



## Sealy: Redesign Draws Buyers and Viewers

A rejuvenated exhibit garnered great results and unexpected exposure for Sealy Corporation, the largest bedding manufacturer in North America.

Leo Vogel, director of Sales & Marketing for Sealy’s Contract Division, was confident going into the show in New York City because Skyline had done what he asked: Renovate an exhibit to project a contemporary image, draw attention and improve traffic flow.

The 20’-by-30’ redesign was so alluring that CNBC reported on the show live from the Sealy booth and the Jumbotron in Times Square showed people testing beds in the Sealy booth.

“The design was excellent,” Vogel says. “We wanted to emphasize how science and technology apply to our products, so we went for a high-tech look.”

“That’s what I like about Skyline – the flexibility.” Vogel says. “We have the same basic pieces of hardware and an entirely new look. And we can go with a slightly different layout and different graphics to focus on a specific market.”

**Name**

Sealy Corp.

**Primary Business**

Manufacturing & Industrial

**Exhibit Size**

20’ x 30’

**Products / Services**

- SkyTruss®
- Tube System
- Engage®
- Fabric Structures

**Key Objectives**

- Design
- Flexibility