



## Less is More in Budget-Stretching Exhibit

A traditional custom exhibit cost so much to buy, ship, install, disassemble, store and refurbish that Trademark Property Company could afford just one show a year.

"We looked at the bottom line and understood there was a better return on investment with Skyline," says Shawn Yujuico, director of marketing for the upscale retail developer. "Combining the flexibility of a modular system and the quality of custom design is rare in the industry. With Skyline, you don't have to sacrifice anything."

**Flexibility.** Trademark values the ability to reconfigure the exhibit, replace fabric graphics, and use parts of the exhibit for smaller shows.

**Green exhibiting.** "Skyline really contributes to our company's commitment to sustainable development," Yujuico says. "Lightweight materials and sourcing from Las Vegas meant a dramatic decrease in carbon-dioxide emissions related to shipping."

**The Skyline Advantage.** "I'd never say it's about cost," Yujuico says. "It's someone who partners with you to deliver a solution that is practical for the long term."

### Name

Trademark Property Co.

### Primary Business

Manufacturing & Industrial

### Exhibit Size

20' x 50' to 50' x 50'

### Products / Services

Engage®  
Fabric graphics  
Tube System

### Key Objectives

Design  
Lower operating costs  
Flexibility