

Dear _____,

Welcome to PosterGarden. We are the innovative, customer-focused leader in the portable tradeshow and event display industry. We planted our company seeds in 1995 and have been busy growing with our customers since day one, so we haven't had a chance to introduce ourselves to you.

For you to get to know us better, we've included:

- A PosterGarden fact sheet
- The PosterGarden history
- Testimonials from our customers
- Our Executives' bios

We've also included our most recent catalog so you can see our exciting line of products.

Please take a moment to acquaint yourself with us. If you have any questions about PosterGarden or if you would like to set up an interview with our executives, please give me a call at (503) 297-9982 x 719 or email me at Melanie@PosterGarden.com. We would love to help you with any upcoming stories around the tradeshow and event display industries!

We look forward to working with you!

Sincerely,

Melanie Ying
Marketing Coordinator

The Lowdown

Who we are:

We are PosterGarden, the innovative, customer-focused leader in the portable tradeshow and event display industry.

What we do:

PosterGarden offers uniquely simple portable tradeshow and event display products that leave our customers saying “Wow! That was easy!” We carry a full line of display products, including retractable banner stands, popup booths, tabletop displays, event tents, flags and accessories. In addition, we at PosterGarden offer a comprehensive suite of graphic design services, and we help our customers find success at all their tradeshows and events every step of the way.

When we got started:

PosterGarden was founded in 2003. We’ve grown from a small graphic design firm in 1995 into the portable tradeshow and event display leader we are today.

Why we do it:

Thanks to our dedication to customer needs, PosterGarden knows what clients are looking for when it comes to tradeshow and event displays: simplicity, reliability and impact. Our products are high quality and easy to use, our design and printing services result in bold, colorful displays that catch the eye, and our trained project managers stay involved from a project’s start to its finish. So why do we do it? Because we know exactly how.

How we do it:

PosterGarden develops and buys products direct from manufacturers, combines them with our design and printing services, and creates easy, innovative and unique products for our customers through our quarterly catalog and web site. We also work closely with manufacturers to refine designs and features to ensure our clients are getting the best display products and accessories on the market today.

Where we do what we do:

PosterGarden is located in the Pearl District of Portland, Oregon, at 630 Northwest 14th Avenue, 97209. We are also on the web at www.PosterGarden.com

More information:

For more information about PosterGarden, our products and our company, please contact us at 1-800-707-0204 or visit us on the web at www.PosterGarden.com.

Where We've Been

Since its founding in Portland, Oregon, PosterGarden has grown into one of the leaders in the portable event and tradeshow display industry.

President and founder Travis Rigby launched the company after working with clients on their direct mail and promotional materials. Through his work with marketing departments, he found that tradeshow managers have the tough job of putting together eye-catching print materials and displaying them in a cost-effective manner. They have lots of responsibilities during a show and don't want to fumble with difficult equipment or worry about the quality of their displays during the show.

PosterGarden continued to grow, and Travis was able to use his tradeshow experience to find a unique niche for PosterGarden in the industry. At the end of 1997, Travis invested in a ColorSpan DM-6000 Big Color printer and began producing posters, banners, backlight displays and other materials for a range of clients. After forming a symbiotic partnership with Epson Portland Inc., PosterGarden found the perfect fit by combining its expertise in design and printing with Epson technology. Business partner Michael Rigby also brought his extensive international experience to the table to help further enhance PosterGarden's production of high-quality, easy-to-use tradeshow displays and equipment. The company now mails out more than 600,000 catalogs each quarter to customers throughout the United States and Canada.

Today, PosterGarden makes its home in the Pearl District of Portland, Oregon, where it continues to refine and expand its role as the innovative, customer-focused leader in the portable tradeshow and event display industry. Offering uniquely simple experiences, PosterGarden carries a full line of display products, including retractable banner stands, popup booths, tabletop displays, event tents and flags, and accessories. The company also offers a comprehensive suite of graphic design services and prides itself on a stellar record of customer satisfaction.

What Our Customers Say

I have a feeling you are known in the business for your great customer service. I'm impressed with how you are on top of things and how quickly you respond. Thanks!

— **Tracy, Imagelingo.com, Rochester Hills, MI**

We received our banner this morning and it looks great. This was our first experience with PosterGarden, and I have to say I am very impressed with your company. Keep up the good work and I will be sure to recommend your company to anyone requiring trade show/ graphics services.

— **Peter, QSI Systems Inc., Salem, NH**

We got the banners, and we LOVE them! They look just fantastic. We'll be ordering more in the next couple months. Thanks so much for your help; you guys were a dream to work with. Mahalo!

— **Tara, SOEST/University of Hawaii, Honolulu, HI**

We received the Eclipse, Allure and the table throw today. We have set them up in our showroom and are thrilled with how they turned out! Thank you very much for all of your hard work. It was a pleasure working with you on this project and we will certainly keep you in mind for future projects.

— **Heather, Commonwealth Soap & Toiletries, Fall River, MA**

Thanks for all you do. Your service has been incredible and arguably the best I have come across in all of my tradeshow-supply ordering days. This was our first purchase with Poster Garden. You have made me a repeat customer. Keep up the good work.

— **Mark, IAT, Salt Lake City, UT**

Wow! I was kind of rendered speechless. Tell the guys in the graphics department they did a great job! The booth looks awesome. Thanks again for all your patience with us!

— **Cindy, IEH Laboratories and Consulting Group, Lake Forest Park, WA**

The throw and chair artwork looks great! Thanks for the rush. It all worked out and we got a lot of compliments on it. Thanks again!

— **Michael, R & L Data Centers, Bloomsbury, NJ**

Leadership



Travis Rigby — Born and raised in southeastern Idaho, PosterGarden founder and president Travis Rigby embarked on the path that would lead him to PosterGarden with \$6,000 and a dream.

That dream — to leave the corporate world and set out on his own — began to take shape when he started PosterGarden's precursor, MarComm Design. He worked for a year out of his basement as the business took off and new opportunities arose that helped make PosterGarden what it is today.

Answering those opportunistic knocks and not being afraid of experimenting with different business models have all shaped Travis' approach to PosterGarden's success. He believes in always looking for the right opportunities, letting the business grow organically, and empowering employees so they not only enjoy their work, but so they take pride in the success of PosterGarden as well.

Travis has worked hard to position PosterGarden as the leader in portable tradeshow and event displays by focusing on one primary goal: meeting the needs of the industry. He and his team at PosterGarden are always on the lookout for innovative and reliable products that make a client's tradeshow experience unique, hassle-free and, most of all, simple from start to finish. Travis has also kept PosterGarden actively involved with important industry and business groups including the American Marketing Association and Portland Oregon Visitors Association.

He lives in Portland's West Hills with his partner and two cocker spaniels.



Michael Rigby — If anyone really knows the ins and outs of working at PosterGarden, it's Michael Rigby. Now director of operations and new products, Michael joined the company in December 2001. Along the way he's held nearly every position in every department, from project management and sales to overseeing production. That experience has helped him design and refine many of the systems and jobs that have all played a role in PosterGarden's continued success.

Michael was born in northern Utah, but he spent a good deal of his time growing up in Asia, the Middle East and elsewhere overseas. He also studied business for two years at the Nanyang Technological University in Singapore.

Through his worldly experiences, Michael has developed a keen understanding of international business — a huge boon to PosterGarden in its negotiations and interactions with its Asian manufacturers. He also takes great pride in what PosterGarden has achieved in developing its innovative product line and printing processes, and he's always searching for even better technologies and materials to ensure PosterGarden stays far ahead of the competition.

An avid golfer, Michael lives in southwest Portland with his wife, two cats and a dog.