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Gil Hicks

GCT Golf Gets Big Impact and Flexibility

When Gil Hicks, owner of GCT Golf, visited his local Skyline dealer to get a new display for his upcoming trade show, he was surprised and impressed with the Skyline Banner Stand 3000-R.

"The Banner Stand gave me more than I expected. I can use two or three together, or separately. I can use them at trade shows or other sites. I can market both my products. It's extremely flexible."

"Because the banner stand is so quick and easy to put up and down, when we go to golf courses or other sites, we can set them up to indicate what additional services we offer."

At his first show, Gil had a bad position in the hall, but "The banner stand drew people our way. It was really effective. We started conversations with some pretty high-profile companies."

Before buying, Gil asked around about Skyline. "A lot of people said Skyline made good, high quality displays. It was very pleasant talking with my Skyline consultants. I'm very pleased with the design work. Very happy with it all."

Name

GCT Golf

Primary Business

Sports & Recreation

Exhibit Size

10' x 10'

Products / Services

Skyline Banner Stand

Key Objectives

Design
Ease of set up
Flexibility