



GETTING STARTED

WITH PIPE & DRAPE

GLOBALY SOURCED. LOCALLY MADE.



“THERE ARE SO MANY
OPTIONS, WHERE SHOULD
I START?”

“I GET CLIENT REQUESTS ALL
THE TIME, BUT I'M HESITANT
TO MAKE THE INVESTMENT”

AN EASY, HELPFUL GUIDE ON HOW TO
GET STARTED WITH PIPE & DRAPE

THE 4 BASIC COMPONENTS

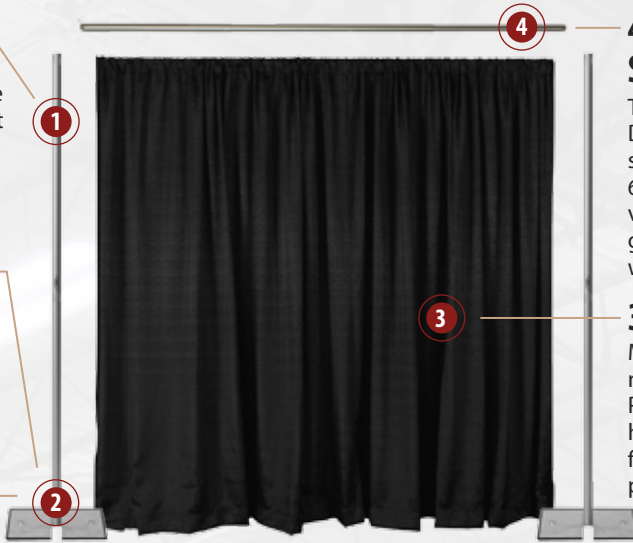
It is easy to use, store and quickly set-up so you can effectively transform any space. Available in a variety of options, we recommend you start with the basics and as your Pipe & Drape business grows you can always build onto your inventory.

1. UPRIGHTS

If you are just getting into Pipe & Drape, we recommend you start with the industry standard, fixed height 8' uprights.

2. BASES

Stabilizes the framework and when disassembled can be stagger stacked for increased storage.



4. DRAPE SUPPORTS

The most popular Drape Support to get started with is the 6'-10' Telescoping version, because it gives you a variety of width options.

3. DRAPE

Most rental companies start out with Poly Premier fabric which has a flat, professional finish at an affordable price point.

TIP: Pipe & Drape is usually purchased and rented out in 10' sections. Your customers will ask you for 50ft of Pipe & Drape meaning they want 5 sections of back wall connected together.

POPULAR USES FOR PIPE & DRAPE



DIVIDE A ROOM



DECORATE EVENTS



TRANSFORM A WEDDING



CREATE DRESSING ROOMS



SET UP PRESS CONFERENCES

WHAT DO I START WITH?

◀ 8' FIXED UPRIGHTS

We recommend you start with standard, fixed height products. As you grow and advance, you can add pieces to extend your uprights. It's like legos, you can build onto it as your business grows.



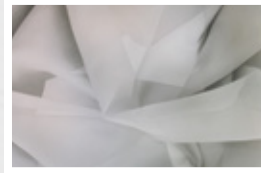
NEED TO GO TALLER?

Upright Extensions add an additional 2', 4', or 6' to your existing upright. They simply slide into the upright with no tools required.



POLY PREMIER DRAPE

To achieve 50% fullness per 10' section, we recommend using 3 panels. Pick white or black to get started.



SHEER FABRIC

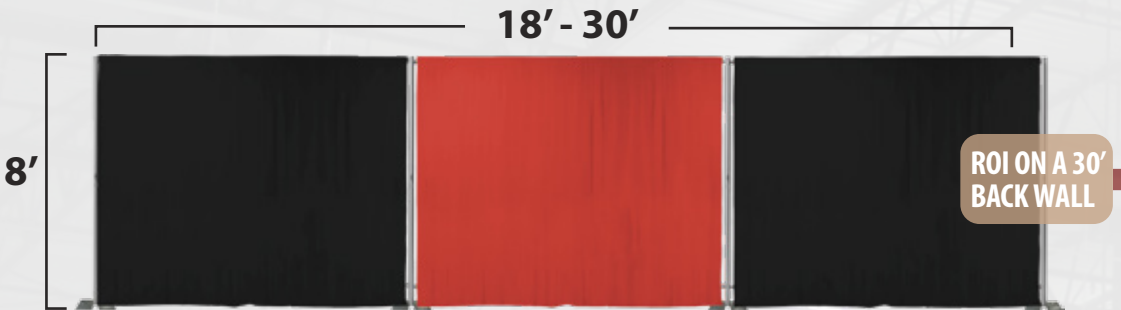
Transparent. Great for uplighting. Moves beautifully.



BANJO DRAPE

A slightly shiny, economical drape. The standard for conventional drape.

30' BACK WALL KIT



- A great introduction to Pipe & Drape
- We make it easy: this kit will include all the components needed to set up a 30' back wall
- Kits include: 4 uprights, 4 bases, 3 drape supports and drape
- Multi-use: converts into a wedding canopy, portable dressing room or photo booth

OTHER POPULAR KITS

STANCHION KIT
Holds 12 stanchions.



200' BACK WALL KIT
All equipment needed for 200' of Pipe & Drape with storage



BUY ONLINE: WWW.GEORGIAEXPO.COM/WHOLESALE

WHAT DOES IT RENT FOR?

ACROSS THE INDUSTRY, PIPE & DRAPE IS RENTING FOR:

\$35/SECTION

3 SECTIONS = \$105

\$4.50/FT

30FT = \$135

THE AVERAGE PRICE OF 3 SECTIONS AND 30FT:

\$120

AVG COST OF RENTING
A 30' BACK WALL

\$200

COST OF BUYING A 30' BACK WALL
FROM GEORGIA EXPO

\$240

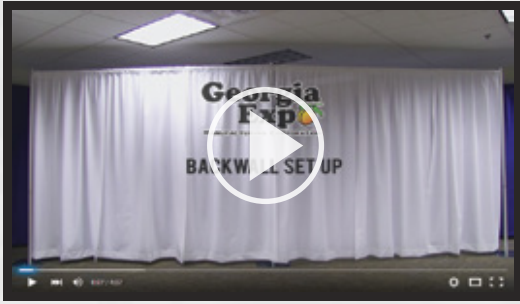
AVG REVENUE MADE RENTING
OUT A BACK WALL 2 TIMES

MAKE YOUR INVESTMENT BACK IN

2 RENTALS*

*Numbers are based on the average online prices of rental companies. Rental prices can vary per region and should be based on local competition. We recommend you research prices in your area to determine the most appropriate rental price.

HOW DO I SET IT UP?



VIEW OUR YOUTUBE CHANNEL

- Watch tutorials and how-to videos on setting up Pipe & Drape
- Great information for beginners
- Find inspiration and ideas

FIND MORE INSPIRATION/RESOURCES ON:



@GEORGIAEXPOMANUFACTURING



@GEORGIAEXPO



@GEORGIAEXPO



@GEORGIA_EXPO

HOW CAN I ADVERTISE IT?



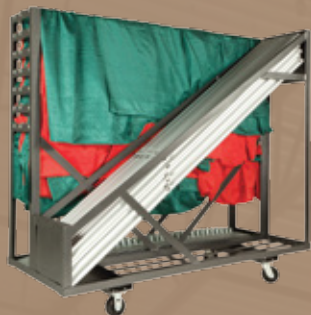
- Promote it on your website
- Set-up a beautiful showroom with displays for your customers to experience
- Utilize social media: sales from social media will represent 5 percent of online retail revenue this year
- Referrals: word of mouth from your customer base can help your business grow

HOW DO I STORE IT?

Storage is key to keeping your equipment organized, clean and easily ready to use.

We recommend getting started with a Combo Cart which holds everything you need to complete your Pipe & Drape framework, all on one convenient storage cart.

ADDITIONAL STORAGE OPTIONS ON WWW.GEORGIAEXPO.COM/WHOLESALE



PARTY CART

Best Seller! Stores everything you need to create up to 200 linear ft. of Pipe & Drape. Users love that you can store the drape pre-strung.



8' COMBO CART

This cart give you room to grow. It holds up to 60 uprights, bases and drape supports (standard 8' uprights and 16" x 14" bases.)



DRAPE HAMPER

An affordable option, designed to keep your drape investments clean, organized, and easily accessible for all of your events. Holds up to 150 lbs of drape.



STANCHION CART

Safely transport and store 12 stanchions with our medium stanchion cart. We love this cart because you can keep your Stanchion Ropes attached and in perfect swag.

HAVE QUESTIONS OR NEED MORE HELP? CONTACT US:

WWW.GEORGIAEXPO.COM/WHOLESALE

800-433-9767

SALES@GEORGIAEXPO.COM

