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Chester Valley: One Exhibit, Many Sizes

Needing to build recognition at trade shows, Chester Valley Pharmaceuticals (CVP) chose to work with Skyline Exhibits.

"The biggest benefit to a company like ours is that Skyline's exhibit systems reconfigure and can be used for a number of different-sized displays," says Brent Cowgill, director of marketing for CVP.

CVP made its debut with a 20'-by-40' custom modular exhibit. "It was extremely impactful," Cowgill says.

At another show, the components formed a 10'-by-10' exhibit with a slightly different look. "We are constantly changing our graphics in the pharmaceutical industry," Cowgill says.

Skyline manages installation and disassembly, ensuring that the exhibit is ready with time to spare and that the company can focus on other activities.

"It's been the best experience I've had with an exhibits company," Cowgill says. "The installation and disassembly have been hassle-free from our perspective. That makes our lives a whole lot easier while exhibiting at a trade show."

Name

Chester Valley Pharm.

Primary Business

Health Care & Medical

Exhibit Size

20' x 40'

Products / Services

Tube System

Engage®

Fabric graphics

Key Objectives

Design

Flexibility

Turnkey service