

KUBIKCONTACT



WINTER
2007



KUBIK CONTACT

CONTACT: *meeting, being in touch, association, connection*

CONTACT is connection.

And that's a relationship. Making the connection.
Maintaining the connection. Keeping in contact.

That's why we developed **KUBIK CONTACT**, a quarterly publication to keep you informed and connected to what's going on, and what's to come at Kubik.

WHERE WE ARE |

KUBIK CONTACT will let you know about notable current projects and newsworthy items.

WHERE WE'VE BEEN |

KUBIK CONTACT will recount projects from the company archive, so you can see how far we've come.

WHERE WE'RE GOING |

KUBIK CONTACT will announce upcoming projects slated to open in the near future.

Because we can't grow a relationship if we don't stay in **CONTACT**.

So if you weren't aware that Kubik changed its name from Exhibits International 14 months ago, or that our headquarters is now a new 135,000 square foot facility in Toronto, we apologize.

We want you to know.
We want you to stay connected.
We want to stay in **CONTACT**. ■



feature story



breaking news

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BREAKING NEWS....

ENHANCING EXPERIENCE & RESOURCES Kubik Acquires Maltbie

Our challenge to ourselves is to continually strive to grow our resources and capabilities in order to better serve our clients.

As most of the world was still easing out of the holidays and gearing up for work, Kubik launched into 2007 with a bang on January 2nd by announcing its acquisition of Maltbie Inc. This New Jersey based company is, according to Kubik President, Sam Kohn, "one of the preeminent museum and exhibition firms in the world."

With over 200 major museum projects to its credit --- including the National Constitution Center in Philadelphia and the Griffith Observatory in Los Angeles - and 40+ years in the business, Maltbie is a respected name in the exhibition and museum industry. The opportunity to leverage Maltbie's expertise and reputation throughout the United States will help Kubik delve deeper into the cultural and corporate markets, while strengthening its overall creative services.

While Maltbie will maintain its name and continue to operate out of its Mount Laurel location, the benefits of this new acquisition is sure to raise Kubik's profile and broaden our capacity to meet the emerging needs of the global museum and exhibition market in years to come. ■



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FEATURE STORY...

MONTREAL INTERNATIONAL AUTO SHOW Centre Stage

The 39th edition of the Montreal International Auto Show opened to the public from January 19th – 28th this year, and Kubik was centre stage (Or at least a large portion of it).

Kubik had approximately 87,500 square feet of exhibit space and crew of 45+ employees who installed exhibits for Nissan and Infiniti, Ford, General Motors and Cadillac.

Jean-Francois Brault, 2007 Show President, emphasized the prestige and exposure of the event. "The Auto Show is the best place to witness first hand what is currently available on the market."

And, we might add, an excellent opportunity to witness why clients count on Kubik.

As we release this newsletter, the Toronto Auto Show opened to the public on February 16th and runs through to February 25th, with Kubik responsible for over 154,000 square feet, or roughly 18% of the total floor space. ■



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INFINITI.

Now and Again... Infiniti

Luxury automobiles demand excellent performance, exceeding innovation and striking design.

ALL WORKING TOGETHER. SO DO WE.

That's why Nissan chose to award Kubik the contract to fabricate a new corporate exhibit for Infiniti Canada. This project extends Nissan's long-term relationship with Kubik.

Paul Harlock, Manager of Events and Promotions for Nissan Canada, stated that the company wanted a partner that understands how to distinguish the Infiniti brand.

Infiniti's exhibit reflects the aesthetics of their dealerships, emphasizing strong, graceful forms with an accent on natural materials and open lighting.

The new Infiniti exhibit will debut in its entirety at the Toronto International Auto Show on February, 14th 2007 and will tour Canada throughout the year. ■



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Smooth Sailing

The challenges of sailing around the world are legendary, but for ABN AMRO – one of the world's largest banks – sponsoring two boats in the Volvo Ocean Race 2005 – 2006 proved equally demanding.

That's why they entrusted Kubik to design a complete solution. Thanks to our extensive international experience and project management expertise, we developed an office and port branding program, a turnkey hospitality pavilion and event marketing guide. The execution of this project proved a great success in each of the seven ports of call where the pavilion was set up.

In addition, Kubik won the *Event Design Award for the Best Graphical Treatment* for the nine-storey, custom-made graphical application on ABN AMRO's headquarters in Amsterdam. ■



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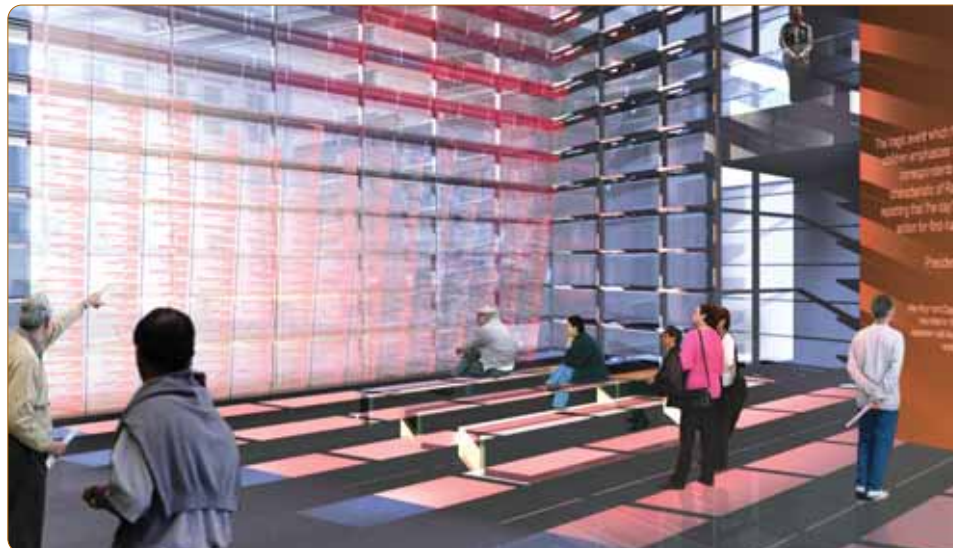
Kubik Headlines

One of the most notable projects Kubik is producing is the 'new' Newseum, slated to open in Washington, D.C. in the fall of 2007.

This state-of-the-art media museum is overseen by The Freedom Forum, a non-profit foundation dedicated to freedom of the press, free speech and free spirit for all people.

Kubik was awarded this multi-million dollar contract to deliver the exhibits, graphics and artifact installation that will be featured in the 250,000 square foot museum of news. The Newseum will feature seven levels of galleries, theaters, retail spaces and visitor services. Kubik was also awarded the contract to build the retail space.

For Kubik, the honour of winning and working on such a prestigious project is equaled only by the opportunity to collaborate with a team of respected partners. This includes the Newseum staff, Bryan Schultz, Project Manager and Chris Mecili, Senior Design Associate, along with his design team at Ralph Appelbaum Associates and Polshek Architects. ■



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Event Marketer Commends Kubik

While we're never content to rest on our laurels, recognition is always appreciated. This past May *Event Marketer* acknowledged Kubik as one of the top 20 event marketing agencies in the world for our exceptional work creating captivating exhibits, boundary-pushing environments and outstanding events.

Citing our tremendous work for such prominent clients as **General Motors, Heineken, ABN AMRO, Nike** and **Nissan**, the publication stated, "Kubik has become a one-stop shop for immersive event concepts and killer builds." Event Marketer went on to add, "...for pure exhibit design and build, Kubik is among the go-to shops."

As Kubik continues to redefine conventional event services, we are driven by the opportunity to develop uniquely creative ideas for our clients. We're proud of our success in creating integrated marketing solutions that consistently deliver results and that are always *Beyond Imagination.* ■



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A Major Win

For Nike, brand image is vital. This company has built a sports empire by representing the best athletic talent while equipping the world's most notorious teams in sports. Its reputation, as with its marketing savvy, is virtually unrivalled in the realm of global branding.

It's appropriate then, that Kubik Amsterdam would team up with Nike and their number one athlete Tiger Woods, to create an unforgettable experience for fans at the 135th British Open Championship this past July.

To help showcase Nike's latest golf products Kubik designed, constructed and implemented what it called the Mystery Box. Featured in The Open's exhibition area, this modernist, monolithic cube offered visitors the opportunity to view and test out the company's most recent equipment. The innovative space even featured a golf simulator for fans to sample Nike clubs.

According to Jan-Joris Keijzer, Marketing Director of Nike Golf EMEA, the exhibit made a huge impact on fans. As Tiger bagged another major win, the event also marks a major achievement for Kubik in helping one of the world's best known companies stay on the cusp of innovative retail experiences. ■



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KUBIK ON DISPLAY

VISIT US AT:

EXHIBITOR^{TENTH YEAR}2007

Location: Mandalay Bay Convention Center,
Las Vegas

Conference: March 25-29, 2007

Exhibition: March 26-28, 2007

Booth: #317



feature story



breaking news



MuseumExpo²⁰⁰⁷

The American Association of Museums Annual
Meeting & MuseumExpo 2007

Location: Lakeside Center – McCormick Place,
Chicago, IL

Meeting: May 13-17, 2007

Exposition: May 14-16, 2007

Booth: #1125 ■

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