

# FX Design Group Reveals 'The Power of Modular Trade Show Booth Design'

ORLANDO, FL, UNITED STATES, April 9, 2025 /EINPresswire.com/ -- [FX Design Group](#), a pioneer in custom trade show exhibits, trade show booth fabrication, and pop-up trade show booths has released a new article, "The Power of Modular Trade Show Booth Design."

This piece details how portable trade show displays offer brands flexibility, cost efficiency, and sustainability—all crucial for success across multiple events or varied venues.

"A modular approach is ideal for companies that need adaptable solutions," said John Johnson, President of FX Design Group. "It ensures a consistent brand presence while easily adjusting to different spaces."

Key benefits covered include:

- Customizable Components: Tailored panels and features for fresh, on-brand looks.
- Scalability: Effortlessly expand or contract booth size.
- Cost Efficiency: Reuse modules to maximize ROI.
- Sustainability: Reusable materials reduce waste and environmental impact.

To read the full article, visit: <https://fxgroup.tv/the-power-of-modular-trade-show-booth-design/>

About FX Design Group:

Orlando, Florida based FX Design Group, a leader in broadcast design and fabrication services including studio set design for TV, custom trade show exhibits and trade show booth fabrication, and branded environmental design. With over 35 years of experience, the company delivers



innovative design, fabrication, and installation services that transform spaces and captivate audiences. By combining expertise in custom trade show display design with turn-key event booth fabrication services, FX Design Group creates trade show exhibits that enhance brand storytelling.

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