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Gwen Johnson

## Exhibit Grows With Company

Three annual redesigns transformed a 10'-by-20' Skyline exhibit into a 30'-by-60' island for ACH Food Companies' collection of branded food ingredients.

"The exhibit has really evolved," says project specialist Gwen Johnson. "We started with a very small space and became bigger and better. It's never been the same booth twice."

Reusing graphics from one year to the next has minimized purchases. The company rents the exhibit hardware to stretch its budget for an annual food show.

"The way Skyline can use most of our existing assets and still make it look brand new is amazing to me," Johnson says.

This year, the company wanted to revamp again to include demo stations, increase traffic flow, add another brand and further integrate the ACH name.

"I told them what we wanted, and they nailed it on the first pass," Johnson says. "We got the 'wow' we were looking for."

### Name

ACH Food

### Primary Business

Food & Beverage

### Exhibit Size

30' x 60'

### Products / Services

Tube System

Engage®

Fabric Structures

Exhibit Rental

### Key Objectives

Design

Consistency

Merchandising

Flexibility