

Freeman Modular Solutions

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Savvy meeting planners want a creative stage set that delivers a WOW! factor, but they know that selecting the right backdrop can be complicated. Hidden costs like extra labor and trucking can end up making it more expensive. If you think you can't afford an outside-the-box design, consider Freeman Modular Solutions.

Take your presentation from stock to shock.

Freeman Modular Solutions offers a customized, practical stage set solution with quality modular elements for meeting and tradeshow environments. Meant to replace the standard black curtain, this innovative product is made of easy-to-install panels of varying shapes and textures that can be arranged in a number of positions and heights. Sleek, modern and highly adaptable, the backdrops are designed to be a "canvas" for light and color. You can easily incorporate custom theatrical lighting, graphics, videos and slideshows for an affordable, electrifying brand experience. The panels ship compactly in rolling cases, and assembly is quick and simple, thereby saving labor and transportation costs.

Freeman Modular Solutions solves logistical challenges.

Freeman was recently faced with the seemingly impossible task of loading out a meeting for one customer, while simultaneously loading another customer's meeting into the same room. The late evening setup of the second meeting, immediately following the load out of the first meeting, would have been costly to both customers and taxing to the

crew. It would have required duplicate equipment and an additional top notch crew with little to no recovery time in the event of technical challenges.

To make the transition successful, it was decided to flow the first show into the second show. It meant essentially producing both sessions simultaneously, both on-site and in pre-production. Fortunately, both events planned to use many of the same elements, including 16:9 screens, similar audio rig, and simple scenic components. The second customer's center screen was put into place first and then covered up by a modular wafer wall, the scenic element the first customer selected from Freeman Modular Solutions.

Upon the conclusion of the first customer's meeting, the wafer wall came down quickly and easily, revealing the center screen for the next meeting. The screen had already been prepared during the first load-in, so it was essentially ready to go in about an hour. Using a modular wafer wall for the first event saved labor costs and allowed for a seamless transition.

The possibilities are endless.

One customer with two successive meetings in the same room could benefit from Modular Solutions in the same way. Because the panels are easy to set up and take down, the stage set could be quickly and easily modified between sessions to create a different look with minimal labor costs. Simply projecting different lighting or visual elements onto the stage set would create a different look, without any additional labor costs. The possibilities are endless!

Let Freeman assist you with your stage set requirements and see if Modular Solutions is right for your event. For more information, visit www.freemanco.com.

