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Susan Jester

## Form & Function Nurture Sales

In The Scotts Miracle-Gro Company's first attempt at including the sales force in selecting a new exhibit, 100-plus sales and marketing members of the North America Sales division quickly declared one design the clear-cut winner.

"Skyline's design gave us a more modern look. It looks so incredibly professional and high class," says Susan Jester of the division's Scotts Training Institute.

So the world's largest marketer of branded consumer lawn and garden products bought two identical 20'-by-60' exhibits for its overlapping schedule of selling shows hosted by a retail cooperative or distributor. The division got immediate results.

"We actually had people standing in line for sales people. I've never seen that before," Jester says. "We had a lot of compliments, especially from the distributors because the exhibit added an element of class to their show."

"The modular design gave us options to change the booth design on our own without having to buy a new booth," Jester says.

### Name

Scotts Miracle-Gro Co.

### Primary Business

Manufacturing & Industrial

### Exhibit Size

20' x 60' (2)

### Products / Services

SkyTruss®  
Tube System  
Fabric graphics

### Key Objectives

Design  
Merchandising  
Flexibility