

**MASSIVE IMPRESSION.
EFFECTIVE SPEND.**

KNOCKOUT

You're taking a **larger booth** this year because you want to **make a statement**. The display you put into that booth will need to make a massive impression, yet still be cost effective. Yes, you've come to appreciate **the difference between inexpensive and cheap**.

LET THEM STARE

The Knockout exhibit system delivers a **stunning custom look**, minimizes your initial investment, and saves you time and money **at every show**.

BUST BUDGET BLOAT

You believe tradeshow are a worthwhile marketing investment. Still, you know much of that investment is really **wasted expense**.

We mean **exhibit dollars that have no opportunity to affect attendees** — your prospects and clients. These expenses include **shipping, storage, drayage, installation and dismantling, maintenance, and your wasted time** managing it all. Unfortunately, as the size of your booth grows, the magnitude of this waste seems to explode.

Knockout impresses booth visitors yet suppresses budget bloat so you have more to invest in a knockout experience for attendees.



Rivet Their Attention...
on You.


displayit

displayit.com
1.800.207.0311

KNOCKOUT

by displayit

MODEL OF REFINEMENT

Our primary aim is to deliver Knockout looks — **modern, tight** and **bold** for **massive impact**. The trick is to find a way to do that without driving up the price or denying you important custom options. And we also have to find a way to **knock out wasted expense** — shipping, drayage, etc. — that creates budget bloat. Here's how we did it.

Fabri-Panels – Our fabric over aluminum system delivers an **extremely high graphics-to-weight ratio**, so you **pay less for shipping and drayage** compared to traditional and modular designs.

Clean Scene – Your **massive graphics** are **free to impress** without the distraction of a prominent support structure.

Standard Size – No component exceeds 46 inches in length so the entire display readily fits in standard flat-packer cases (included) for **easy transport and storage**.

Simplified Assembly – You'll knock out **setup and teardown in no time**. We've limited fasteners to just a few types, aided by the multi-tool included. Leave your toolbox home.

Renewable Design – **Long-lasting aluminum** frame components combined with the **easily-changeable graphics** mean your exhibit will be **functional and fresh** for years to come.

Attendees will never see how much you **didn't** spend. *Beautiful!*

CUSTOMIZE AND ACCESSORIZE

We want you to have the exhibit that will enable you to **attain all your show objectives**. That's why Knockout comes with a myriad of options. You won't have to use "Knockout" and "compromise" in the same sentence.

- Video Monitors
- Reception Counters
- Lockable Storage
- Meeting Rooms
- Backlit Panels
- Shelving
- Printed Slatwall
- Hanging Signage
- Accent Lighting
- Rigid Graphic Panels



Shift your marketing dollars to where they show. Bring beauty to your booth without budget bloat.

Call 1-800-207-0311