

RISE TO THE PERSUASION

Helium
by displayit

You may exhibit in smaller booths with smaller teams, but that doesn't mean your **ambition is small**. That's why you have a **bold message planned** that will build intrigue and **be heard above the noise of the trade show floor**.

Helium portable displays will **deliver a big message in your small booth space** – even if you're a team of one.

DO BIG DISPLAYS REALLY = BIG SUCCESS?

Heavy structures. Complicated hardware. Chances are you've been to exhibit halls and have seen **bulky traditional pop-up displays**. You know them – the ones always being **assembled by teams of sweaty people** up on step-stools. Sure, the end result is great, but **full-size backdrops can certainly seem like more trouble than they're worth**. This is doubly true if **you're stuck setting up shop by yourself**.



Here's the rub: **big, professional backdrops are effective**. They **draw more eyes** to your exhibit. They **increase foot traffic** to your booth space. Ultimately, this means they **help maximize conversions**.

The good news? **Just because your competition is using heavy, complicated display systems to deliver their big message doesn't mean you have to!**



displayit.com
1.800.207.0311

IT'S OUR BEST-SELLER FOR A REASON

Helium is the display system that allows you to **float into the exhibit hall and rise above your competitors.** A simple, **lightweight frame snaps together in minutes.** Each tubular pole has **marked connections,** speeding up the already **goof-proof assembly.**

Your **custom-printed graphic** is made of a stretchy tension fabric that **pulls over the frame just like a pillowcase.** The end result is a **smooth, finished look** guaranteed to **draw more eyes to your booth.** You can even **print a different graphic on the backside,** giving you a unique message on different days – **no extra assembly required!**

When your show is over, everything breaks down and can be thrown back into the **included canvas bag.**

That's it. No tools. No bulky hardware. Simple.



JUST BECAUSE HELIUM IS SIMPLE, DOESN'T MEAN YOU DON'T HAVE OPTIONS

- Clamp-on LED flood lights
- Hard shipping container
- Double-sided graphics
- Shipping case that converts into a counter



Lighten up
with Helium

Call 1-800-207-0311