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John Carbone

Express Logic: Look Up for ‘Wow’ Factor

For the biggest show of the year, Express Logic left no doubt about the location and identity of the industry’s dominant player. A giant yellow X marked the spot and anchored the company’s new logo on an exhibit towering 24 feet high along the perimeter of a 40’-by-50’ space.

“We hit a home run in terms of making an impact,” says John Carbone, vice president of marketing. “We wanted to impress our partners and intimidate our competitors. It was a rousing success.”

“We wanted to create a booth that gives us a ‘wow’ factor,” Carbone says. “The hanging structure is a perfect solution. It’s light and inexpensive, and we’re not sacrificing anything in quality. Fabric makes all the sense in the world.”

Cut Down on Operating Costs

Replacing its previous heavy, wooden exhibit will save money for Express Logic in the long run. Carbone estimates the lightweight Skyline exhibit will cut expenses for shipping, drayage, installation and disassembly by nearly two-thirds.

Name

Express Logic

Primary Business

Computers, Electronics
& Technology

Exhibit Size

40’ x 50’

Products / Services

SkyTruss®
Tube System
Engage®
Exhibit Rental

Key Objectives

Design
Consistency
Lower operating costs