



## etón: An Aerial Presence

When exhibiting at CES, *etón* Corporation strives for something new and unique, and it gets just that from Skyline Exhibits.

This year, things definitely were looking up – at a trio of 34’ long structures suspended above the booth space. Visible from everywhere on the show floor, the structures displayed large fabric graphics and rear-projected videos.

“This was a great presentation that had a fantastic effect on everybody who saw it,” says John Smith, Executive Director of Operations for *etón*, which manufactures high-quality audio products.

Needing a substantial yet affordable presence, the company combined its own assets with rentals. The gigantic banners plus blackwalls and flooring created dramatic effect for the launch of *etón*’s Porsche-designed radios.

“Rentals keep the cost down and allow us to change our look,” Smith says. “Our company is all about innovation, so it’s important to have a fresh look, and the creative work by Skyline shows a lot of thinking outside the box.”

### Name

*etón* Corporation

### Primary Business

Computers, Electronics  
& Technology

### Exhibit Size

40’ x 50’

### Products / Services

SkyTruss®  
Engage®  
Tube System  
Exhibit Rental

### Key Objectives

Design  
Lower operating costs  
Flexibility