



Petters Shows There's More to Polaroid

For the Consumer Electronics Show, Petters Group Worldwide wanted to promote its collection of companies and to show that its newest acquisition – Polaroid – is much more than a camera brand.

A 7,000-square-foot exhibit designed by Skyline accomplished both objectives. A 16-foot tower with the strength to support 15 Polaroid 26-inch LCD TVs drew attendees in to view more than 200 products including Polaroid plasma TVs, DLP TVs and more.

"The show was fantastic. Everyone was very pleased with the response," says Cheryl Hemken, VP of Marketing for Polaroid. "The look of the booth helped bring our brands into the forefront."

Petters purchased a 40'-by-50' exhibit from Skyline in 2004. For the 2005 show, Skyline reconfigured those components and added rental units to minimize cash outlay for Petters.

"Skyline was great," Hemken says. "They worked with us on what to buy and what to rent. And the exhibit they designed looks very different from what we had last year. They were good partners because they helped me make the best decisions for my business."

Name

Petters Group Worldwide

Primary Business

Computers, Electronics
& Technology

Exhibit Size

70' x 100'

Products / Services

Inliten®
Fabric Structures
Tube System
Exhibit Rental

Key Objectives

Design
Merchandising