



"We're a cutting-edge company, and we should look like it."

Evelyn Dubocq

Massive Impact In Three Sizes

Knowing that one size cannot fit all exhibiting, VIZ Media craved different looks and layouts designed to fit different needs with different audiences for each of its three divisions.

"That's what Skyline gave us. We're a cutting-edge company, and we should look like it," says Evelyn Dubocq, senior director, Public Relations for VIZ Media, a leader in graphic-novel publishing, animation and entertainment licensing of Japanese content.

A trio of custom modular exhibits – from about 20'-by-50' to 50'-by-50' – super-sized impact with large-format graphics of VIZ Media characters and boosted effectiveness with more functional use of space.

"My choice would be to deal with Skyline and nobody else," Dubocq says. "With Skyline, I would say, 'Here's what we're looking for, and here's what we have to spend.' Each time, they came up with options and made it work."

She has been sold on Skyline service since first renting an exhibit in Las Vegas: "I expected to be there hours, waiting for it to be put up, but it was set up a day early. I said, 'This is what I want all the time.'"

Name

VIZ Media

Primary Business

Publishing, Printing
& Media

Exhibit Size

20' x 50' to 50' x 50'

Products / Services

SkyTruss®
Engage®
Fabric graphics
Tube System

Key Objectives

Design
Merchandising
Lower operating costs
Flexibility