

Aisle Advertising SMART displays

for retail, exhibits, events



The SMART Difference

- ▶ Take the brand to your audience with ease
- ▶ Create an aisle wherever you put it
- ▶ Promote face to face contact indoors or out, 24/7
- ▶ Project highly visible graphic messaging
- ▶ Conduct effective and efficient product demos

A SMART Value

Whether serving retail, exhibits, or events, Aisle Advertising creates unique niche products with 8 core ingredients:

1. Mobile portability – on wheels for easy transport
2. User friendly – easy set-up and dismantle
3. Unitary construction – no tools required
4. Great looking, easy change graphics
5. Durable and easy maintenance
6. Light weight ABS materials
7. Recyclable Materials
8. Indoor/outdoor use



Fold & Roll Demo Table

U.S. patent

Roll out on wheels; open to full table in less than 60 seconds

- ▶ NO TOOLS NEEDED for set up or dismantle
- ▶ 33"x32" front graphic panel – backlit or reflective
- ▶ Easy wipe down with soft cloth and water
- ▶ Electrical grommet on top for laptop or appliance
- ▶ Back shelf for appliances and storage
- ▶ Folds up in seconds for maximum storage
- ▶ AL36 series in ABS black, gray or beige

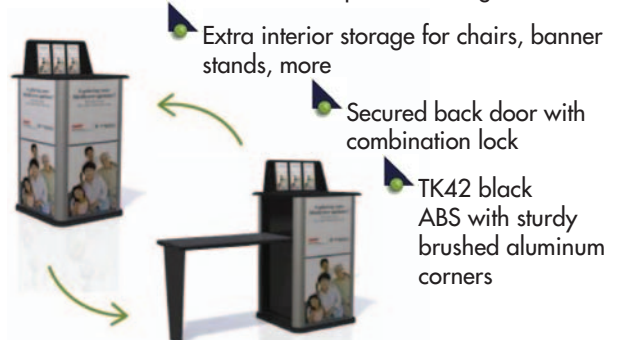


Fold & Roll Table Kiosk

U.S. patent pending

Combination free-standing kiosk on wheels with hidden table(s)

- ▶ NO TOOLS NEEDED for set up or dismantle
- ▶ Quick-change graphic panels for flexible branding
- ▶ Easy-slide, hidden table(s) for meet and greet
- ▶ Two shelves for literature or product storage



AISLE

ADVERTISING

smart marketing attracts real traffic

Aisle Advertising provides value added products, services, and accessories, including

- ▶ Custom design and graphic capabilities
- ▶ Logistic management
- ▶ Display systems and signage
- ▶ SMART marketing and sales consultation



Optional Accessories

- ▶ Table cover – to protect your table in transport and storage
- ▶ Box in a box – a cardboard transportation container
- ▶ Back lit and reflective graphic panel
- ▶ LCD display panel in Table Kiosk

Our Story

Durable, portable, economical, attractive.

These were the attributes retailers wanted in demo tables but were unable to find. So the founder of Aisle Advertising invented it.



Seeing the unimpressive and cumbersome food-sampling stations in use at stores, the company was created to fill the need – designing and engineering a new concept for retail, exhibits, and events.

Debuting its patented Fold & Roll table at the 1997 FMI grocery tradeshow, the company sold more than 200 units in the first year alone, including a major contract with Cub Foods (now SuperValu) still in effect today.

After more than 10 years and hundreds of delighted customers, the company asked Mark MacDonald to join the business; to apply his extensive experience to launch Aisle Advertising to new levels and markets.

With more than 20 “hands-on” years in design, sales and management of tradeshow exhibits, retail environments, events and museums, Mark understands today’s sales and marketing climate, as well as the need to build brand awareness and take your product to your client.

Aisle Advertising provides SMART tools to create volume traffic and qualified leads – Smart Marketing to Attract Real Traffic.

Our customers say ...

“I used the new tasting cart last night - It was a HUGE hit. It was easy to set up and drew the attention of the customers. I easily sold more wine than each of our competitors.”

Steve Dubois Sales Manager

“We are the envy of the competition with these demo stations.”

Laura Hachez
Chain and Club
Manager



MARTIGNETTI
COMPANIES of NH

CONTACT

phone: 952.960.4959

fax: 877.350.7461

email: sales@aisleadvertising.com
Minneapolis, MN 55305-2733

www.aisleadvertising.com

