

# SAMPLING TABLE COMPARISON

What is *Your*  
Ideal  
Solution?



IDEAL ATTRIBUTES	Low-cost Solution Card Table	Expensive Solution Custom Fixture	<u>Ideal Solution</u> Fold and Roll Demo Table
Portable	?	?	✓
Lightweight	✓		✓
Compact Storage	✓		✓
Compelling Graphics		?	✓
Professional Image		✓	✓
No Tools Required	✓	?	✓
Quick and Easy Set-up and Dismantle	?	?	✓
Indoor Use	✓	✓	✓
Outdoor Use			✓
American Made		?	✓
Sustainable, Durable and Recyclable			✓
Unitary Custom Design		✓	✓
Value-Added		?	✓
Return on Objective (ROO)		?	✓
Return on Relationship (ROR)		?	✓
Return on Investment (ROI)		?	✓
Intangibles		?	✓
Purchase Price	\$	\$\$\$\$\$\$	\$\$\$

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IDEAL ATTRIBUTES	AISLE ADVERTISING FOLD AND ROLL DEMO TABLES HAVE THE IDEAL ATTRIBUTES:
<b>Portable</b>	<ul style="list-style-type: none"> <li>• Wheeled Mobility--Two caster wheels</li> <li>• Easily transportable—Fits into car trunk or hatchback</li> <li>• Ships easily and economically</li> </ul>
<b>Lightweight</b>	<ul style="list-style-type: none"> <li>• Only 33 Pounds!</li> <li>• Made of ABS plastic and aluminum</li> </ul>
<b>Compact Storage</b>	<ul style="list-style-type: none"> <li>• Only 9 inches deep - 36" height x 34" wide x 9" deep</li> <li>• 6 Fold and Roll Demo Tables fit in a 3' x 5' storage area</li> <li>• Reduced square footage storage requirements</li> </ul>
<b>Compelling Graphics</b>	<ul style="list-style-type: none"> <li>• Quick change panels</li> <li>• Custom graphics for multiple venues or products</li> <li>• Reflective, LED back-lit or fluorescent back-lit custom graphics</li> <li>• Three-sided graphic capability</li> </ul>
<b>Professional Image</b>	<ul style="list-style-type: none"> <li>• You never get a second chance to make a good first impression</li> </ul>
<b>No Tools Required</b>	<ul style="list-style-type: none"> <li>• For set-up or dismantle</li> </ul>
<b>Quick and Easy Set-up and Dismantle</b>	<ul style="list-style-type: none"> <li>• Only 1 person -- and NO tools! -- needed</li> <li>• Easy to clean</li> <li>• Quick and easy dismantle and transport to storage</li> <li>• Sets up and dismantle in less than 30 seconds</li> <li>• Engineered to engage with Proven Results</li> <li>• Happy Demonstrators = Greater Engagement = Higher Sales</li> </ul>
<b>Indoor Use</b>	<ul style="list-style-type: none"> <li>• Ideal for virtually any indoor demonstration, sampling, or presentation</li> </ul>
<b>Outdoor Use</b>	<ul style="list-style-type: none"> <li>• All-weather materials/fabrication</li> <li>• Thermal-formed ABS plastic with aluminum frame</li> </ul>
<b>American Made</b>	<ul style="list-style-type: none"> <li>• Easily customizable</li> <li>• Readily available replacement parts, if needed</li> </ul>
<b>Sustainable, Durable and Recyclable - Earth Friendly</b>	<ul style="list-style-type: none"> <li>• Reduced energy required for transportation-lightweight and compact</li> <li>• Constructed from durable, fully recyclable material (ABS plastic &amp; aluminum)</li> <li>• Long-standing product for years of service</li> </ul>
<b>Unitary Custom Design</b>	<ul style="list-style-type: none"> <li>• Attractive graphic presentation for brand promotion</li> <li>• Patented form and function with electrical capability</li> <li>• Counter top supports 100 pounds</li> <li>• Back shelf for appliances and storage</li> <li>• Black or white ABS plastic standard with stable-adjustable leveling feet</li> </ul>
<b>Value-Added Enhancements</b>	<ul style="list-style-type: none"> <li>• Custom design and graphic production capabilities</li> <li>• Logistics management</li> <li>• Display systems and signage</li> <li>• Market and sales consultation</li> <li>• iPad holder, beverage spigot and/or overhead signage system</li> <li>• Lease options</li> </ul>
<b>Return on Objective (ROO)</b>	<ul style="list-style-type: none"> <li>• Market face to face</li> <li>• Create an "aisle" anywhere while controlling traffic flow in the store</li> <li>• Drive sales of specific products and distribute coupons</li> <li>• Control product inventory</li> <li>• Promote community involvement</li> <li>• Increase store loyalty and brand recognition</li> <li>• Present consistent image and presentation</li> </ul>
<b>Return on Relationship (ROR)</b>	<ul style="list-style-type: none"> <li>• Create memorable customer experiences --through use of their five senses</li> <li>• Build customer loyalty</li> <li>• Promote community campaigns</li> <li>• Benefit from the power of sampling</li> </ul>
<b>Return on Investment (ROI)</b>	<ul style="list-style-type: none"> <li>• Cost efficient -- and Proven Results</li> <li>• Increased sales</li> <li>• Low maintenance, storage and transportation costs</li> <li>• Depreciable asset</li> <li>• Rent or assess user fee to vendors/suppliers</li> </ul>
<b>Intangibles</b>	<ul style="list-style-type: none"> <li>• "Ease of doing business" company</li> <li>• Proactive customer service</li> <li>• One-year warranty</li> </ul>
<b>Purchase Price</b>	<ul style="list-style-type: none"> <li>• Long-term investment vs. short-term expense</li> </ul>