



Kevin Carty, Classic Exhibits Inc.

## Happy New Year!

Thank you for supporting the Classic Family of Companies. Now before 2014 is too far in the rearview mirror, let's spend a few minutes together reviewing last year's Top 10.

### Top 10

**1. Custom Custom Custom!** Can you guess the dominant theme of 2014? It was all across the board from 10 x 10, 10 x 20, and other linear hybrids to full-blown Custom Wood Exhibits. And so many counters, workstations, iPad Stands, and charging stations.



"Custom" was part of our daily design, project management, and build language, and a sure sign of stronger sales month over month. Highlights included an Island booth made entirely out of wood pallets and an amazing 20 x 30 design for a medical device company with comprehensive programmable LED accent lighting. So many remarkable custom exhibits that my State of the Company letter could be all about that.

**2. Sales.** We saw double-digit sale growth. Even our traditional slow months of June, July, and November were strong. In June alone, sales doubled over LY, which was a very pleasant surprise.

The increases were across multiple product lines: from Sacagawea to Visionary Designs and from Table Tops to Islands. The clear leader was larger Islands and custom builds. These increases speak to our business partnership with you. Recently, we been calling Classic Exhibits "The Invisible Inc." It reflects our commitment to you, a Classic Distributor. You depend on us to be ethical and honest and to honor our commitment to never sell direct. While others walk the sales slippery slope, we won't.

**3. Shared Knowledge University.** Last year, we had two memorable SKU training sessions, which means there are now over 200 graduates of SKU (Home of the Fighting Hybrids!). Three have returned for their master's degree. One (I'll leave him unnamed) had to repeat.

One of the highlights was the "extra" content we worked into the 2-day sessions, such as vendor partner presentations and sales training. Our star in September was Pinky Gonzales, an expert on using LinkedIn for Lead Generation. There were some serious carpal tunnel issues after his two hour coaching. Our next session is May 18-19. Contact Reid Sherwood or Jen LaBruzza to reserve your seat. Act soon.



September 2014 SKU Class



**4. Classic Exhibits Website.** For once the phrase "New and Improved" is not a cliché. Mel, Glenna and Tony captured the essence of Classic Exhibits Inc. in our brand new website. New tools include Videos, a Trade Show Calendar, Retail Environments, and Graphic Inspiration Galleries (see the Resources menu). In addition, we added more articles to the Trade Show Tips section and FAQ's. However, it's PSD that continues to be the start attraction with over 5000 exhibit photos.



**5. Exhibit Design Search (aka EDS).** Over the years, you've told us that EDS is indispensable to your sales and design success. Which is why we have poured our heart and soul into improving it month after month. In December, Classic Exhibits Inc. was awarded an **EDDIE Award** for Marketing Excellence at the annual EDPA ACCESS event. We're proud, but you should be proud as well. Your feedback has been the backbone of EDS enhancements. We'd give you all a hug if you were in the room.

**6. Customer Service Changes.** Mid-year we made significant changes to our C.S. Department by adding a new layer of support – Detailers. The three detailers have improved our ability to process orders by assigning some of the CAD and production details to them.

The detailers are extensions of the project managers and are charged with technical drawings that feed the CNC machinery on the shop floor and guide Production in producing your beautiful displays. Along with that, we have parsed out the workload among the Project Managers. In a nutshell this means that there are PM's who handle 10 x 10 and 10 x 20 kits, PM's who mostly handle Custom Inline kits, and PM's who only handle Islands and Custom Exhibits.

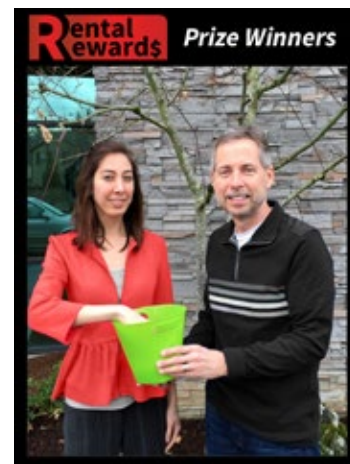
Another BIG addition was Irina, the friendly voice you hear when you call Classic. Irina takes some of the phone work off the shoulders of the PM's, and she handles all the parts and iPad and Surface kiosk orders.

**7. Product Evolution.** Evolution is not just about new kits, but also about updating and retiring old designs. Throughout the year, we reviewed EVERY single design in EDS and marked some for upgrades or retirement. This process is not complete. When you have over 1400 design, it takes time. All have been identified and quite a few have been changed or removed.

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**8. Rental Rewards and Rental Growth.** Jim Shelman and his team blew 2014 out of the water. They broadened the offering by leaps and bounds, and more importantly, they added even more depth and value to the Rental program overall, including many eSmart designs. They launched the NEW [Rental Rewards Program](#) designed to reward distributors who embrace Rental TLC. Any rental returned in good condition earns the distributor credits on future rentals.

The success of this program has been off the charts. And as if that was not enough, they have quarterly drawings for gift cards. Congratulations to all of the \$200 GC winners.



Drawing for \$200 Winners

**9. Special Events, Recognition, and Travel.** If you follow our blog, you know we were very busy in 2014 "outside" of our normal day-to-day business. Classic took an active role in the launch of the [Portable Modular Awards](#) at EXHIBITOR. Kudos to Randy Aker and his staff at Exhibitor Media Group for hitting a homerun. Classic was named to the **Fab50** (once again), the 50 BEST builders in North America by Event Marketer Magazine. Mel and Katina made the long trek to **EuroShop** in Germany where



## Shared Success

they let us all live the event through their eyes via daily video reports and photos. From what they saw, Classic Exhibits Inc. is prepared to meet any and all design challenges coming our way.



2014 H2C Classic Exhibitionists

**Hood-To-Coast 2014** is an event that is incredibly dear to me, a 199 mile team RUN from Mt. Hood to the Pacific Ocean. This year, we ran as a fundraiser for cancer research, raising over \$15,000. Our team was mostly co-workers with a common motivation: to honor those battling and/or have lost their battles with cancer. One of those fighters is Mike Swartout our Design Director and friend. Thanks again for your donations and support.

### 10. Retail Design and Implementation Growth.

For the past four years, we have been developing a new line of business focused on store displays, storefronts, corporate environments, and Custom POP displays. GlobalShop has been our connecting point to meet with Design Firms. If you have not seen our work, check out the [Retail Gallery](#) on our web-site. More and more distributors are asking us to help them fulfill retail and corporate interior projects. Let us know if there's a project we help you design and build in 2015.



To those who have been with us for years, our extended family in so many ways, thank you for your continued loyalty and trust. I hope we honored our relationship, and we promise to make every effort to be your best partner in 2015.

*On behalf of everyone at Classic Exhibits Inc., may your year be filled with success – personally and professionally.*

Be Well!

*Kevin Carty*  
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