



CASE STUDY: GET NOTICED!

CHALLENGES: Vivid Ink Graphics needed to make a big splash at the Franchise Consumer Marketing Conference in Atlanta.

SOLUTION: The marketing department created an attention-grabbing exhibit using the corporate logo shape as the large plates on a multi-color stegosaurus skeleton.

By using the ageless and global love the public has with dinosaurs, the exhibit was attractive and guaranteed to be unique.

VIG contracted with the conference to sponsor the registration desk as well, offering two opportunities to showcase their colorful blast from the past.

Pre-show mailers were sent to select attendees to invite them to booth 13. Each mailer contained a smaller version of the dinosaur that they could assemble as a keepsake. This two-pronged effort increased the chance that prospects would be mindful of the larger exhibit and reminded to visit booth 13.

BENEFITS: By creating a unique design, VIG stood out from their competition and increased the possibilities of a favorable outcome.

RESULTS: The Vivid-saurus was an unequalled success, with attendees thoroughly impressed with the creativity and uniqueness of the design.

Vivid Ink Graphics offered the following exhibitor solutions:

- Portable Exhibits**
- Banners**
- Custom Fabric Printing**
- Pamphlets**
- Brochures**
- Specialty Items**
- Tents**

Vivid Ink Graphics' staff offers over 35 years of exhibitor experience. Call us to create your custom solution!



We're happy to work with you to create your one-of-a-kind event!

We wanted to stand out at the Franchise Consumer Marketing Conference. By touting our creativity in a colorful and creative way, we established a stark visual contrast between our approach and our peers. Rather than erect a tabletop display, we used the tools at our disposal to make a one-of-a-kind impression. With only 5 seconds to make an impact - you need to push the envelope if you want tradeshow success.

Michael Huye, Marketing Director