



"With Skyline, you get quality and service and attentiveness..."

Barbara A. Mecchi

Upstairs, Downstairs

What do you do when your objectives don't fit in your booth space? The Emulsion Polymers business of Celanese Corporation moved up to a 20'-by-30' double-decker.

Since customer meetings were a priority, Skyline designed an upper-level conference room for up to 10 people. Open above waist level yet much quieter than the show floor, the deck provided a setting that was both comfortable and stable.

"One of the prerequisites was that it had to be firm, and it definitely was," says Holly Seese, global marketing communications manager.

Meanwhile, the double-decker supported other objectives. It increased brand presence and foot traffic with more visual mass, unique architecture and elevated branding. It also created ample space to promote a new product launch.

Celanese rented the exhibit for the business unit's only major show in North America to gain design flexibility.

Name

Celanese Corporation

Primary Business

Manufacturing & Industrial

Exhibit Size

20' x 30'

Products / Services

SkyTruss®
Fabric graphics
Tube System
Double Deck
Exhibit Rental

Key Objectives

Design
Customer service