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Angie Wilson, VF Corporation

## Spanning Aisle Creates Captive Audience

To create a captive audience, the promotional products division of VF Corporation spanned the center aisle with a 30'-by-50' exhibit that forced buyers of corporate apparel to funnel through its space.

“We wanted people to come in, whether or not they knew they were in,” says marketing manager Angie Wilson.

“Skyline did a great job on the design,” Wilson says.

The company had rented large exhibits from Skyline in recent years, but this year four divisions pooled their money to purchase a 20'-by-50' island. Sharing helps to stretch budgets. And the lightweight exhibit saves on shipping, installation and disassembly. The exhibit can be reconfigured in various sizes and layouts while retaining the same corporate look and customizing with interchangeable graphics.

“That flexibility is very important, especially when we have so many divisions sharing the exhibit,” Wilson says. “And we can have a totally new booth from one year to the next just by changing out the graphics.”

### Name

VF Corporation

### Primary Business

Apparel & Personal Care  
Manufacturing & Industrial

### Exhibit Size

30' x 50'

### Products / Services

Tube System  
Fabric Structures  
Engage®

### Key Objectives

Merchandising  
Flexibility  
Design  
Lower operating costs