



## Solving Multiple Needs With 1 Source

The mega-merger culminating in the April 2008 debut of Thomson Reuters, the leading source of intelligent information for businesses and professionals, created a flurry of exhibiting needs.

Nicholas de Janosi, head of Marketing Communications, Americas, accomplished it all through a single source – Skyline Exhibits.

**Portable Displays.** After having used Skyline portable displays for 20 years at the Reuters Group, de Janosi knew where to get new graphic skins for old tabletop and 10-foot displays and a fleet of displays with high-quality graphics to unveil the new company identity.

**Custom Modular Exhibit.** For its ongoing event schedule, Thomson Reuters purchased a 20'-by-20' custom modular exhibit. The lightweight modular design allows the company to reconfigure to fit a variety of spaces, achieve a new look with new graphics, and slash operating costs.

“By replacing heavy wood frames with lightweight components, we have significantly reduced our storage, transportation and drayage costs,” de Janosi says.

### Name

Thomson Reuters

### Primary Business

Publishing, Printing  
& Media

### Exhibit Size(s)

Various

### Products / Services

SkyTruss®  
Engage®  
Fabric graphics  
Custom

### Key Objectives

Design  
Consistency  
Lower operating costs  
Flexibility