



IMPACT Equals Attraction

A 50'-by-60' exhibit with floor-to-ceiling impact and constant activity made Paradigm Geophysical Corp. a major attraction at its biggest show.

"We shocked the attendees. Our booth traffic was phenomenal," says Andrew Stein, Chief Marketing Officer for Paradigm, a leading provider of enterprise software solutions for oil and natural-gas exploration and production.

Paradigm requested and received "knock-'em-dead" visual impact: a serpentine hanging sign stretching nearly 54' by 18' and 16' towers anchoring the four corners.

Paradigm bought the fabric graphics but not the framework, which minimized shipping and storage costs for a growing number of large shows a year.

"We can just ship fabric around the globe and rent the structure from Skyline," Stein says. And, because it features a system of modular components, the exhibit can be reconfigured in a variety of shapes and sizes.

Name

Paradigm Geophysical Corp.

Primary Business

Computers, Electronics
& Technology

Exhibit Size

50' x 60'

Products / Services

SkyTruss®
Fabric Structures
Engage®
Exhibit Rental

Key Objectives

Design
Flexibility
Lower operating costs