



Bigger, Better Marketing Sparks Record Results

For its most important show of the year, the recognition division of Michael C. Fina pulled together a powerful combination: bigger booth space, a new brand campaign, contemporary exhibit design, plenty of product samples and a live presentation.

"The show went great for us. Our best yet in terms of booth traffic and leads," says Michael Fina, vice president.

The ability to reconfigure the exhibit enables Michael C. Fina to adapt to any booth size at 10 to 12 shows a year.

"That's why renting works for us," Fina says. "It gives us the freedom to make changes. We're in a quickly changing industry, so having a current look is important. The look and style of our exhibit is far superior to the competition. Others look dated; we look very modern. That makes a big difference at the show."

Fina also valued Skyline's services at the show: "The service has been excellent. We are a very demanding customer. With their on-site support during set-up and their management of the project on the show floor, I don't have to worry about anything."

Name

Michael C. Fina

Primary Business

Professional & Business Services

Exhibit Size

20' x 40'

Products / Services

Engage®
SkyTruss®
Exhibit Rental

Key Objectives

Design
Consistency
Flexibility
Turnkey service
Merchandising