



## So Appetizing You Can Almost Taste It

A picture may say a thousand words, but a photomural allows Panda Express to emphasize just three: fast, hot and fresh.

Panda Express uses the tabletop exhibit to promote its brand and image – America’s No. 1 Chinese quick-service concept with more than 800 restaurants – at trade shows and industry conferences.

“People were attracted to the bold images and colors. Our intention was to be noticed – and indeed we were,” says Stephanie Verdugo, Panda Express Real Estate Administrator.

Two 6’-wide tabletop exhibits and two matching 10’ full-size exhibits deliver a consistent message at a variety of events throughout the country. Exhibit staff appreciate that, in any size, Skyline’s Mirage pop-up display offers the convenience of light-weight handling, quick assembly and compact transporting.

“The design of the display makes it easy to manage during a hectic schedule,” Verdugo says. “Set-up and dismantling time is minimized, leaving more time for our team members to spend meeting with people.”

### Name

Panda Express

### Primary Business

Food & Beverage

### Exhibit Size

Tabletop

### Products / Services

Mirage®

### Key Objectives

Design

Consistency

Ease of set up