



“Skyline’s design was so impressive and so easy to work with.”

Cory Gegg

Design Reflects New Corporate Logo

A 40'-by-60' exhibit design inspired by a new corporate logo helped RotoMetrics solidify its already-dominant share of mind and market.

“We wanted something impressive, and this exhibit certainly delivered,” says Cory Gegg, head of marketing for RotoMetrics, the leading manufacturer of rotary dies and tooling for the printing and converting industries. “The response was great.”

The lightweight custom exhibit replaces a 12-year-old traditional custom exhibit. Standardized components ensure flawless installations and the ability to reconfigure to a variety of sizes and shapes.

“We’ve become a more international exhibitor and needed something lightweight, transportable and versatile,” Gegg says. “Now we can use one exhibit at one or two big shows and several smaller shows around the world each year.”

Gegg says the new exhibit should pay for itself in three to four years by saving 30 to 40% on operating costs. **While the traditional custom booth packed into 27 crates and filled an entire semi, the new exhibit compacts into 7 crates.**

Name

RotoMetrics

Primary Business

Manufacturing & Industrial

Exhibit Size

40' x 60'

Products / Services

Tube System
Fabric Structures
Engage®

Key Objectives

Design
Consistency
Flexibility
Lower operating costs