



Small, Powerful Display Notches Sales

Heritage Collectables garners one-third of its annual sales at a dozen shows and needs as much space as possible to display its commemorative knives and firearms.

Think small, Skyline advised – and designed a tabletop exhibit with maximum attraction and minimum footprint.

"It made a terrific impact," says John Etten, president of Heritage, who liked everything about the Mirage pop-up exhibit.

"Our knives are really works of art. Many are done in a limited, signed and numbered edition by world-class artists and knifemakers. They deserve a classy presentation."

In a 10' booth space, tables form a U along the sides and back. The exhibit invites people into the Heritage "store" to handle and appreciate the inlaid knives, pistols and rifles.

"The Mirage paid for itself at our first show," Etten says.

Name

Heritage Collectables

Primary Business

Manufacturing & Industrial
Sports & Recreation

Exhibit Size

Tabletop

Products / Services

Mirage®

Key Objectives

Design
Merchandising