

“Skyline did a fantastic job. The level of support is unbelievable.”

Dave Schwehm



Making Consumers Feel at Home

In planning an all-new exhibit, Time Warner Cable made a list of four wishes, and Skyline granted them all. “Skyline took all of our requirements into consideration and delivered a booth that actually exceeded our expectations. Everyone is excited about using it,” says Dave Schwehm, Time Warner Cable’s Senior Director of National Sales.

What did the company desire and achieve?

- 1. Eye-popping impact.** The graphics reflected the company’s new logo, new graphics package and its tagline, The Power of You.
- 2. A technology living room.** In the center of the exhibit, a living-room setting showcases the company’s cable TV, digital phone and high-speed Internet services. “Our customers loved it.”
- 3. Height.** Because competing exhibits have been going higher, a large curved sign stands 20’ high – 8’ more than the previous exhibit.
- 4. Modular components.** “That was important to us because we do five or six shows a year in different sized spaces,” Schwehm says. The new exhibit can be configured for many sizes.

For each show, Skyline manages a budget, handles shipping, sets up and dismantles the exhibit, and responds to spontaneous needs.

Name

Time Warner Cable

Primary Business

Computers, Electronics
& Technology

Exhibit Size

40’ x 50’

Products / Services

Tube System
SkyTruss®
Fabric graphics

Key Objectives

Design
Flexibility
Lower operating costs