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Gretchen Covine

Elegant Exhibit Reduces Operating Costs

Paradigm Learning, a creator of innovative training and communications programs, wanted a simple and elegant exhibit that solved a design paradox: they wanted privacy to show products and openness to attract people.

"Our new exhibit's clean and elegant design provides an excellent environment for talking with prospects and clients and showcasing our products and services," said Gretchen Covine, a marketing strategist with Paradigm Learning.

While the Skyline exhibit filled the same booth space needs as the custom exhibit did before, the Skyline exhibit weighed half as much and took up a third the cargo space – reducing costs.

The company is also taking smaller configurations of that exhibit to several more shows this year – something it didn't do in the past. "Our new exhibit has much more flexibility for both larger and smaller shows," said Covine.

Name

Paradigm Learning

Primary Business

Professional & Business
Services
Education

Exhibit Size

20' x 40'

Products / Services

Tube System
Fabric graphics
Mosaic® workstation

Key Objectives

Design
Lower operating costs
Flexibility