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Bev Emerson

## Banner Pharmacaps Unifies, Enhances Image

Banner Pharmacaps had always exhibited two different looks at nutritional and pharmaceutical shows. Recently, they wanted to unify their image across all markets. So Bev Emerson, Director of Banner's Global Communications and Consumer Health Care Marketing, sought a new trade show exhibit to bring one enhanced global brand image for both industries.

"Skyline blended the images so well," said Emerson. "Our entire company, from the top executives on down, is very pleased with how the exhibit positioned us as a global drug delivery and proprietary health care products organization."

"The exhibit keeps the main look and structure for both groups, and lets us change smaller graphics specific to each market. The exhibit has also been easy to use, and very functional."

"I chose Skyline because I was pleased with their service while at another company. But even more important, I needed someone who had the global experience and contacts like Skyline," said Emerson – on her way to a show in Europe.

### Name

Banner Pharmacaps

### Primary Business

Health Care & Medical

### Exhibit Size

20' x 30'

### Products / Services

Tube System  
Fabric Structures  
Mosaic® workstation  
Fabric graphics

### Key Objectives

Consistency  
Design  
Service network