



GelinAbaci: Design Attracts Higher-End Buyers

As a designer of premier jewelry, Sam Abaci, co-owner of GelinAbaci, had a vision for their 2004 JCK Show exhibit: "We wanted a jewelry boutique within the trade show." He got a gem. "Skyline built a beautiful 20' by 30' exhibit that matches the feel of our jewelry. Our exhibit was open and airy, with great lighting and flow of the working area, creating a very comforting atmosphere."

"We wanted to be more selective and allow in only the premier diamond resellers. The new exhibit helped us spend more quality time with higher quality prospects, to introduce our programs and new styles to them."

"Some major resellers, who had been unsure if they wanted to carry our line, saw our exhibit and how impressive we looked, and decided to sign on with us."

"We heard from other exhibitors and buyers that our beautiful booth looked better than just about anyone at the JCK show." Concluded Abaci, "I strongly recommend to friends and industry colleagues that they work with Skyline."

Name

GelinAbaci

Primary Business

Apparel & Personal Care
Manufacturing & Industrial

Exhibit Size

20' x 30'

Products / Services

SkyTruss®
Engage®
Custom

Key Objectives

Design
Merchandising