

WHAT'S NEW @ THE EXPO

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A NOTE FROM THE INSTITUTE

What will marketers find when they step inside the doors at the In-Store Marketing Expo on **September 27-28** in Chicago? Which booths should they earmark to see first and which displays will they want to check out more closely?

To help answer those questions, the editors of *P-O-P Times* put together this preview of what will be on display from a handful of more than 200 exhibitors of this year's show. Displays, consultations and a host of new technological wizardry will be featured, helping create a learning-rich environment where you, the attendee, can review the latest offerings from this ever-changing marketplace. And for those of you planning to attend one of the many educational seminars offered at the Expo, we've allotted more time between sessions – making it easier for you to check out these new products and new exhibitors in the exhibit hall.



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DESIGN PHASE – Booth #609

A MAJOR PLAYER IN GLOBAL LAUNCHES, Design Phase will spotlight its OMA "Display of the Year" program for Microsoft's Xbox 360. The project employed modular components that allowed the display to be adapted quickly for introduction to 23 countries simultaneously, notes Michael Eckert, president. Other notable features are LED illumination that has a seven-year lifespan and the use of flatscreen monitors. The project won accolades for its compact size, which aided in its introduction throughout Europe and Asia.

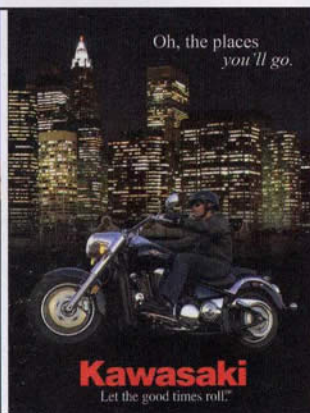
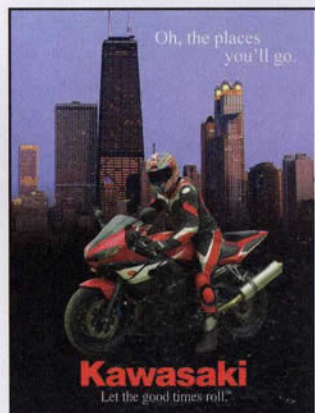
All electronics were run through the company's Medusa control box, which could be swapped out quickly to change the language as needed. Low-voltage power allowed displays to be plugged in anywhere simply by changing the receptacle plug. "There was a lot more to this unit's popularity than having it look great," Eckert says.



SWINGBOX – Booth #701

OFFERS 50% SHIPPING EFFICIENCY compared to a traditional 30" PDQ. When you fold and lay it on the shelf, the Swingbox PDQ tray looks like any other tray — but the product trays swing outward, revealing product and a header that was shipped inside the PDQ.

The patented display folds up in a way that eliminates wasted space so more displays can be stacked on a pallet. The design includes a built-in, non-removable billboard for promotional messaging, and holds up to 72 DVDs or 96 CDs. Swingbox worked with Anderson Merchandisers, the music distributor for Wal-Mart, to create a unit to merchandise movies.



CENTIV SERVICES INC. – Booth #411

ENABLING THE CREATION OF ON-DEMAND MARKETING PROGRAMS that can be customized for specific local markets while being managed from a central office, is what Marketing Resource Management (MRM) solutions from Centiv Services Inc. is all about. "Decision Point Management" combines a proprietary Web application, digital pre-press and printing technology and the services of an extensive Client Support organization.



VISUAL ICE INC. – Booth #217

IT'S LIKE A P-O-P MAGIC TRICK. Visual Ice Inc.'s patented Diamon-Fusion process makes promotional images appear on freezer doors only upon opening. After the customer opens the door, the ad slowly appears within seconds, and disappears after the door is shut again.

Shoppers can see the ad from up to several feet away. Visual Ice has developed a simple process for removing the old promotion and replacing it with the new one as often as needed. The ads are cut from vinyl sign material and used as stencils.

