



VECTORWORKS CASE STUDY



FAIR TRADE WITH VECTORWORKS



## VECTORWORKS PROVIDES GRAPHIC PRESENTATION SYSTEMS WITH AN ALL-IN-ONE SOLUTION FOR BUILDING HIGH-TECH TRADE SHOW EXHIBITS FOR HIGH-PROFILE CLIENTS

For almost 25 years, Graphic Presentation Systems has been designing, engineering and fabricating trade show exhibits. Firm principal Kevin Keizer and his team of designers, engineers and fabricators produce trade show exhibits for clients in a variety of industries--from pharmaceutical and financial to biotech and high-tech. Big name clients include ADP, Bank One, JP Morgan, MacNeil, and Mitsubishi.

## ALL IN ONE

Keizer was sold on VectorWorks from the start, before the program was called VectorWorks, as a flexible, all-in-one solution for his firm's needs. Having a design and engineering background, he found VectorWorks to be more economical and much easier to use than other CAD programs he had used.

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He continues, "With VectorWorks, we can design an exhibit, render it, and do all kinds of modeling where people can see real textures and lighting. We can explode it, show assembly drawings, apply graphics. Then, of course, we have to fabricate the exhibit, and we have to communicate the ideas to all the people who are going to have a hand in building the booth on the floor. VectorWorks provides a very comprehensive set of instructions to put the parts together. So it's a key element not only in design, but also in fabrication for our shop."

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## ESSENTIAL

VectorWorks is such an integral part of Keizer's business that he refers to the program as an extremely productive employee. In fact, Keizer attributes his firm's growth partly to VectorWorks.

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## ACCURATE

According to Keizer, VectorWorks automation capabilities are "phenomenal" and allow him to make weldments and manufacture aluminum in house. Extremely accurate drawings allow Keizer to get precise down to a thousandth of an inch, if required.

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## ON-TIME

One of the biggest challenges in the exhibit design and manufacturing industry is meeting deadlines to deliver the product on time to its destination, which is often a trade show that draws tens of thousands of attendees.

Recently, Graphic Presentation Systems revamped the VectorWorks exhibit. The mission was to redesign the booth to make it lighter to reduce freight costs, more functional to maximize booth space and more visually appealing to attract more traffic—all in a 20' x 20' footprint.

Using VectorWorks, the firm redesigned the booth to reduce the exhibit's weight from 6,000 pounds down to 5,000 pounds, increase the demonstration theater seating area from eight seats to 14 seats, and add one 61-inch and three 20-inch plasma TV screens.

"With VectorWorks, you can easily see how things work together, the harmony of design, so we were able to reconfigure the exhibit to meet the new objectives and do it quickly to meet the tight deadline," explains Keizer.



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