



## Big Bear Hungers for Big Results

Known for superior quality, Big Bear Promotionals upgraded to a tabletop display that reflects the company's image.

"We were looking for an exhibit that was consistent in quality with the products and services we offer," says Big Bear's Darren Linden. "We wanted to use bold, eye-catching graphics that would capture attention while providing a professional backdrop for our corporate gift and logo wear samples."

A large bear graphic established impact and credibility. "We stand out from the crowd, and our brand is represented very effectively," Linden says. "Plus we can still travel to any show with our exhibit, samples and collateral materials all in one vehicle."

Purchasing a second Skyline pop-up exhibit provided the flexibility to attend two shows at one time. Between shows, the exhibits dazzle visitors to the company's two showrooms. "The bold graphics work just as effectively in our showrooms to deliver our message of outstanding quality," Linden says. Attending a free Skyline seminar made him examine the effectiveness of the company's trade show marketing and provided a blueprint for improvements.

### Name

Big Bear Promotionals

### Primary Business

Manufacturing & Industrial

### Exhibit Size

Tabletop

### Products / Services

Mirage®

### Key Objectives

Design  
Portability  
Consistency  
Merchandising  
Education