

Custom Build or Modular?

A short guide to choosing the right structure for your exhibition programme.

Choose custom build when...

The show is a flagship moment and brand impact is the priority.
Your space is large, unusual, or needs double-deck construction.
Hospitality, theatre or complex product display drives the design.

Choose modular when...

You exhibit at several shows a year with varying plot sizes.
Cost per show and reusability are the deciding factors.
Lead times are short but standards still need to be high.

The honest answer

Most exhibition programmes end up with a blend of both -
a custom framework with modular components that travel between shows.