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Cheryl Mau

Redefining the Polaroid Brand

At CES, the Consumer Electronics Show, Polaroid Corporation squashed perceptions that narrowly define the company as instant cameras and film. A 7,000-square-foot exhibit reinforced reality by showcasing the brand's continued expansion into digital cameras and consumer electronics.

Using a combination of owned and rental exhibit hardware, Skyline reconfigures and designs a fresh look for the exhibit each year.

"Skyline is more than just a vendor; they're actually part of the team," says Cheryl Mau, Polaroid's Vice President of Marketing. "It truly is a partnership."

Mau values Skyline's flexibility – working within a budget, responding to a change in direction, or coming up with options to solve a problem – and its commitment to quality.

"Skyline has always been able to create an exceptional display that you'd think cost a lot more than we ended up paying," she says. "And I know they're just a phone call away with an answer to any question, with help on any problem we may encounter."

Name

Polaroid Corporation

Primary Business

Computers, Electronics
& Technology

Exhibit Size

70' x 100'

Products / Services

Tube System
Engage®
Fabric graphics
Exhibit Rental

Key Objectives

Design
Merchandising
Quality
Customer service