



## Colors Show the Way to Multiple Areas

A color-coded exhibit ratcheted up results at a high-stakes private show introducing new products from Mac Tools.

Designed to motivate 1,600 worldwide distributors and help them manage their time during a three-day event, the five canopied sections set a new standard for Mac Tools.

"The display made our brand look so professional. I'm proud of it," says Tony Merritt, Sports Marketing Director for Mac Tools.

The handy company had always built its own displays but this year enlisted Skyline to add excitement to the annual tool fair. "This year we wanted to be cutting edge," Merritt says. "We wanted people to go, 'Wow, look what Mac Tools is doing!'"

The exhibit featured a 30'-by-30' central dome and four 20'-by-20' structures. The color of each sheer fabric canopy designated a product group to help distributors find certain products.

"The show was very successful. We exceeded our goal," Merritt says. "The display definitely helped enhance the outcome."

### Name

Mac Tools

### Primary Business

Manufacturing & Industrial

### Exhibit Size

Event

### Products / Services

Tube System

Inliten®

Fabric Structures

### Key Objectives

Design

Consistency

Lower operating costs