



## Creative Socio-Medics Gets Consistent Look

Creative Socio-Medics Marketing Director Ron Marge wasn't with the company when it bought its first Skyline display about six years ago. But when he needed to update the company's trade show image to mirror the firm's new marketing theme, he contacted Skyline.

"We've been happy with Skyline's past performance, that's why we came to them now," says Ron. "We visited with the folks at Skyline about our needs and sketched what we were looking for."

A 10' Mirage® Plus display was at the top of Ron's wish list. Skyline surprised Ron by also presenting the design, in slightly different proportions, for tabletop and banner stand graphics. Then it was Ron's turn to surprise Skyline - by buying all three!

Now he can bring a consistent look to all their 25 shows. "We're a high-tech company, so we were after high-tech look," said Ron. "We achieved that look by developing new exhibits that adhere closely to our brand. It looked great."

### Name

Creative Socio-Medics

### Primary Business

Health Care & Medical  
Computers, Electronics  
& Technology

### Exhibit Size

Tabletop  
10' x 10'

### Products

Mirage®  
Skyline Banner Stand  
Case Table

### Key Objectives

Design  
Ease of set up  
Consistency