


3D EXHIBITS®


Gene Faut
President
 3D Exhibits
 info@3DExhibits.com
 3DExhibits.com

What is it that clients really want for their exhibits?

Great exhibit design, fabrication and management are at the heart of everything we do. But that alone isn't enough.

Make this rock! That's what our clients say. Experience. Impact. Engage. Educate. Excite. That's what they really want.

This really isn't new stuff. But what is new—and what we're trying to expand on all the time—are the ways we accomplish it.

What are some of the ways 3D Exhibits helps marketers up the volume on their exhibit programs?

We approach this on a brand-by-brand basis. We think like our clients. From their perspective. Then we communicate their message in a true-to-culture way.

Sometimes the answer is simple. One of our clients, Burwood Group, has a corporate culture where they brainstorm on white boards. I mean whiteboards in every room, all over the building. So we fabricated the exhibit walls and counter surfaces out of whiteboard. This turned the whole exhibit into an experiential demonstration off how Burwood solves its clients' problems.

For other companies, the answer is more high tech. For Dell, we developed a tablet-based interactive system that delivers content (charts, data and video) based on each attendee's specific needs. The system also collects lead data—and times the length of the interaction. Using this tool, Dell delivers a custom experience to every visitor—and quantifies visitors' product interest, length of engagement, and other key metrics.

How do 3D Exhibits' technology offerings differ from what other companies offer?

Unlike most of our competitors we do the lion's share of our programming internally—especially for our custom lead generation systems. This gives us full control and makes us extremely cost competitive. We figure our clients should have

exactly the system they need and not have to make due with a standard offering that doesn't quite cut it.

We've heard that you've expanded your custom rental program. Can you elaborate?

Rental isn't for everyone, but in some cases it enables us to deliver more experience within the same budget. Our new rental properties can be customized into an unlimited range of styles. The exhibit should fit the brand—not the other way around.

What is the key to 3D Exhibits' success?

The key to our success is our people. We're always on the lookout for new talent. And we try hard to create a great place to work. So far it's worked. People come—and they stay.

What aspect of 3D Exhibits makes you the most proud?

We've now managed and grown through three recessions. There was 9/11, the dot.com bubble, and then the one we're coming out of. Our strategy is: We do things when there is a need. We don't wait to see what everyone else is doing. We are focused. We are committed to our clients' success.

What is the biggest challenge you face in leading 3D Exhibits?

My challenge is to achieve smart and steady growth without sacrificing who we are. We don't ever want to lose the attributes that got us here—client centricity, dedication and entrepreneurial spirit. One way we do this is by maintaining a flat management structure. Everyone—including me—is actively involved with our clients. That way, they know that I understand their challenges—and what our clients are all about. It keeps us involved, grounded and committed to our client's success. ■