THE EXPO GROUP
Architects for connecting communities.℠

For Immediate Release

The Expo Group reimagines its perspectiveseries.com website to include a Trade Show industry first.

New 360°, interactive booth builder redefines exhibitor experience.

February 10th, 2024 – Dallas, TX –The Expo Group has launched a new-from-the-ground-up website for its Perspective Series exhibitor booth offerings. The site features multiple, pre-designed rental booth options from 10' x 10' to 20' x 30' configurations and provides a unique interactive booth builder tool that displays an interactive, dimensional, 360° rendering of the exhibitor's selected booth options in real-time. Website visitors can see exactly what their booth will look like as they pick and choose various options. The tool even allows for custom graphics to be added on several of the booth packages to fully depict the booth aesthetic. This capability has never been offered by a General Service Contractor in the Trade Show industry.

"Providing an unmatched, positive experience for exhibitors is a major passion for The Expo Group." Said Michael Guillory, The Expo Group's SVP of Marketing and Communications. "Our new interactive booth builder lets you literally spin your booth around to see it from every angle and instantly modify it with a wide range of options and graphics to suit your needs. It's a real game-changer."

The Perspectives Series booth offerings are based on the reusable beMatrix booth structure system. With practically limitless configuration options, beMatrix enables modern booth designs that look custom-built without the higher price of a custom booth.

"We are one of the largest builders of beMatrix branded booth systems used for our Perspective Series." Said Randy Pekowski, President and CEO of The Expo Group. "We are thrilled to be able to offer a unique tool to let exhibitors realistically visualize their booth BEFORE they place their order. It's what the industry has been asking for and we're excited to deliver it."

Currently, the new booth builder is exclusively featured on perspectiveseries.com. The Expo Group plans to expand the use of the tool in the coming months within their internal show portal CyberServices, for shows in which the company serves as the General Service Contractor.

About the Expo Group - The Expo Group serves as architects for connecting communities through the design and management of personalized, unforgettable tradeshows and events. The company helps its clients reimagine events by leveraging behavioral science to deliver customized brand experiences with valuable content, connections, and commerce. It has headquarters near Dallas with offices in Chicago, Las Vegas, and Orlando. For more information, visit theexpogroup.com or contact mguillory@theexpogroup.com.

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