



event marketing

Skyline[®]
exhibits • graphics • services

a partner you can trust

Your event is important! Whether you are hosting a sales meeting, an internal trade show, or public event, it is imperative that it comes off without a hitch. Skyline Exhibits can ease your worries. We can partner with you to design, manage, produce, set up, take down and ship your event exhibits no matter what size. Your show is sure to succeed with Skyline's products, people, and experience.

Skyline has the widest selection of products in the industry - from banner stands to truss, from pop-ups to panel systems, from graphics to custom components. No matter what your needs are, we are sure to have the right products for you. All of our products are engineered to make you look great and save you money.

Our dedicated team can help you from planning through completion. We employ skilled designers, structural engineers, project managers, computer artists, and graphic technicians. We have a trained network of I&D service technicians worldwide, as well as our traveling staff based in Minnesota. So we have the resources to handle any event of any size practically anywhere.

Over the years, we have provided our products, services, and knowledge for many events. Our clients appreciate that we are able to handle the details for them - from packing and shipping to unions and customs. Their events have been successful and they keep coming back.



why skyline?

We make you look great

- *Wide array of creative and compatible exhibits and graphics*
- *Since we produce all of our own hardware, graphics, and custom work in-house, you get the best fit - and look - guaranteed*
- *Our experienced design team can create exhibits that fit your needs and work for you*
- *You always get Skyline quality*

We save you money

- *Our lightweight, modular exhibits set up much faster and easier than traditional custom exhibits*
- *Our components pack compactly to save on shipping costs*
- *Our vast fleet of creative rental exhibits means you can rent for a fraction of what it costs to purchase - and still look great*

We make it easy

- *We can handle any, or all, of the details from design to set-up*
- *We can work with third party vendors to acquire compatible products like plasma screens, sound systems, special-effect lighting, etc.*
- *We include detailed, custom instructions for those who have their own I&D crew*

our event portfolio

Following are just a few of the many events in which Skyline has been involved. Since many events are an integral part of an organization's marketing strategy, **we will not show our client's name or graphics**, only their industry and the nature of their event. Our clients range in size from local organizations to Fortune 1000 companies.

worldwide distributor meeting

client: beverage industry, Fortune 1000

Staging is a big part of this client's annual worldwide meeting, where a marketing campaign is unveiled during a blockbuster three-hour event. Music stars and sports celebrities participate in the events, which range in size from 35,000 to 90,000 square feet and must accommodate up to 3,500 attending distributors.

Over the last four years, Skyline has worked with the client's advertising agency to design exhibits for their events. Annually, over 20 unique exhibits are designed and produced to fit the specific needs of the company's products and market. Skyline's foldable truss system, SkyTruss®, provides a framework for large-format fabric graphics displaying exciting and brilliant images. Costs are held down by using standard components and renting hardware.

Skyline service technicians install and dismantle the entire exhibit – sometimes under frantic timelines. Starting at 8 p.m., after other activities had concluded, the Skyline crew set up 20 exhibits and had the event ready to open at 8 a.m. the following morning.



SkyTruss towers supported presentation monitors.

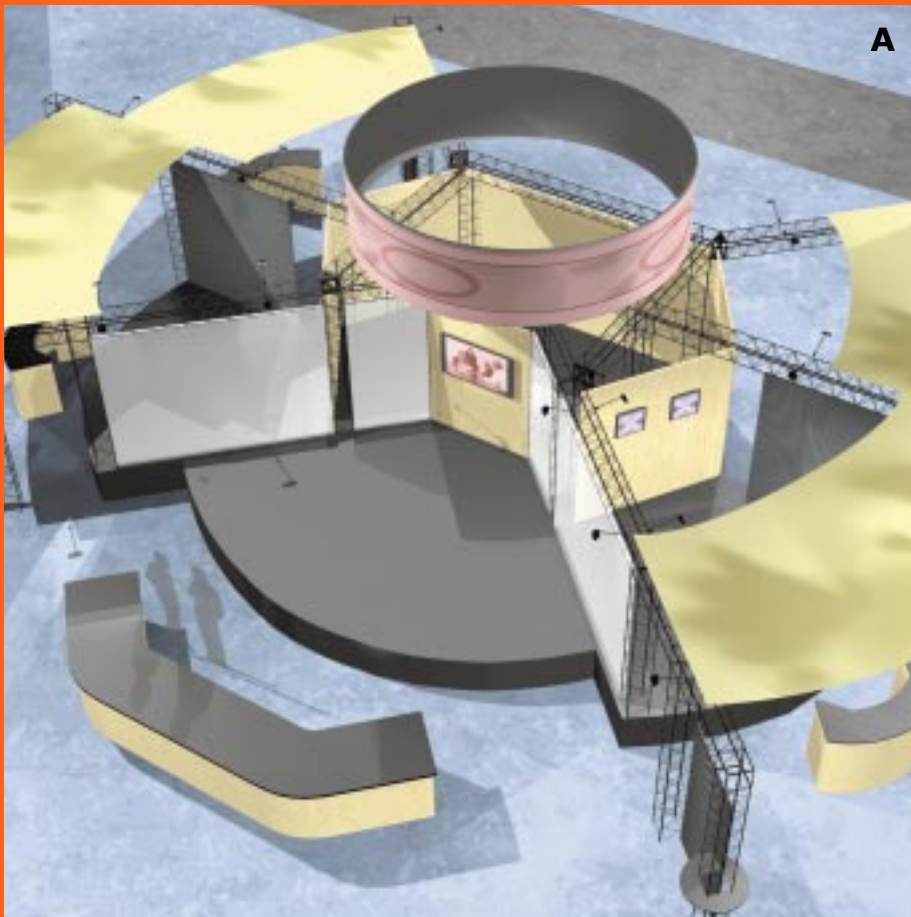


Structural ps3000 backwall featured a two-tier counter.

*"It's great to see a group (Skyline) follow through with such integrity."
Trade Show and Exhibit Manager*



Each of this company's multiple brands had their own area customized to fit their marketing message and exhibiting needs. Colorful, large-format graphics created excitement and positioned their products to distributors from all over the world.



Center stage showcased a variety of personalities. SkyTruss towers and bridges were complemented by ps3000 walls with woodgrain laminate and matching counters.



Celebrities greeted attendees and signed autographs in this corner stage featuring a fabric structure and fabric graphics.



A large fabric canopy supported by SkyTruss created a dramatic area for interacting and marketing.

international summit meeting

client: federal government agencies

A group of over a dozen federal government agencies needed to showcase their contributions, concerns and goals to an unprecedented international summit meeting including 65,000 delegates from more than 200 nations.

Their stories were told on a 30' x 80' SkyTruss® exhibit, covered with fabric graphics on the exhibit's exterior and interior walls and on towers within the exhibit.

Skyline's install and dismantle team traveled with the exhibit to South Africa to manage set-up. The exhibit hall was erected on a Cricket field under the world's largest moveable event venue – a tent covering more than 100,000 square feet.

IT symposium

client: technology consultants

This client sponsors an information technology (IT) symposium bi-annually. The event attracts about 7,500 leaders from business and government to hear the latest from IT all-stars.

Their goal was clear. This was not a trade show, but an event. They wanted to incorporate Skyline products with theatrical lighting and audio-visual effects to awe attendees who visited the 60' x 120' exhibit space.

The exhibit solution was Skyline SkyTruss® with large fabric graphics and customized cabinetry that incorporated plasma and touch screens. The company bought the hardware for use at their flagship events.



Custom counters featured recessed lights and 3D graphics.



To completely tell their story, this organization needed over 100 large-format graphics. The fabric graphics were displayed on both the interior and exterior walls. SkyTruss® carried the graphics, workstations and integral literature shelves. Skyline ps2000 towers hosted running presentations.



A series of massive 20' tall towers were crowned with fabric graphics that were splashed with colorful theatrical lighting and dramatically carried the company logo. SkyTruss towers supported presentation monitors and custom kiosks which provided space for demonstrations and storage.

public exhibition

client: ministry

This client found a unique approach to a 25-year anniversary celebration. It staged a summer-long event that was held in a 20,000 square foot tent on their corporate campus. The exhibit was designed to host approximately 250,000 visitors during its four month run.

Skyline designed the interior of the tent along with all of the exhibits. The images for the graphics were provided by the client's internal design team. The tent has seven areas – five exhibition halls, a movie theatre, and a radio broadcast center. In the U.S. alone, 9 million people tune into the show weekly.

The interior was designed to create a sense of intimacy and warmth. Fabric dividing walls were used instead of hard walls, and hanging fabric banners perceptually lowered the ceiling.

The exhibits were designed using Inliten® – a structural exhibit system that is weight-bearing and incorporates fabric graphic panels. It has a slight footprint which allows colorful fabric graphic panels to stand out.

Due to the extended period of the event, renting exhibits was not an option. But, because Inliten is a cost-effective exhibit solution, the group was able to purchase the exhibits and plans to use them on an ongoing basis in other applications.

Skyline service technicians set up the exhibits for the event.



The tent was divided into seven areas, including five exhibition halls, a theatre and a broadcast center.



Skyline ps3000 modular panels with woodgrain finish provided an elegant backdrop for the broadcast center. The tower was designed to house broadcast equipment.



Islands were made with Inliten, which carries graphics on both sides of a single frame, to avoid excess structure, costs.



The perimeter hallway of the tent was designed with similar architecture for continuity. Inliten® exhibit system was used because of its weight-bearing capability, its slight footprint that allows graphics to stand out, and because it was a cost-effective solution for an event of this size.



Overhead graphics created an intimate feel in the rotunda. Directional sound tubes and wall graphics told the story.



The center of the tent featured a broadcast stage with overhead fabric graphics. Focus On The Family performances reach 9 million listeners in the U.S. weekly.



Colorful graphics and directional sound tubes suspended by truss described the heritage of the organization.



The international portion of the event was made up of two-sided island sections with large, colorful graphics and overlapping text panels. The sections were connected with bridges and overhead fabric graphics to tie the entire section into a cohesive whole.

internal trade show

client: financial services firm

Each year this company brings its employees together for a three-day information sharing event. 30 corporate divisions showcase new services technology.

Due to the economy, the custom exhibit house that had been used in previous years was no longer affordable. To cut costs, they rented Skyline modular truss and panel systems. In all, 33 island exhibits – 20' x 20' and 20' x 40' – as well as a massive 100' x 100' corporate exhibit, were designed and set up for their show. The client got the professional and unified look that they wanted and, best of all, they met their budget – in part, by cutting their I&D costs in half!



Locking counters provided secure storage within kiosks.

annual national dealer meeting

client: motorcycle manufacturer

This client wanted to upstage last year's annual dealer meeting and turn a hotel ballroom into a dealer showroom. They wanted a larger exhibit that would make a statement about their fast growth and success.

Skyline created a centerpiece exhibit splashed with the client's brand color and larger-than-life photos. The 50' curved SkyTruss® exhibit design provided room for showcasing both their new line of motorcycles, as well as branded apparel and accessories.

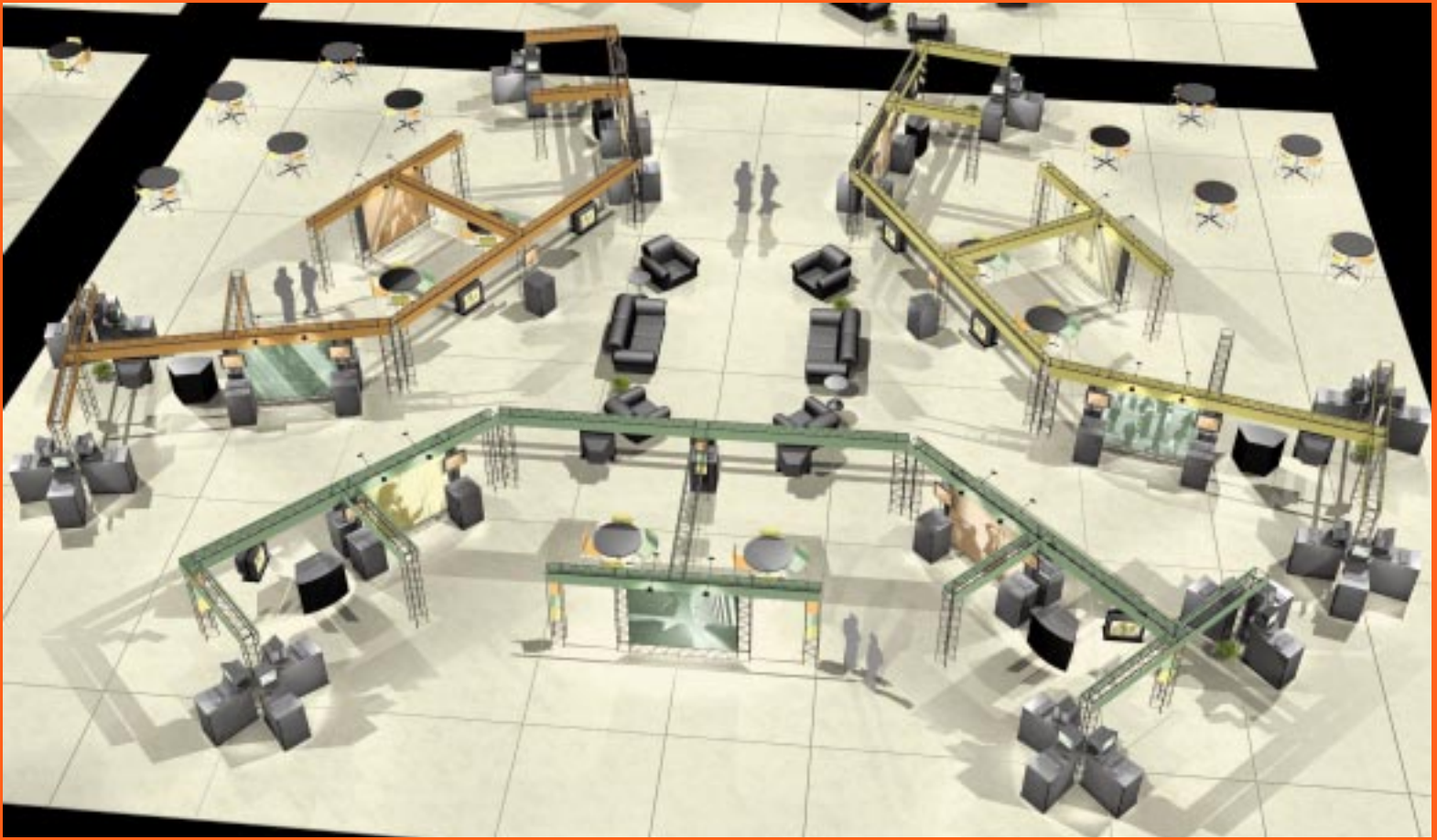
In addition, Skyline designed ten conference rooms for individual dealer meetings and several custom merchandise kiosks. They will use key exhibit components at upcoming consumer shows.



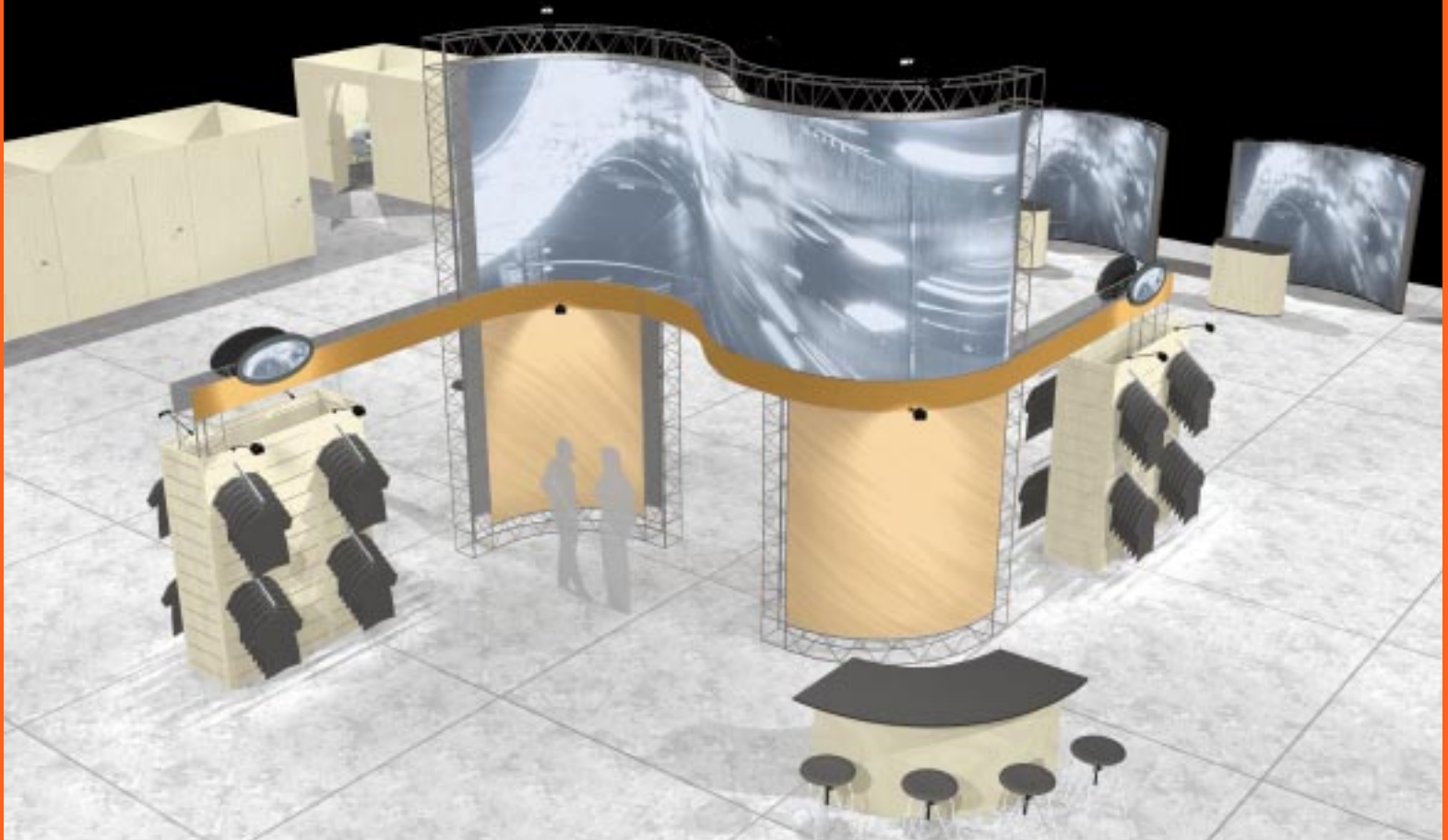
Sturdy ps3000 slatwall panels showcased merchandise.



Conference rooms allowed for private dealer meetings.



At the heart of this event was a 100' x 100' corporate exhibit. It made up just a portion of this massive event which included 33 additional island exhibits. Skyline SkyTruss provided the structure for large fabric graphics and custom headers. Multiple workstations were used for demonstrations.



The focal point of this exhibit was the large fabric graphic bridging 16' tall SkyTruss towers. Skyline ps3000 modular panels with woodgrain finish and slatwall accessories created merchandising kiosks. A series of conference rooms and curved Mirage displays lined the perimeter of the show floor.

annual user group meeting

client: software

For its annual user group meeting, this company rents an entire convention center and attracts 9,000 customers with education, training, and 300 exhibitors on the latest innovations. As the star of its own show, the company provides an exhibit for each of its internal groups – 40 overall – which fills 7,200 square feet.



Conference rooms provided space for private meetings.

This year the client chose a "new look," renting Skyline's Inliten® exhibit system. Its sturdy framework and its ability to host multiple layers of fabric and graphics make it perfect for product display and presentations. "We loved the clean look and the graphic impact we got with fabric backwalls and hanging cable graphics," says the corporate events manager. Custom graphics gave each exhibit its own distinctive appearance.

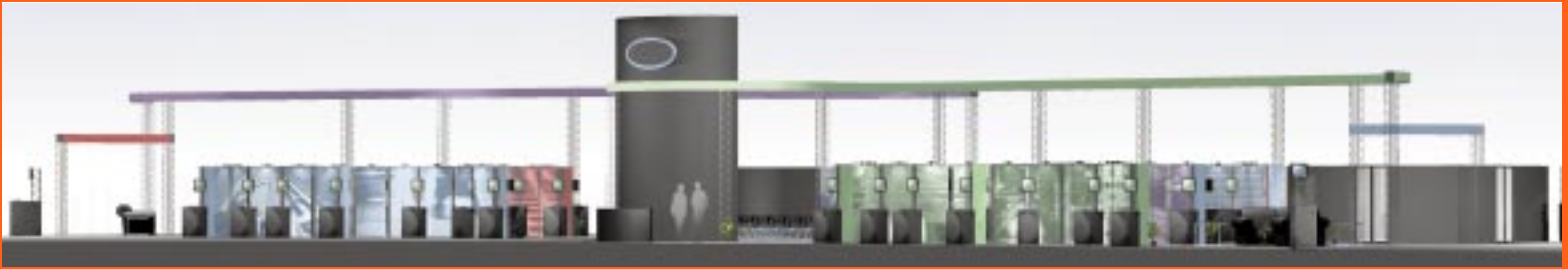
"If we had gone with custom exhibits, it would have cost a fortune," says the corporate events manager. Instead they rented the hardware and purchased custom graphics, which can be reused. "We didn't want to make a big capital expenditure for a once-a-year event, then have to store it and refurbish it. One of the reasons we selected Skyline is because they're the only company with enough rental inventory to support the need we had."



Kiosks allowed for hands-on product demonstrations.

Skyline designs, manufactures, installs and dismantles the exhibits, so the company staffers merely show up and exhibit. This was the seventh year they used Skyline for their event.

*"I absolutely trust these people. They take a personal interest in our success."
Corporate Events Manager*



This company's brand was brought to prominence on a huge central tower made with Skyline ps3000, a structural, yet modular, panel system. SkyTruss® towers and bridges ran the extent of the show floor which created one cohesive exhibit.



Inliten® was used to create a series of backwalls with interactive workstations. Inliten was a perfect solution because it carries custom graphics on both sides of a single frame reducing the need for excess structure and its sturdy frame easily supports monitor screens and other accessories.

our team, our services

Skyline can help you with all of your exhibiting needs. From trade shows to events, we have the team, the technology, and the desire to help you succeed. We offer:

Design

- Graphic and exhibit design
- 3D modeling
- Internet previewing
- Video conferencing – multiple sites



Video conferencing

Manufacturing

- Over 20 degreed engineers and industrial designers
- In-house production and assembly
- Computer-controlled equipment for tight tolerances
- In-house customization – wood, metal, plastics, more
- ISO 9001 certified since 1993, the first in the industry
- UL-listed light fixtures
- Over 30 patents held

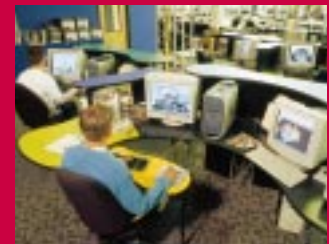


Exhibit and industrial design

Graphics

- In-house graphics lab and experienced staff
- Input – high-end scanners and multiple workstations
- Output – Lambda, inkjet, electrostatic prints
- Custom fabric graphics and in-house stitching
- 3D letters and logos in a variety of materials
- Finishing – heat-laminates, polarized magnets



Large-format graphics lab

Service

- Project management
- Trained I&D service technicians
- Traveling corporate service managers and staff
- 135 offices in over 40 countries with service staff
- Vast rental fleet
- Asset management, storage, refurbishing
- Customized installation/packing instructions



Custom rental exhibits

why are companies increasing event marketing?

Return On Investment

Marketers have found they can more profitably generate qualified leads and sales with controllable costs through event marketing. For the cost of island exhibit space rental at a major trade show, you can rent a much larger hotel or convention center ballroom, and make it your own.

Increase Brand Awareness

When you host your own event, you raise your stature more than when you participate as one of hundreds of other companies within a trade show. Plus, it can cost you less to create a larger presence and make a more memorable impression on your audience.

Strengthen Client (And Other) Relationships

At a trade show, your booth visitors may take ten minutes with you, as they are anxious to move on to the next exhibitor. But at your own event, you have them for hours, even a day or more. That amount of face-to-face time binds them stronger to your organization.

Greater Control

At your own event, you have control over everything your audience sees – instead of being only one voice amongst many. So you can have greater confidence that your message is being heard – and remembered.

Launch New Products

Trade shows are often the best place to launch a new product – unless you can't wait for that once-a-year national show. With your own events, you can introduce your new product at anytime, anyplace.

Motivate Your Sales Force

Your sales team is the primary conduit to your customers. Your national sales meeting is a valuable opportunity to create an emotional experience that inspires your dealers, resellers, or account executives to buy into your current brand message.

Skyline[®]

Skyline Exhibits
3355 Discovery Road, Eagan, Minnesota 55121
1-800-328-2725
International 651-234-6592

www.skyline-exhibits.com