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Kevin Carty, Classic Exhibits Inc.

Dear Classic Exhibits Partners:

**Happy New Year!** I hope your holiday was joyous and spent with friends and family.

Every year, I look forward to writing the State of the Company letter. This year is no different, but 2019 started with a SALES BANG! So, my apologies for the delay.

Nearly everyone has told me that **2018 was a banner year**. The healthy economy meant sales increases for nearly everyone. But sales growth was just part of the picture.



### SHARED KNOWLEDGE UNIVERSITY

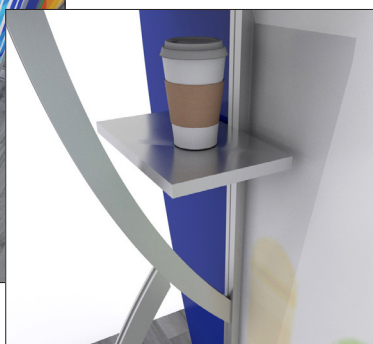
We had two amazing SKUs, one in June and another in November. It included distributor partners from 2-3 person businesses to companies with 1000+ plus employees. These groups mirrored the broad range of work we are doing in exhibits, events, corporate environments, and retail spaces. **The range of work keeps getting more diverse** for our distributors which makes sharing their experiences that much more important.

To be honest, the attendees drove the discussions about “how,” “why,” and “when” they partner with Classic. It’s always exciting when everyone leaves energized and better informed about selling experiential designs. **Our next SKU session will be in June**. Please contact Jen, Mel, or me to ensure you have a seat.

### GRAVITEE ONE-STEP

The Gravitee One-Step System thrived in 2018. And I mean THRIVED both in purchase and rental sales. Last spring, we developed Gravitee Backlit panels. **Now you can backlight Gravitee panels on one side**. And as always, it **assembles without tools or loose parts**. Kudos to our engineering and marketing team for their push to make this happen.

Speaking of Gravitee, have you seen our new line of **Mobile Meeting Pods**? The Gravitee inspired meeting pods transform offsite meeting spaces into **effective, branded environments**. We have all been to user conferences consisting of hideous pipe and drape rooms. The Gravitee Meeting Pods turn those conferences into branded, semi-private environments. Best of all, they can be easily **re-arranged and rebranded from event to event. And tool free!**



### PORTABLE WITH AN ATTITUDE

We’re not the cheapest portable supplier, but we are the best option for a high-quality corporate display with upscale graphics, packaging, and instructions. In 2018, we made the best-selling **Sacagawea Portable Hybrid System** even more functional by **adding USB Charging Ports and a Hostess Shelf**. Hey, your customers are already texting, emailing, and drinking coffee in their booth. We just made it much easier. No other portable system includes these features in 2019. And the best part is we added these features while simultaneously **decreasing the price** across our entire Sacagawea line.



## LED LIGHTBOXES AND ACCESSORIES

Demand for **lightboxes, charging stations, and unique LED Lighting solutions** continued to grow exponentially in 2018. One Distributor Partner said in an email, *"I am sending you this because while I am not sure if you can do it... I know you will at least try where others won't even bother."* He was exactly right. We enjoy those unique challenges... and yes sometimes we have to say no, but not after at least trying.

You already know **we can add charging ports to pretty much anything.** We are installing them in virtually every counter, kiosk, wall... you name it! We continue to be the leader in smart, elegant solutions for your client's charging needs on the show floor.



## CUSTOM

Custom, Custom, Custom. In my nearly 25 years doing this, I never thought we would need to order wood months in advance to ensure we had enough on-hand. It's crazy. I've told you in the past that wood-fabricated exhibits were on the rise, but 2018 took it a new level. **45% of what we build each day is pure wood-built custom.** So thank you! We love it, and it represents a large part of our growth.

Speaking of wood builds, when friends, family, vendor partners, and distributors walk through our shop, the first question they ask is "Who is XYZ Exhibits...or XYZ Displays?" We explain those are the brands of our Distributor Partners. The lion share of **what leaves this building goes out with YOUR BRANDING, not ours.** All part of our "Invisible Inc" philosophy and a reflection of your trust in Classic Exhibits.



## RENTALS

**Rentals continues to be the fastest growing division of Classic.**

Jim Shelman and his amazing staff have created a one-of-a-kind operation within the rental world. In 2018 alone, they **TRIPLED the standard kit offerings** in Exhibit Design Search. More kits means more opportunities to customize designs, and no one does a better job of transforming the standard into the spectacular than Classic Rental Solutions. **See all the new designs in EDS and start earning Rental Rewards today.**







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## TOOTING OUR OWN HORN

So many awards in 2018, but three really stand out. First, we were named to the **Find It Top 40 Exhibit Builders** in North America by EXHIBITOR Magazine. Second, we were named **#1 in Service and Reliability of all Exhibit Companies** in North America.

\*\*Remember...we are a non-direct sell company that is largely invisible to the end-users, so those first two honors are from our industry peers and partners, meaning YOU. So thank you once again.

Third, we won the **People's Choice Award** for the #1 Booth Design/Build. It's an award we share proudly with The Astor Group, our Distributor Partner. **2019 PMA voting is active, and we have four finalists. Be sure to vote, often!**



## EXPECTATIONS

We will innovate as we always do. Expect an **improved, easier-to-assemble SuperNova lightbox this spring**, along with more charging station designs and charging options. As noted before, Gravitee keeps evolving. We are (sadly) amused when competitors copy Classic innovations. Last year, it was several Gravitee One-Step features that others "launched" as their breakthrough ideas. Fortunately, our customers and other reputable competitors see through those shenanigans.

**We will keep pushing the bar forward with your help and your shared ideas.** It's what we've done for 25 years. Thank you for another wonderful year. We appreciate your trust in us. **Here's to another successful year working together.**

We hope to see you next month at **EXHIBITORLIVE booth #1623**. Drop by to find out how we're "Knot Your Typical Exhibit Builder".

Finally, to the Classic Exhibits Team, I can never thank you enough for what you bring to Classic each and every day. Thank you for your dedication, imagination, and inspiration. **YOU ARE THE BEST!**

*Kevin Carty*  
Kevin Carty



**gravitee**  
MOBILE ONE-STEP MEETING PODS

