



Company Profile

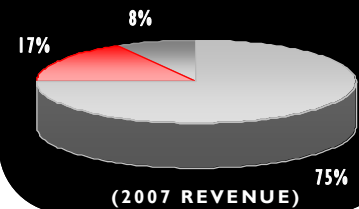
VVI
LISTED
NYSE

The Becker Group, Ltd. (Becker Group) is an experiential marketing company specializing in creating immersive, entertaining attractions and brand-based experiences for clients and venues, including shopping malls, movie studios, museums, leading consumer brands and casinos. With more than 50 years of experience, the company is the leading provider of large-scale holiday-themed events and experiences for regional shopping malls and lifestyle centers in North America.

Becker Group's retail clients include some of the top retail developers in the world, many of which have been clients for ten or more years. The company has successfully expanded its experiential marketing solutions beyond the retail sector to include year-round branded attractions, sponsored events, mobile marketing tours and other place-based marketing solutions for a broad client base. Becker Group was acquired by Viad on January 4, 2008.

REPORTABLE SEGMENTS

- GES Exposition Services, Inc.
- Experiential Marketing
Exhibitgroup/Giltspur
The Becker Group, Ltd.
- Travel & Recreation
Brewster Inc.
Glacier Park, Inc.



Operating Locations

- USA:** 5 operating locations
- Mexico:** 1 operating location
- Brazil:** 1 operating location

Discernable Differences

Becker Group's award-winning imagination specialists deliver the best ideas brought to cutting-edge life. Its portfolio is full of immersive success stories, highlighting the range of services it offers. From ideation to installation, sponsorships to results measurement, Becker Group is a full-service provider.

Becker Group Headquarters

Baltimore, MD
www.beckergroup.com

Key Products and Services

- Design services
- Production and installation services
- Holiday-themed events and experiences
- Year-round branded attractions
- Branded entertainment services
- Mobile marketing tours
- Sponsored events
- Museum touring exhibitions
- Tour / destination management
- Sponsorship services

Clients and Exhibitions

Becker Group's retail clients include some of the top retail real estate developers in the world, many of which have been clients for ten or more years. Becker Group has successfully expanded its experiential marketing solutions beyond the retail sector to include year-round branded attractions, sponsored events, mobile exhibitions "Rockwell's America" and "Robots" as well as touring exhibits to promote the animated films "Ratatouille" and "Cars." Upcoming touring exhibits include "The Chronicles of Narnia: The Exhibition" and "Harry Potter: The Exhibition."