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Jasco Now Seen As "A Player"

Jasco, which makes analytical instruments in the Spectroscopy and Chromatography arena, decided to double their booth size at the huge 2004 Pittcon Show to 40' by 40'.

"Our goal was to get noticed, to really be seen as a player in our market," said Harriet Mills, Jasco Marketing Manager.

Eager to create an exhibit that would make a big splash, Mills researched many exhibit companies. "We really liked the backwall exhibits Skyline had built for us before, so we decided to stick with Skyline."

Colorful sheer fabric graphics were draped on large, gracefully arched shapes made of Skyline's award-winning Tube System. "We were thrilled with the design," said Mills. Jasco rented the exhibit architecture - cutting their one-show exhibit costs in half.

The result? "The exhibit really made more people notice Jasco," said Mills. "We had a lot of people say, 'I didn't know Jasco before I saw you at Pittcon last year.' It was a fantastic booth."

Name

Jasco

Primary Business

Computers, Electronics
& Technology

Exhibit Size

40' x 40'

Products / Services

Tube System
Fabric Graphics
Mosaic® Workstations
Exhibit Rental

Key Objectives

Design
Lower Operating Costs