

2024 PORTFOLIO

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Town of Okotoks Environmental Education Centre
Okotoks, AB

LIMITLESS THROUGH CREATIVITY, INNOVATION, AND DREAMING BEYOND BOUNDARIES.

From portable banner stands and trade show displays, to custom museum exhibits and branded office environments, Exhibit Studio + Westwind Design offers display and design solutions for any need. Whether you're a small business, architect, developer, marketing agency, retailer or other big brand: we want to partner with you to create *amazing, unique, and functional display solutions.*

Our 25,000 square-foot studio space in Calgary, Alberta hosts an incredibly talented team of designers, print technicians, fabricators, and installers. Every stage of the design and build we keep in-house to offer the highest quality products — on time and on budget.

Exhibit Studio has excelled in designing and building trade show booths, along with experiential marketing and outdoor displays for 16 years. We acquired Westwind Design in 2022, which brings 44 years of experience in designing and branding museum displays, interpretive centres, retail spaces, custom signage, sales and information centres, along with donor recognition walls and monuments. We ship and install locally, across the country and worldwide.

Start dreaming about what we can do for your next display project!

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1 ENVIRONMENTS

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

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.



EDMONTON PUBLIC LIBRARY DONOR RECOGNITION

Client: Edmonton Public Library

Nature of Assignment: Fabrication, Print & Production, Installation

Brief Description: 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.



OLDS COLLEGE DONOR WALL

Client: Bond Creative & Olds College of Agriculture & Technology

Nature of Assignment: Print & Production, Custom Fabrication, Installation

Brief Description: Bond Creative is a talented local design agency who approached us to bring their donor wall display to life at the Olds College of Agriculture & Technology. We were asked to print and install graphics, along with fabricating dimensional signage panels to refresh the donor wall with the College's branding. Our team conducted a site visit to get measurements of the windows and to drop off print and paint samples. 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.

The donor panels were made from frosted acrylic, with donor names direct-printed using our large-format printer. The stand-off hexagon plaques were custom-made, with carefully chosen hardware that is functional and aesthetic. The colourful wall graphics layered with dimensional signage and painted blue wall brings spirit and inspiration into the formally simple space.



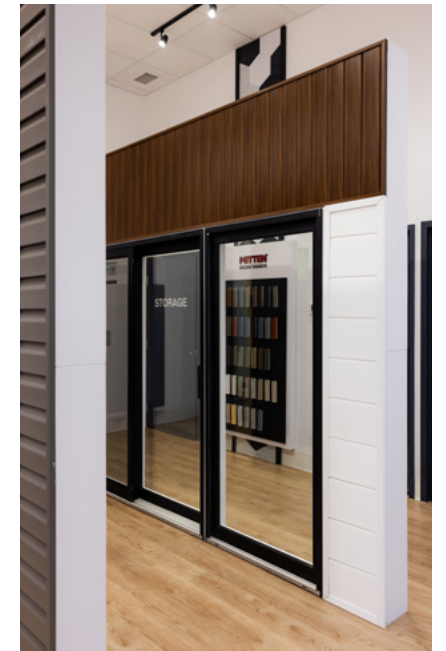
MITTEN PLYGEM SHOWROOM

Client: Mitten Plygem

Nature of Assignment: Concept Development, Industrial Design, Print & Production, Custom Fabrication, Installation

Brief Description: Mitten Plygem is part of the Cornerstone Building Brands that specializes in exterior materials, windows & doors, and other building design finishes. Our team was brought in to design a series of showrooms for locations across Canada. This project covered concept development and spacial design for the showroom floor plan, elevation designs for the multi-height door and window displays, along with refining drawings for architects and engineering.

The entry wall includes a corporate-branded wall and push-button interactive devices for video. Dimensional acrylic letters and logos are features throughout the space, along with acoustic felt hexagon panels. Multiple free-standing displays were designed and built to showcase the window, door, and siding products. The walls were created with an inner framing system that ensured the weight was evenly distributed in each display. The island was custom-built by our team using Meganite for the countertops and cabinet doors. We love how this bright, versatile space turned out to showcase products in the best possible way!



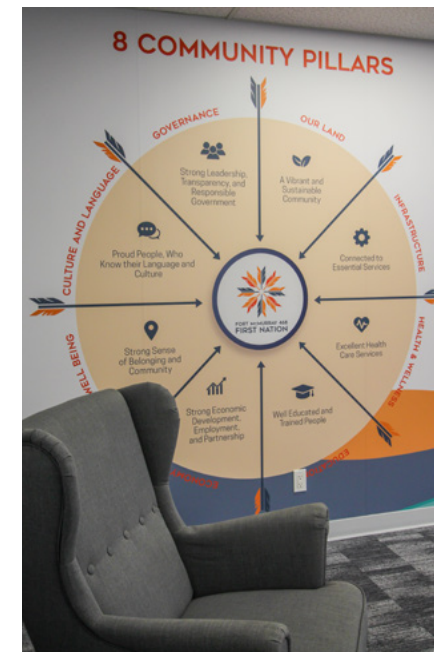
FORT MCMURRAY 468 FIRST NATION OFFICE SPACE

Client: CMR Consulting

Nature of Assignment: Print & Production, Custom Fabrication, Installation

Brief Description: We have to say that this is one of our favourite office branding projects! CMR Consulting asked us to complete an interior and exterior branding project for Fort McMurray 468 First Nation's urban office located in Edmonton. We love the bright and intricate graphics that embody community, Elder teachings, and the Cree language.

We printed and installed a variety of wall graphics for office rooms, gathering spaces, and the reception area. Our team also designed, produced and installed dimensional signage throughout the space. All of these elements unite to create a warm, welcoming space that clearly defines the vision and mission of The Nation.



2

EXPERIENTIAL

Interpretive exhibits are intended to surprise and delight rather than directly push a product or information.

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 you're looking to engage and educate your small town's curious children, so you custom build a completely interactive experience to make learning fun.

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

Experiences are entirely focused on creating an interactive, meaningful encounter 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 experience.



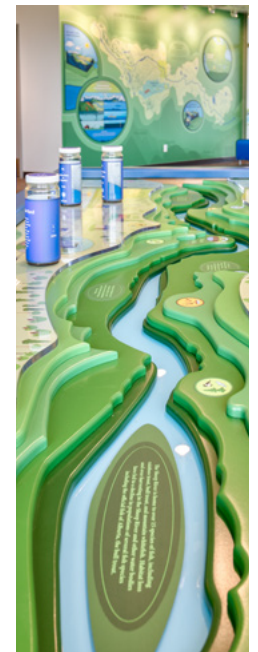
TOWN OF OKOTOKS ENVIRONMENTAL EDUCATION CENTRE

PHASES 1, 2, 3 & 4

Client: Town of Okotoks Environmental Education Centre, Phases 1, 2, 3 & 4 (2016 - 2021)

Nature of Assignment: Planning, Design, Fabrication & Installation

Brief Description: We have worked with the Town of Okotoks on multiple phases developing graphics and physical elements that inform visitors about the Town's effort to address water usage and consumption, the implementation of significant environmental features, wildlife, and climate change. We've combined text, images, and illustrations to portray information that is easy for kids and adults to interact with.



WESTJET'S DESTINATION DERBY MIDWAY EXPERIENCE

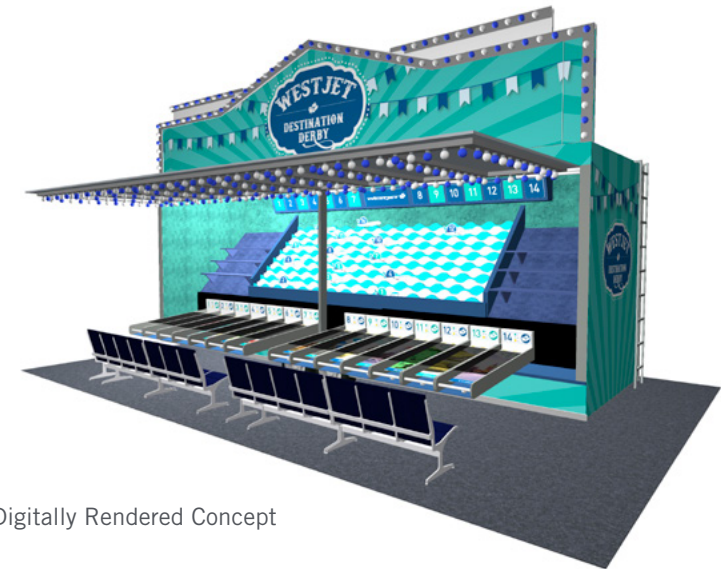
Client: WestJet

Nature of Assignment: Fabrication, Print & Production,
Installation & Dismantle

Brief Description: 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.



*Digitally Rendered Concept

ALBERTA LEGISLATURE INTERPRETIVE CENTRE CUSTOM DISPLAYS

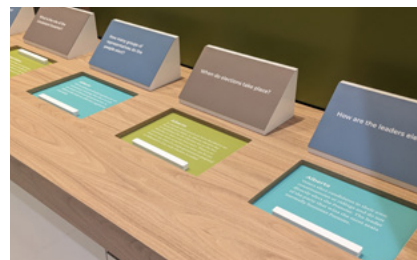
Client: Legislative Assembly of Alberta

Nature of Assignment: Fabrication, Print & Production, Installation

Brief Description: The Alberta Legislature Interpretive Centre recently has had a facelift, and we are thrilled to be helping them build their dream education centre.

We fabricated and produced all of the staggered display paneling and meticulously installed every element of the project. In addition, we prototyped and constructed an interactive voting exhibit that demonstrates the importance of participation in a democratic government.

This display is engaging, informative, and will educate visitors for years to come.



GMC PICKUP CLAW MACHINE ACTIVATION

Client: Momentum Worldwide - Toronto

Nature of Assignment: Design & Planning, Fabrication, Print & Production, Installation & Dismantle

Brief Description: 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 team created elements from design prototyping and fabrication, to print and installation. This custom interactive display includes a control box that emulates driving a GMC Denali. The goal is to try and retrieve styrofoam prize boxes with the giant claw. We used custom welding and programming with Arduino was used within the control box for users to steer the gantry shot crane system. We also provided the flooring, stage, ACM led-lit letters, vinyl graphics, and trusses for the setup.

So many complex elements and details went into this project; we were thrilled for anyone who attended the Calgary Stampede to experience this exciting activation!



3 EXHIBITS

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.

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.

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, include a lifetime warranty on the hardware and graphics.

Modular Exhibits - Every modular exhibit has the capability to be used in different configurations. It can be modified to meet specific trade show requirements such as booth sizes, 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. 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 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 flying banners to help you promote your business.



SAGIPER 20X30 ISLAND BOOTH

Client: Sagiper

Nature of Assignment: Design & Planning, Fabrication, Print & Production, Installation & Dismantle

Brief Description: For 27 years, Sagiper has been a leading manufacturer of high-quality building materials. This exhibit showcased their new Scandinavian product line featuring their own cladding and finishes to create the display.

The goal of the project was to create a contemporary, seamless indoor/outdoor feel that offers a unique walk-through experience. The concept design considered the flow of visitors, options for the form of the build, along with other research and development. This modular framing system was custom-built and can be used in 20x30 and 20x20 spaces.

Our team also produced ACM graphic boxes used on the exterior with the tv monitor, as well as inside the structure to showcase products. A hanging fabric halo sign was produced to be suspended from the ceiling, and a custom island was also fabricated by our team.



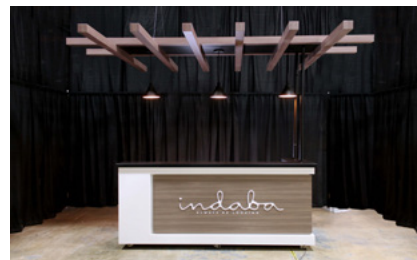
INDABA 80X20 ISLAND BOOTH

Client: Indaba Trading

Nature of Assignment: Design & Planning, Fabrication, Print & Production, Installation & Dismantle

Brief Description: The goal of this project was to showcase Indaba's merchandise with a unique booth for the Toronto Trade Fair.

The completely custom trade show booth included portable modular shelving units, CNC cut three-dimensional lettering, light weight overhead canopies, reception area, storage, and seating areas. All materials were hand selected to match Indaba's brand aesthetic.



SIEMENS' CUSTOM RENTAL EXHIBIT

Client: Yellowhouse Events

Nature of Assignment: Design, Fabrication, Print & Production, Installation & Dismantle, Pre-Event Site Evaluations

Brief Description: 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.



YPK 10'X20' MODULAR TRADE SHOW DISPLAY

Client: YPK

Nature of Assignment: Design, Fabrication, Print & Production

Brief Description: YPK Pitt Meadows just outside of Vancouver, BC came to us with a need for a modular trade show display system. This 10x20 version is also designed to be set up as a 10x10 exhibit. This H-frame booth features a backdrop wall with vibrant graphics and custom dimensional signage. The custom attached counter and rolling podium offers functional work spaces while boasting an organic and welcoming wooden aesthetic.

The wooden canopy extension seamlessly connects the counter to the booth with immersive blue sky graphics illuminated by custom pot lights. This display showcases a gateway to adventure with scenic visuals and contemporary, refined elements.



PURSUIT'S DIVERSE EXHIBIT COLLECTION

Client: Pursuit

Nature of Assignment: Design, Fabrication, Print & Production, Installation & Dismantle

Brief Description: 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 various 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. Their backlit fabric Hop-Up displays illuminate the stunning graphics that highlight the unique and inspiring Pursuit experiences.

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.



EXHIBIT STUDIO
+ WESTWIND DESIGN

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