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as far as displays go.”**

Jason Donaldson



Scoring a Direct Hit at Outdoor Events

Kingman Group ambushed the paintball industry this year with an arsenal of new exhibits to promote its Spyder Series of electronic paintball markers.

“We’re blowing away the competition... as far as displays go,” says event manager Jason Donaldson. “They’re a huge success. They look sharp.”

Kingman upgraded to a collection of lightweight custom exhibits, including one 10'-by-20' exhibit, two 10'-by-10' exhibits and a kiosk from Skyline Exhibits.

“We wanted to step up our game and be more stylistic in the way we show our products,” Donaldson says.

Kingman exhibits under a domed tent at six to ten outdoor events a year in Los Angeles, Boston, Paris and other points around the globe. Donaldson appreciates that the exhibits compact into five cases for inexpensive shipping and that Kingman employees can easily set up and dismantle them.

Name

Kingman Group

Primary Business

Manufacturing & Industrial
Sports & Recreation

Exhibit Size

Event

Products / Services

Tube System

Key Objectives

Design
Merchandising
Lower operating costs
Ease of set up