

the Pinnacle

Industry Trends

Headline
This exhibit truly defines what it means to create an environment. Sony teamed up with Mitek design to create an unforgettable PlayStation village. The four-phase interactive experience made the visitors feel like they were "trapped inside a pinball machine—the perfect experience for a gamer!" Once inside, attendees were led through a four-phase interactive adventure. The first phase, the pavilion, gave gamers a personal PSP experience in an open, cloud-filled environment suggesting the PSP's portability. Next, attendees moved on to a dramatic 100-foot long, 15-foot high LED screen featuring scenes from PSP games. The high-intensity action from this screen propelled attendees through the third stop on the game trail—the PS3 theater, which immersed gamers in the PS3's capabilities via ultra-high-resolution video. To close the experience gamers were deposited in the PSP gaming area, the fourth phase where the hands-on gaming action began.

Headline
Tundra Territory set an off-the-wall exhibit experience featured three work-truck environments. Rather than a typical product-centered booth, Toyota built the exhibit needed to be an intense, immersive environment—one that highlighted the truck's American-made message and focused on people rather than products. The 30,000-square-foot, off-floor space re-created the critical tagging field, ranch, and construction site environments, merging them into an unforgettable experience that put people, rather than products, center stage. Toyota felt that an emotional connection to their product was crucial. Therefore, they used real scaffolding, worn hard hats, exposed concrete, and images of the "All-American Man" to illustrate their profound understanding of the typical American truck consumer.

Who's that? Match the employee with the description!

- This employee is an avid "Tinkler" fan and likes to say "It's hardbore!"
- This employee used to work for Computer Associates and likes to guess.
- This employee likes to crunch numbers and collect Betty Boop paraphernalia.
- This employee is currently going for a Masters degree and likes practical jokes.
- This employee has over twenty years experience in the industry and used to baby sit Tom Felton.

Display Presentations

simple. creative. smart.

Tips for the Mind & Soul

Keeping our mind healthy is just as important as keeping our physical bodies healthy. Without the health of our minds, we wouldn't be able to function physically, socially and emotionally. Use the ideas below to help attain your quest for mental fitness.

- Read a Book** - Pick a book or magazine on an entirely new subject. Become an expert in something new.
- Play Games** - Games tease and challenge your brain. Sudoku, crosswords and electronic games can all improve your brain's speed and memory. Spend 15 minutes or so each day.
- Use your opposite hand** - Spend the day doing things with your non-dominant hand. As a reminder you can wear your watch on the opposite hand to remind you to switch.
- Learn Phone numbers** - Our cell phones and computers remember all of our phone numbers for us. No one remembers phone numbers anymore, but it is a great memory skill.
- Eat for your Brain** - Your brain needs you to eat healthy fats. Focus on fish oils from wild salmon, nuts such as walnuts, seeds such as flax seed and olive oil. If these foods don't appeal to your palate try taking an Omega 3 fish-oil supplement.
- Break the Routine** - The more something is second nature, the less our brains have to work to do it. To help your brain stay young, challenge it.
- Go a Different Way** - Drive or walk a different way to wherever you go.

Dollars and Sense

For centuries people have been creating environments. Feng Shui, the ancient Chinese practice of placement and arrangement of objects, has become more and more popular. Feng shui is a discipline with guidelines that are compatible with many techniques of agricultural planning as well as interior furniture arrangements.

It may not be called Feng Shui in the trade show industry but the idea of creating an environment that evokes certain emotions is becoming quite popular. Exhibit designers have added the word environment to their design to stress the fact that an exhibit should be more of an experiential environment and should instead pass visual stimuli into and touch all of the senses. Companies want people to FEEL their message. If your tagline is "simple and tasty", or "simple creative smart", or "Just do it", everything about your exhibit should say so, from the color palette to your gateway to the attitude of your stand.

Office Tension

People own more than things, have to be renewed, revised, reclaimed, and released. Show us anybody. Remember, if you are helping hand, you'll find one at the end of it!

As you grow older, you will discover that you hank, one for helping yourself, the other others.

-Sam Emerson

The "It wasn't me." The "I don't know."

the Pinnacle

What's Happening?

Our internal departments have created a logo that directly reflects our new philosophy. Our "Tag" is shown with a gradient to suggest movement, which was done to reflect our willingness to embrace change. Our tagline, "simple.creative.smart." is an extension of our brand and our overall philosophy in that our work is effective and efficient while at the same time creative. The fonts used for our logo are also consistent with our philosophy in that they are comprised of clean lines and are easily legible. This logo is something to be proud of... it represents a company that continues to thrive in an extremely complex industry. Like the simple design of a windmill, our philosophy is to derive energy and results from a more straightforward yet smart approach.

We are working on a new website with a prospective launch date of Feb. 1st. This website will be simple.creative.smart., yet impactful and informative. Rich Kilinski and Paul Garvasi recently completed a course in Flash animation, and have used this knowledge to make our new website dynamic and visually exciting.

Display Presentations

simple. creative. smart.

The Vision

In today's world, people are seeking simplicity and security. In the business world, companies are striving to project an image to meet this universal desire. Slogans such as, less is more, and green is the new black are becoming more popular. This widely accepted attitude has permeated our industry causing a shift from complex design, to clear and embraceable design. Our company is among the few that continue to thrive and it's because we accept change. Simple creativity, brand integration, and clear communication of our corporate message have become top priority. "Simple Creative Smart." is the tagline that many of you have noticed trailing behind our DP logo, and it is for a very important reason. Companies who embrace change will thrive.

Our mission is to create exhibit environments that people can understand...something simple, something creative...something smart. 10 years ago simple meant plain, now, simple means effective and efficient, understandable and comfortable. "Simple Creative" may seem like an oxymoron to most, but that is what makes it so effective. Companies who are able to create emotion, and evoke interest without having to spell it out loudly are a force to be reckoned with.

It sounds "simple"... changing the way a company portrays itself. Just add the tagline and go with it, right? Not really, it takes firm commitment from all of our departments and a strong determination to lead in order to produce the momentum needed for our company to move forward. It takes thinking in ways we've never thought before, and working smarter rather than working harder. Every employee at DP has the opportunity to be a part of this change that will take our organization to a new level. William James once said, "Act as if what you do makes a difference. It does."

Why this newsletter is called "The Pinnacle"?

We are currently bidding on a project with CA that is out of the ordinary for us. The project entails creating an educational and captivating environment within a welcome pavilion at the 2008 World Golf Championship. Winning this bid would contribute to the diversity of our portfolio and would give us exposure to over 100,000 people.

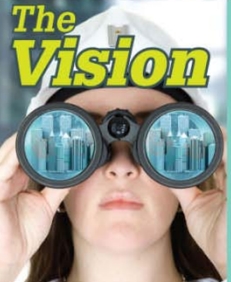
Display Presentations

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February 2008 Vol. 1.1

Our Vision
Dollars & Sense
Who's That
What's Happening
Tips for the Healthy Employee



The Vision

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CROSSWAYS CORPORATE TEAM CHALLENGE

What is the Crossways Business Association?

- The Crossways Business Association, also known as CBA, was established in 2004 to create, explore and enhance business and charitable opportunities for members of the greater Crossways community through relationship building on Long Island.
- Please visit www.cbali.org for more information about Crossways Business Association, its members and upcoming events.

What is the Crossways Corporate Team Challenge?

- This Challenge is designed for corporate individuals who want to inspire team unity, fun and fitness while giving back to charity.
- Competition events include all levels of run and cycle or a separate Walk-A-Thon. You choose your challenge!
- Format will be based on number of laps completed within 2 hours, per team.
- 1 Lap = 1.2 miles.
- Benefiting charity is Cancer Care of Long Island

CANCERCARE
OF LONG ISLAND

For more information, please contact:

- Deirdre Siegel (516) 496-7327 or email dsiegel@pearstaffing.com

THE CROSSWAYS CORPORATE TEAM CHALLENGE FACTS

EQUINOX is offering your team the opportunity to train for the month of May. **FREE** Contact Jessica Misretta - (516) 714-8100

RoadWorx is offering you and your team the opportunity to tune up your bike, **FREE OF CHARGE**, the week before the event. Call for an appointment: (516) 558-7841 or visit info@roadworx.com (Tuning will also be available the day of the event from Run-10am)

BIATHLON

- The Challenge = 1 hour of running and 1 hour of cycling. The team who completes the most laps will be declared the winner.
- One team = 5 members
- Rally format: Every team member participates in all areas of the challenge
- Team Registration **BEFORE** April 28, 2008: \$150 per team or \$30 per person (includes entry, t-shirt, goody bag and BBQ)
- Team Registration **AFTER** April 28, 2008: \$200 per team or \$40 per person (includes entry, t-shirt, goody bag and BBQ)

WALK-A-THON

- Walk as many laps as possible as a team and collect a raffle ticket each time your team has made a full lap.
- At the end of the 2 hours a raffle ticket will be pulled and if your team has the winning raffle ticket, your team wins the Grand Prize for the Walk-A-Thon.
- GO THE EXTRA MILE!** Raise more \$ for charity by getting your family and friends to sponsor you! Call for walk sponsorship form: Karen Bantle at PEAR Staffing: (516) 496-7327
- One Team = 5 members
- Team Registration **BEFORE** April 28, 2008: \$150 per team or \$30 per person (includes entry, t-shirt, goody bag and BBQ)
- Team Registration **AFTER** April 28, 2008: \$200 per team or \$40 per person (includes entry, t-shirt, goody bag and BBQ)
- BBQ Only \$10 per adult \$5 per child
- Pre-register by April 28, 2008 online at www.cbali.org or mail in your registration form to: Crossways Business Association 3 Crossways Park Drive West, Woodbury, NY 11797 Attn: Deirdre Siegel

REGISTRATION FORM

to be completed and returned by April 28, 2008

Crossways Business Association
3 Crossways Park Drive West
Woodbury, NY 11797
Attn: Deirdre Siegel/PEAR Staffing

Team Name: _____

Please select one: Biathlon Walk-A-Thon

Member Name	T-Shirt Size
Team Captain 1. _____	_____
_____	_____
_____	_____
_____	_____
_____	_____

SPONSORSHIP OPPORTUNITIES

ALL STAR- \$350

- Signage at event (1 per sponsor)
- Mention and logo recognition on assorted event marketing pieces (including brochures, posters, event banners and t-shirts)
- Opportunity for literature in goody bags

ALL PRO- \$850

- Signage at event (3 per sponsor)
- Vehicle exposure
- Opportunity for literature in goody bags
- Registration of two (2) corporate teams
- Mention and logo recognition on assorted event marketing pieces (including brochures, posters, event banners and t-shirts)
- Opportunity for table display at event
- Opportunity to speak/present at CBA meeting (non-members)

Please call Gary Bohick at (631) 753-2630 for Sponsorship.

JOIN OUR PROUD SPONSORS

See you in the parking lot in Woodbury on June 22, 2008!

CLK Houlihan-Parnes
We Own. We Manage. We Lease.

EQUINOX
FITNESS CLUBS

Present the
CROSSWAYS CORPORATE TEAM CHALLENGE
Sunday, June 22, 2008

Registration: 8:00am-8:30am
Introductory Ceremony: 8:30am-9:00am
Challenge: 9:00am-11:00am
Conclusion Ceremony: 11:15am-11:45am
BBQ: 12:00pm-2:00pm
Crossways Business Park
Woodbury, New York

CROSSWAYS BUSINESS ASSOCIATION
3 Crossways Park Drive West
Woodbury, NY 11797

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Representing companies throughout the United States since 1975

<h2>Breakfast</h2>		<h2>Lunch</h2>	
BREAKFAST SPECIALS (7am-11am)		CAFE PANINIS	
All Breakfast Specials are served with your choice of home fries or french fries, toast and coffee or tea			
*Two Eggs Any Style	\$4.25	Buffalo Chicken	\$6.95
with Bacon, Ham or Sausage	\$5.75	Buffalo Chicken with Melted Cheddar, Shredded Carrots & Celery	
*Homemade French Toast	\$4.75	Served with Blue Cheese Dressing	
with Bacon, Ham or Sausage	\$6.25	Grilled Chicken	\$6.95
with Two Eggs Any Style	\$6.25	Grilled Chicken with Melted Mozzarella, Roasted Red Peppers,	
*Homemade Pancakes	\$4.75	Served with Lite Italian Dressing	
with Bacon, Ham or Sausage	\$6.25	Grilled Roast Beef	\$6.95
with Two Eggs Any Style	\$6.25	Grilled Roast Beef with Melted American, Sautéed Onions and Peppers	
*Cheese, Western, or Vegetable Omelet	\$5.25	Served with Ranch Dressing	
with Bacon, Ham or Sausage	\$6.75	Turkey Swiss	\$6.95
		Turkey with Low Fat Swiss Cheese, Grilled Tomatoes and Bacon	
		Served with Russian Dressing	
		All Paninis served with a small fountain soda and small bag of chips	
EGG SANDWICHES		Caesar Salad	
*Single Egg Any Style of a Roll	\$1.75	Garden Salad	
*Two Eggs Any Style on a Roll	\$2.25	Greek Salad	
with Bacon, Ham or Sausage	\$3.25	Chef Salad	
*Western Sandwich on a Roll	\$3.25	Add Grilled Chicken	
		Tuna Salad Platter	
		Chicken Salad Platter	
		Egg Salad Platter	
		<h2>Lunch</h2>	
		BURGERS	
		*Hamburger	\$4.00
		*Cheeseburger	\$4.50
		*Bacon Cheeseburger	\$5.00
		*Turkey Burger	\$4.50
		*Pizza Burger	\$4.75
		All Burgers come with Cole Slaw and Pickles	
		Add \$.50 for Lettuce and Tomato	
		Add \$2.50 for Deluxe which comes with Lettuce, Tomato and French Fries	
		SANDWICHES	
		Grilled Cheese	\$3.50
		With Tomato	\$4.00
		With Bacon or Ham	\$4.50
		*Fried Flounder Fillet	\$4.45
		*Chicken Cutlet	\$4.45
		*Grilled Chicken	\$4.45
		*Chicken Cutlet Parmigiana	\$5.45
		B.L.T.	\$4.00
		Tuna Salad	\$4.45
		Chicken Salad	\$4.45
		Egg Salad	\$4.50
		Philly Cheese Steak	\$5.45
		Roast Beef	\$4.45
		Turkey	\$4.45
		Ham	\$4.45
		SIDE ORDERS	
		Chicken Fingers	\$4.45
		Buffalo Chicken Wings	\$4.45
		Mozzarella Sticks	\$4.75
		French Fries	\$2.50
		Onion Rings	\$3.50
		BEVERAGES	
		Coffee, Regular or Decaf	Sm: \$1.25 Lg: \$1.75
		Tea, Regular or Decaf	Sm: \$1.50 Lg: \$1.50
		Hot Chocolate	Sm: \$1.50 Lg: \$2.00
		Fountain Soda	Sm: \$1.25 Lg: \$1.75

*Consuming raw or uncooked meats, poultry, seafood, shellfish, or eggs may increase your risk of food-borne illness especially if you have certain medical conditions

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Free Wi-Fi available

GREEN BEAN CAFE

feel good

A variety of well prepared foods to satisfy your busy life.

<p>4245 Hempstead Turnpike Bethpage, NY 11714 (Lobby of New Island Hospital) 516-520-2450</p>	<p>1400 Old Country Road Westbury, NY 11568 (Atrium Cafe in Barnes & Noble Building) 516-333-1400</p>
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- Doctor & Chiropractic Visits
- Daily Hospital Confinement
- Surgical Benefits (inpatient or outpatient)
- Diagnostic, X-Ray & Lab Benefit (DXL)
- Wellness Care
- Accident Benefits
- Critical Illness Benefits
- Maternity Coverage
- PPO Network Repricing for Hospital, Doctor and Outpatient Services

Plan Highlights

- Guaranteed Issue to individuals & small groups
- Guaranteed renewable
- Unlimited surgical benefits (100% of Medicare reimbursement schedule)
- No yearly or li
- Portable
- Assignable be
- Stable rates
- First Dollar Cc
- Available in n
- HIPAA Compli
- No participati

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QUIK LOK

american music & sound **AM & S**



What's New in 2009!

MULTI FUNCTION STANDS ALL STEEL - VERY SERIOUS



LPH/003 FREE STANDING TRIPOD LAPTOP HOLDER

- Can accommodate virtually any size laptop. Four stoppers, adjustable in width and depth, will securely anchor any size laptop, without interfering with input/output ports, expansion slots, cd-rw/dvd drivers, A/C adapter sockets placed on either side of the laptop.
- The laptop tray is height and tilt adjustable, and swivels at 360° to allow for ideal positioning of the laptop.
- Equipped with pull-out mouse tray, that can be positioned on either the left or right side of the laptop, and is retractable for easy storage and transport.

LPH/T ADD-ON LAPTOP HOLDER

- Add-on laptop holder for studios and multi-media workstations.
- Can be securely anchored to any table top surface by means of its tightening clamp (adjustable up to 45 mm).
- Can accommodate virtually any size laptop. Four stoppers, adjustable in width and depth, will securely anchor any size laptop, without interfering with input/output ports, expansion slots, cd-rw/dvd drivers, A/C adapter sockets placed on either side of the laptop.
- The laptop tray is height and tilt adjustable, and swivels at 360° to allow for ideal positioning of the laptop.
- Equipped with pull-out mouse tray, that can be positioned on either the left or right side of the laptop, and is retractable for easy storage and transport.

QUIK LOK

THE COMPUTER IS NOW AN INTEGRAL PART OF



LPH-X THE ALL-IN-ONE LAPTOP HOLDER THAT VIRTUALLY ADAPTS TO ANY SIZE WITH A VERSATILE PULL OUT MOUSE TRAY

- Add-on laptop holder for use with X-Series keyboard stands.
- Anchored to the top rear of any "X" Series stand (having a 30 mm diameter).
- Can accommodate virtually any size laptop. Four stoppers, adjustable in width and depth, will securely anchor any size laptop, without interfering with input/output ports, expansion slots, cd-rw/dvd drivers, A/C adapter sockets placed on either side of the laptop.
- The laptop tray is height and tilt adjustable, and swivels at 360° to allow for ideal positioning of the laptop.
- Equipped with pull-out mouse tray, that can be positioned on either the left or right side of the laptop, and is retractable for easy storage and transport.

SLS/05 13 FT. HEAVY-DUTY STEEL CHAIR LIGHTING / TRUSS STAND

- Min. height: 48" (adjustable from 48" to 71")
- Footing: 16" dia. x 1 1/2" x 16" x 16"



TYPICAL LIGHTING CONSTRUCTION
2 1/2" DIA. CHAIRS
3 1/2" DIA. CHAIRS
& 1 1/2" DIA. CHAIRS



GS/101 THE NEW UNIVERSAL SLEEK ACOUSTIC OR ELECTRIC GUITAR STAND

- Universal Acoustic / Electric Guitar Stand with self-stacking yoke.
- When the guitar is placed into the stand yoke, the yoke will automatically pull up two side supports incorporated in the yoke. The side supports will automatically extend and pivot from an accelerated falling of the stand. When the guitar is lifted from the stand, the side supports will automatically swing down to the instrument.

What's New in 2009!

YOUR MUSIC PRODUCTION AND CREATIVITY.

Z/70 WIDTH & HEIGHT ADJUSTABLE, SINGLE-TIER, RAPID SET-UP PRO "Z" KEYBOARD STRUCTURE

- Foldable feet and legs makes the Z/70 extremely compact for easy transport and storage.
- Side to side width: from 27.5" to 46.0", from 71 to 119 cm
- Height positions (H): from 27.5" to 35.0", from 71 to 90.5 cm



LPH-Z ADD-ON LAPTOP HOLDER. A MUST FOR THE NEW YEAR!

- Add-on laptop holder for use with Z-Series keyboard stands.
- Can accommodate virtually any size laptop. Four stoppers, adjustable in width and depth, will securely anchor any size laptop, without interfering with input/output ports, expansion slots, cd-rw/dvd drivers, A/C adapter sockets placed on either side of the laptop.
- The laptop tray is height and tilt adjustable, and swivels at 360° to allow for ideal positioning of the laptop.
- Equipped with pull-out mouse tray, that can be positioned on either the left or right side of the laptop, and is retractable for easy storage and transport.



What's New in 2009!

MODERN, SHARP & ERGONOMIC!

SL/025 FULLY ADJUSTABLE LAPTOP HOLDER

- Fully adjustable laptop holder add-on for SL/010 and SL/020 Stand Stands.



SL/020 DOUBLE-TIER, FULLY ADJUSTABLE SLANT STAND

- Solid all-steel construction provides maximum sturdiness and ensures excellent structural support.
- Exclusive, patented foldable design of tiers and base allows to set up and fold down the stand in a snap, with no loose parts. Is a very convenient base for convenient storage and easy transport.
- Fully adjustable tiers can be quickly set at either one of 3 height positions, 4 angle positions, and feature telescoping depth to accommodate virtually any size keyboard and controller up to 18.1" (47 cm) deep, as well as drum machines and sound modules.
- Stylish "Y" shaped frame provides plenty of room for volume, sustain and control pedals.
- Best handling feet compensates for uneven floors, and eliminates vibration and shaking of keyboard while performing.



SL/023 ANGLE & DEPTH ADJUSTABLE TIER ADD-ON

- Angle & depth adjustable tier add-on for SL/010 and SL/020 Stand Stands.

SL/027 ADJUSTABLE TELESCOPIC MIC BOOM

- Adjustable telescopic mic boom add-on for SL/010 and SL/020 Stand Stands.
- Can be securely fixed to the stand at any one of 3 height positions on stand columns.



STUDIOLOGIC

NUMA

COMING IN 2009 THE NEW BLACK EDITION

SEE AND FEEL THE MOST SOPHISTICATED TOUCH ACTION



- Progressive Grand Hammer action
- 88 tonalizer system
- 88 touch response control
- Intelligent dynamic system
- This system is an expressive and mechanical key action
- Professional keyboard interface
- Extreme high quality
- The most customizable controller keyboard ever