



In-Your-Face Impact Brings Results

Monster Daddy made an appropriately super-sized impression and left other exhibitors covering in its trade show debut.

"We had the best booth at the show," says Carter, founder of Monster Daddy, an intellectual-property holding and licensing company.

The exhibit commanded attention for two operating companies: Monster's high-end Industrial line of cleaning products and Advanced Performance Engineering (APE) tools, including monkey wrenches with improved design.

"We want people to take notice of how it is supposed to be done," Carter says. "We have extremely high-quality products, and Skyline created a booth with in-your-face quality."

The exhibit helped succeed in placing the Monster Industrial brand line of products in a tool-and-equipment retailer's stores, catalog and online store.

"The booth really worked – even more than I expected," Carter says. "We got really good results."

Name

Monster Daddy

Primary Business

Manufacturing & Industrial

Exhibit Size

10' x 10'

Products / Services

SkyTruss®

Exhibit Rental

Key Objectives

Design

Consistency