



## Article Side

Be it pop up displays, Pop-Up Display, or a "PopUp"™, 'tis a [Paradigm Tiwari](#)

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Coming in a wide variety of styles, sizes, and price ranges, pop up displays offer companies endless, creative options for their marketing needs.

Pop up displays™ namesake derives from a lightweight frame (usually aluminum) that goes from small to large. Most models require only a "tug" to expand and lock in place in minutes; channel bars provide additional support to the frame, and act as a magnetic mounting surface for fabric or graphic panels. The frame collapses into a very condensed version (not quite with the push of a button, but almost) and packs, ships and stores in durable, wheeled cases; cases that can be converted into a podium or counter on the tradeshow floor.

The size of pop up displays is dictated by the size, number and/or configuration of the expandable frames. The frames come straight, curved (gullwing, serpentine) or a combination of the two (straight with concave curve in center, horseshoe, etc!) Single eight (8) or ten (10) foot frames create an exhibit backwall of a corresponding size; larger displays are made by using multiples of either an 8 or 10 foot frame. Island pop up displays work basically the same way but configure into two or three dimensional footprints instead of a single backwall.

The "walls" of a pop up display are panels that attach to the frame with magnetic strips. The panels can be fabric-available in a multitude of color options- to which separate graphic artwork will then be attached; or they can be full graphic panels. In other words, the whole wall becomes a graphic display once all panels have been easily attached to the frame (full mural graphics). High resolution graphics are extremely eye catching and can be further showcased using one of the lighting options available.

Fabric tension "hop-ups" are a slight exception to the rule. These units come with an attached, fitted fabric-printed with your artwork that stretches to cover the frame. Another is Xpressions, a hot new display with ultimate frame-graphic technology. The frame ships with integrated graphic skins attached; and within one single unit, there are twelve frame options and countless graphic configurations possible. If you would like a peek, use our Quick Nav bar at Pop Up Displays Xpressions PopUp Display.

Advertising, branding, and exhibiting exposure has never had easier access. Pop up displays have revolutionized the tradeshow and marketing event industry. With their ease of handling, incredible versatility and economical offerings, they offer opportunities for companies and individuals that would have been left out of the exhibiting arena years ago. ExhibitTrader.com is glad to be part of this ongoing paradigm shift.

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a [pop up displays](#) have become quite popular, owing to the cost savings and many advantages they offer. a [ExhibitTrader.com](#) offers both budget friendly models and more durable, made in the USA

models built for long-term use.

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