

# MODULAR PANELS: The Framework For Your Vision

**M/GENOME**  
MARKETING GENOME  
— events \ \ exhibits \ \ experiential —





## FLEXIBLE AND CREATIVE

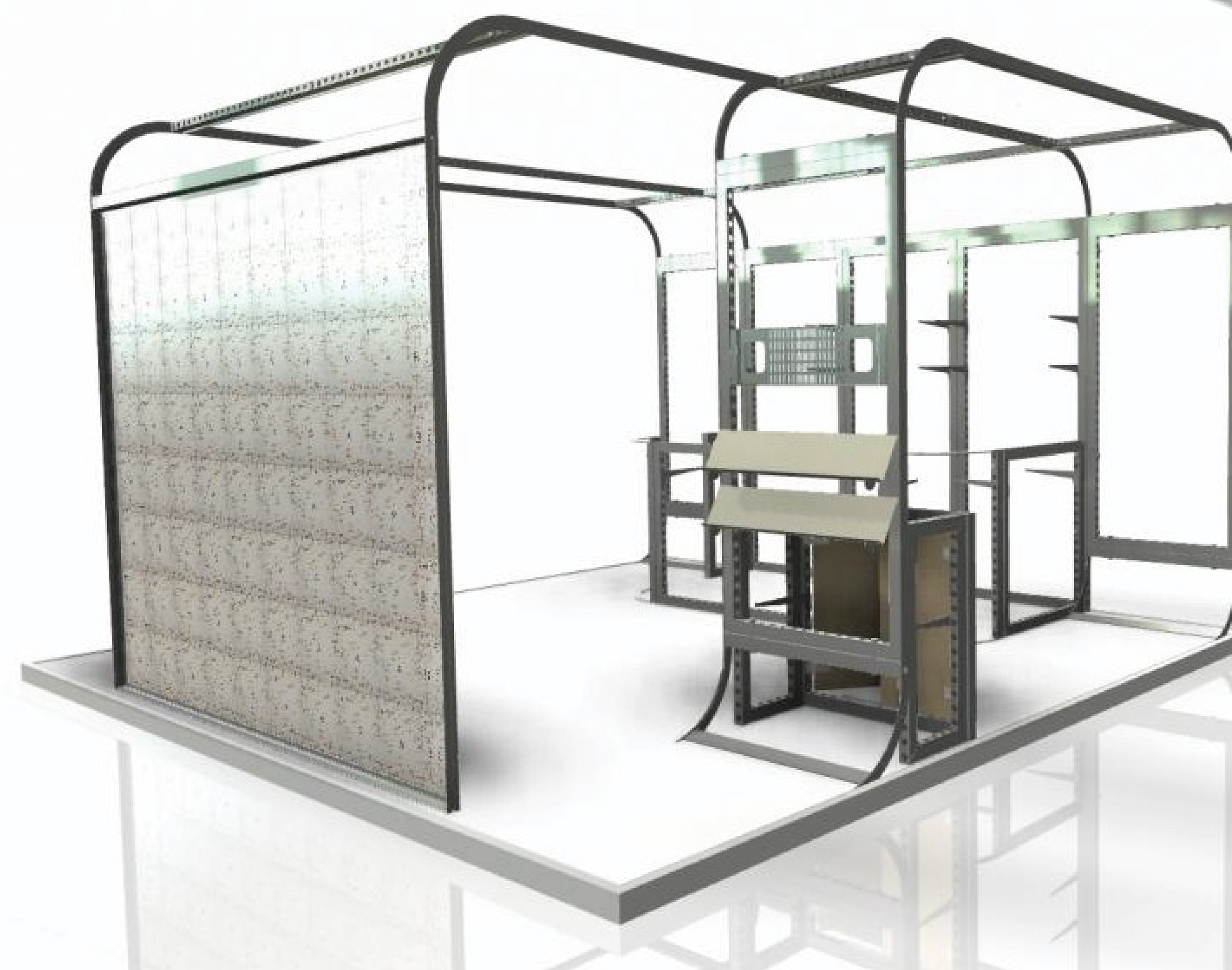
- >> Full line of accessories available including: doors, shelving brackets & AV mounts.
- >> Unique frame design accepts both hard and fabric panel applications. Seamless walls can be created using SEG fabric.
- >> Toolless™ connectors give freedom to customize frame orientation.
- >> Numerous infill options available including but not limited to: laminate, plex, slatwall, and perforated aluminum.
- >> Single or double sided graphic applications available.
- >> Hard graphics can be applied prior to shipping for faster setup.
- >> Lightweight fabric graphics greatly reduce shipping and drayage expense.
- >> Can be reconfigured and scaled as your exhibit needs change.





## MODULAR AND EASY

- >> A 39" x 95" Frame weighs only 18lbs!  
One-person-one-frame handling is a cinch..
- >> Toolless™ connecting system rapidly speeds up installation and dismantle times.
- >> Velcro hard graphics and substrates can be and shipped “on the frame” for faster setup on the show floor.
- >> Extrusion design integrates SEG (silicone edge graphic) fabric channels for rapid “thumb pressure” application.
- >> Simplified frame management simplifies “pick and pack” process and reduces space needs.





## DURABLE AND WIRED

- >> “Hole and beam” extrusion allows for integration of lighting, monitors, and all wire management
- >> Hide blemishes, scratches and dents with frame infills.
- >> Strong and rigid. Will never twist, bend or torque.
- >> Toolless™ connections eliminate lock failure found in other extrusion systems.
- >> Anodized finish resists chipping, peeling, or corrosion.
- >> Solid construction allows for load bearing walls and counters.





# Marketing Genome **Standards**

When you work with us you get 24/7 dedication. Even more, our seamless process gives you a worry free experience where we become an extension of your team.



We set our standards high and aim to over deliver an experience that leaves you and your audience with jaws on the floor. You'll love to work with us because we constantly work hard for you. We want you to succeed. We want to create a unique experience your competitors will be envious of. Within budget.

Even better, we typically reduce our new client's operational costs while elevating their presence.



# Why Work With Us?

We're ambitious. We take pride in every project. And your satisfaction is paramount.

Marketing Genome was created as an agency whose culture would be based on fresh-thinking, big ideas, cost-effective solutions and exceptional execution. With more than 40 years in the promotional marketing industry, we have gained national recognition executing events throughout the world. No matter the scope of the project or size of the budget, our approach has remained consistent.

““ Your team **ABSOLUTELY ROCKS!** We couldn't be happier with Marketing Genome's service and the booth you created was outstanding! ””

- President @ IDW Publishing

““ I've worked with many “exhibit houses” and you blow them out of the water. You're **creative**, responsive, and *cost-effective*! ””

- D.o.M @ Konami

““ Marketing Genome makes our lives so much easier. They can really **DO IT ALL**. They've taken our presence, traffic, and sales to the **next level**. ””

- Event Manager @ NY Times





**CA**  
SAN DIEGO

**NJ**  
ASBURY PARK

Simply reach out, and one of our expert marketing consultants will get on the phone for a complimentary brainstorm and evaluation session to find out how we can help you.

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