



**“The exhibit will pay for itself in two years...”**

Rob Powers, Yamaha

## Yamaha: Being In Two Places at the Same Time

Planning for an October 2005 national show, the snowmobile division of Yamaha Motor Corporation, U.S.A., ordered an exhibit with a clean, modern design for a 50'-by-50' space.

“Flexibility is the big advantage that Skyline has,” says Rob Powers, Snowmobile Marketing Manager for Yamaha. “We can take one big exhibit and turn it into two smaller displays.”

Yamaha frequently displays in two locations on the same weekend. “The ability to use the exhibit in a number of configurations allows us to adapt to the space,” Powers says.

A second objective was to pare shipping costs. In the past, the company needed one semi-truck and trailer to haul snowmobiles and a second to haul the display. Because the Skyline exhibit packs so compactly, Yamaha no longer needs a second semi.

“Now we can fit it all in one,” Powers says. “The exhibit will pay for itself in two years from what we’ll save on trucking.”

### Name

Yamaha Motor Corporation

### Primary Business

Sports & Recreation  
Manufacturing & Industrial

### Exhibit Size

Event

### Products / Services

SkyTruss®  
Skyline Banner Stand  
Fabric graphics

### Key Objectives

Flexibility  
Lower operating costs