

News & Happenings from

WINTER 09

YOUR LIGHTING DEPARTMENT



www.ExhibitLightingGroup.com



Exhibit Lighting Group is Your Lighting Department

Exhibit Lighting Group has kicked off 2009 with a new message that best expresses who we are and have always been, what we are, and how we operate. We are: *Your Lighting Department*. As *Your Lighting Department*, we work hard to make your company and its projects more productive and more profitable. Having your own lighting department—without the overhead costs—makes good business sense, especially in times of tight budgets. It is our job to create eye-catching and cost-effective designs, and streamline the process for maximum efficiency. Our turnkey solutions include audio-visual, project management, vendor/supplier coordination, and scripting and direction.

We invite you to consider Exhibit Lighting Group as *Your Lighting Department*. We are here every step of the way to brainstorm concepts and approaches, identify cost-saving opportunities and flag limitations. It's never too soon in the project lifecycle to include *Your Lighting Department*. Call early and call often. Get us involved. That's what we're here for.



New White Paper Illustrates How To Stretch Your Lighting Budget

Exhibit and event professionals currently face great challenges. We need to catch the audience's eye, get and keep their attention, and provide measurable results—often with limited staff, technical and budgetary resources.

As *Your Lighting Department*, Exhibit Lighting Group works to make the most of your lighting budget. Our new white paper, "Stretch The Lighting Budget" identifies a variety of best practice approaches to lighting that maximize impact while minimizing cost. It also presents a case study that illustrates how these practices, plus thorough planning, can streamline the operation—and reduce the costs—of even the largest event projects.

To receive a free copy, visit www.exhibitlightinggroup.com and click on the "Learning Center."



New Exhibit Lighting Group Video

It's cool. It's informative. It's fun. And it features some of our newest products, services and projects. View Exhibit Lighting Group's new video now at www.exhibitlightinggroup.com. Click on "videos."

Recent Projects:



Preview Our
Learning Center

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Where We've Been
Pitney Bowes at Graph Expo
Boehringer Ingelheim at ACCP
AHA
Serono at ASRM
HondaJet at NBAA
Activant at AAPEX
Vertex at AASLD
Fujifilm at RSNA
Swissray at RSNA
Colgate at NY Dental
the Rose Bowl Kickoff
CNET, Shure and Absolute at CES.

What's Next?

In early 2009, Exhibit Lighting Group will have projects at IBS, SHOT Show, Yankee Dental, NRF, NADA, HIA, ISSE, Chicago Auto Show, Surfaces, WSA, HeliExpo, AAOS, AUSA, Academy Awards Governors Ball, AAD, MATS and more.

If you'll be at any of these shows, let us know. We'd love you to stop by and chat.

News Flash: Lighting Webinars

If you missed any installments in Exhibit Lighting Group's 2008 Webinar series: *Best Practices in Theatrical Lighting and Production*, it's not too late. The series will remain posted in the Exhibit Lighting Group online Learning Center through 2009.

Chapter 1: The Basics
Chapter 2: Tools of the Trade
Chapter 3: Branding and Signage
Chapter 4: Projection Possibilities
Chapter 5: Selling for Salesmen
Chapter 6: Rigging 101
Chapter 7: LED Q&A
Chapter 8: Wrapping it Up

To view a webinar, visit www.exhibitlightinggroup.com and click on the "Learning Center."

Ask the Lighting Guy

Q: What's the number one thing I can do to stretch my lighting budget?

A: People get tired of hearing me tell them to "bring your lighting partner into the project early," but it really is the best thing you can do if you want to save time and money. People think that if they bring their lighting company in before the project is sold or finalized, they are wasting both their and the lighting company's time. Nothing could be further from the truth.

Even if your design is little more than chicken scratch on a napkin, it's not too early to get started. When you involve your lighting company in the process early, they can ensure that whatever it is you envision will really work physically, technically and financially. Also, they will review your vision for potential challenges and opportunities to make design or structural adjustments that will result in cost savings as the project progresses. In other words, getting an early start ensures that every possible cost and labor-reducing measure possible is identified and explored.

The huge advantage of early involvement is that cost-savings are realized from cost-efficiencies without reducing the scope of the lighting or AV provided.

For more information, download Exhibit Lighting Group's new white paper, "Stretch the Lighting Budget" by visiting www.exhibitlightinggroup.com and clicking on the "learning center."



Coming soon: Lighting Design 101, a primer illustrating techniques, options, and equipment choices for showing off your environments in the best possible “light.”

Thank you to our readers who have been e-mailing their questions to the Lighting Guy. We are striving to answer as many as we can in our Newsletters—or will respond directly to you. If you have a question for the Lighting Guy, e-mail it to: LightingGuy@ExhibitLightingGroup.com.



Exhibit Lighting Group, Inc | CA Office: 818.710.8152 | NY Office: 212.368.1010 | ExhibitLightingGroup.com

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