

Excerpt from first draft of web copy for Oblong Signs and Displays

## HOME

### **You have 3 seconds to impact, starting now**

Your trade show exhibit or business signage has just 3 measly seconds in which to make an impact.

3 . . . 2 . . . 1 . . . time's up.

Miss your chance and your new clients are lost to the buzz elsewhere.

### **Enticing exhibition displays**

Oblong Displays transform your trade show booth into an extraordinary client experience that entices and captivates visitors, then delivers your message like nothing else can.

### **Business signage with attitude**

Street signs, window signs, vehicle signs – anywhere you need to make your mark, Oblong combines creative spark with irreplaceable experience and product knowledge to design innovative signage that refuses to be ignored.

## EXHIBITION DISPLAYS

### **Serious results feel seriously good**

Imagine the after party.

As other exhibitors are wearily packing up to go home, corks are popping in your booth. Bubbles are flowing and everyone is grinning.

Your display has been the centre of attention throughout the exhibition.

Visitors have been blown away by your display. You've been blown away by your success. Your competitors have been blown out of the water.

### **Oblong sets you up for trade show success**

Your success is all that matters. Besides, we'd love an invitation to the after party.

Whether you're a newcomer to the exhibition scene or a seasoned trade show marketer, Oblong can design an intelligent display solution to address your marketing challenges and embrace your business opportunities.

If you need a [versatile](#) display, we'll show you how to ring the changes. If [time](#) is crucial, just watch us go into 'mission impossible' mode. When [budgets](#) are tight, we'll suggest options to help you achieve more for less. For [seamless logistics](#), we'll supervise production, delivery and installation on your behalf.

### **No boast**

See Oblong's exhibition display [portfolio](#) for examples of what we can do. We're not just boasting bravely. Oblong has won several [coveted industry prizes](#) for our displays. Our [clients](#) say nice things about us, too.

### **Let's show off**

Could Oblong help you achieve an outrageous ROI on your exhibition marketing? [Contact](#) us for an obligation-free consultation.

## **SIGNAGE**

### **First impressions are so important**

A comprehensive program of carefully designed signage says the right things about you.

Oblong works with the best materials and the best people in the business to create intelligent signs that communicate your identity with snap and sizzle.

### **Experience counts**

Oblong has designed stunning signage solutions for over 8 years. We draw on our wide experience in all facets of signmaking to balance practical considerations, realistic pricing and high impact.

See our [signage portfolio](#) for a glimpse of what we can do.

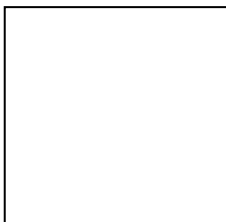
### **Let's make sure you get noticed**

Could Oblong help you achieve more with your signage? [Contact](#) us for an obligation-free consultation.

## PORTFOLIO

Browse through our portfolio of signage and display favourites. Each was designed and crafted to meet our client's unique requirements.

Click on a thumbnail to view a larger image.



### Exhibits on the go

It's all go at Acme Widgets. A busy sales team exhibits several times a year in each Australian capital. Oblong designed a portable display solution for Acme cuts set up time and dismantling time by 75%.

*(add informative captions and summary paragraph for each image)*

Contact us to discuss your needs. [Contact](#) us for an obligation-free consultation.

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## BOUQUETS FROM OUR CLIENTS

*(illustrative testimonials only – replace with genuine ones)*

'Our sales guys are wildly enthusiastic with the booth display Oblong designed for us. It's a sales magnet for us.' *John Smith, Marketing Manager, Acme Widgets*

'Martin is a mine of information. He seemed to relish designing to our very peculiar and exacting requirements. We're delighted with the results.' *Jane Doe, Director, Sticklers Incorporated*

### Client list

Acme Widgets  
Sticklers Incorporated  
A Nother Company  
Someone Else

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## CONTACT

We're always delighted to visit your premises to discuss your signage and display needs with you.

Call for an obligation-free consultation, call Martin on 999 9999 or email [aaaa@aaaa](mailto:aaaa@aaaa).

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## Links from Exhibition Displays page:

### Ringing the changes

If agility is key to your business, you need a marketing strategy that adapts quickly to evolving market conditions. Oblong can design you a versatile, reusable display solution with all the options you need to stay ahead of the crowd.

### Time is crucial

In a fast-paced business, your time is always in short supply. Oblong will take care of logistics for you and deliver outstanding results, on schedule. We take a quirky pride in completing your project in your timeframe, even against the odds.

### When budgets are tight

Smart use of results-focused design can generate attractive returns within budget. We can show you how to get the best performance from your investment in trade show marketing.

### Seamless logistics

We'll put our experience and trade show savvy to work on your behalf to see that your exhibition strategy is executed without a hitch. We'll manage your project from concept to closeout, bringing together the very best craftsmen, specialists and materials to serve your requirements with precision and flair.

*[Other links:](#)*

**[Portfolio page](#)**

**[Clients page](#)**

**[coveted industry prizes](#)**

*[\(add details of awards and prizes\)](#)*