyl banners, a 3D mountain, and GMC branded stage elements. We had to figure out how to wire everything together to create this responsive, larger-than-life display that interacted with almost 3000 people the first year.

Client:
Momentum Worldwide - Toronto

Project Location:
Calgary, Alberta

Exhibit Studio's Scope of Work:
Design & Planning, Fabrication, Print & Production, Installation & Dismantle

[READ MORE](#)





GMC Rangeland Derby VR Activation

Working with Momentum Worldwide, we were tasked to combine virtual reality with the traditional Calgary Stampede fan favourite sport of chuckwagon racing.

GMC Canada wanted to use GMC Sierra horsepower to tow the players around the track. Using reins attached to virtual reality controllers, a bouncing chuckwagon seat, and VR, players were sure to get a real Stampede experience like no other.

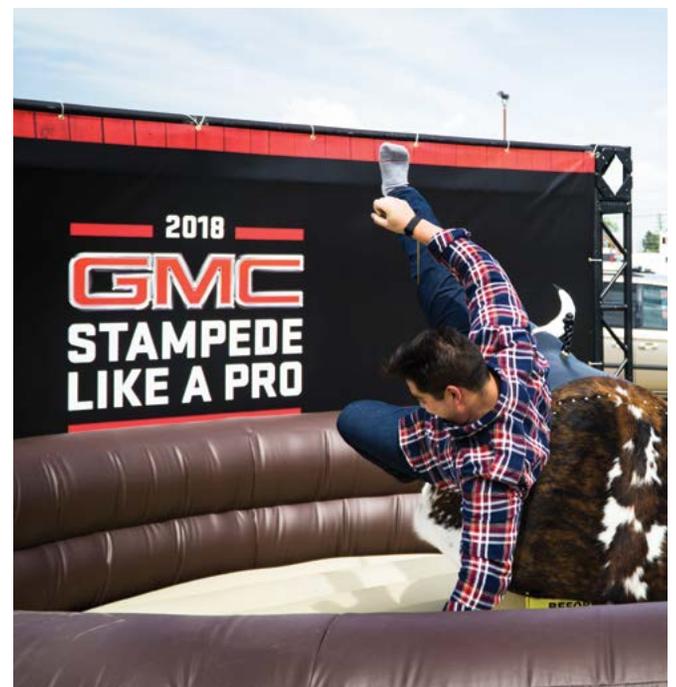
This project was indeed an unforgettable one from initial meetings to the fabrication process of building chuckwagons, printing bright & bold graphics to highlight the GMC brand, and testing out the game.

Client:
Momentum Worldwide - Toronto

Project Location:
Calgary, Alberta

Exhibit Studio's Scope of Work:
Design, Fabrication, Print & Production, Installation & Dismantle

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GMC Dealer Rally Activation

The agency vision was to create a portable experience to travel between Calgary area GMC dealerships throughout the ten days of The Calgary Stampede. Isobar Canada tasked us to work with them to bring this vision to life.

First on the list was converting a flatbed trailer into a stage for the local band, High Steppin Daddy, to play on. A truss structure and vinyl banners protected the group from Calgary's unpredictable shifts in weather. Rich new graphics updated a breakfast food truck with a GMC branded Stampede look to serve up Wagyu beef hot dogs, hamburgers, portobello mushroom burgers, snacks, and drinks. Last but not least, an event like this wouldn't be complete without a mechanical bull challenging the young and old to prove their courage.

Client:
Isobar Canada | Dentsu
Aegis Network

Project Location:
Calgary, Alberta

**Exhibit Studio's
Scope of Work:**
Design, Fabrication, Print
& Production, Installation &
Dismantle, Pre-Event Site
Evaluations, Logistics

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Chevrolet Good Deeds Cup

Youth hockey teams from around the country were competing throughout the year to do Good Deeds for their community. In celebration of the winning team, The Pas Huskies, Chevrolet sponsored a winner's ceremony to honour the team.

Momentum Worldwide Toronto enlisted the help of Exhibit Studio to help make this event happen. The Pas is a small town located about 600km NW of Winnipeg. Getting everything there for the event was one of the project's biggest challenges. Once there, we branded the stage by draping it with banners of the Chevrolet Good Deeds cup logo, built a custom podium, and provided a confetti cannon to make it picture-perfect. All was a success and helped celebrate the team and their efforts to make their community a better place.

Client:
Momentum Worldwide - Toronto

Project Location:
The Pas, Manitoba

Exhibit Studio's Scope of Work:
Print & Production,
Installation & Dismantle,
Logistics

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www.exhibitstudio.ca

(403) 287-7232

sales@exhibitstudio.ca

7310 5TH ST SE
Calgary, Alberta T2H 2L9