



Vermeer Updates and Unifies Its Look

After updating the logos and decals on its industrial and agricultural equipment, Vermeer needed to update its trade show booth.

Marketing Communications Manager Tony Briggs chose Skyline from among five exhibit companies, seeking to gain four improvements in a new 50'-by-50' exhibit:

1. **Reduced shipping and drayage** – weighs less and fewer crates
2. **Modular design** – can be reconfigured for various booth sizes
3. **Eye-catching graphics** – large photo collages on a 16-foot tower
4. **Ease of assembly** – lightweight components

Skyline also provided training for 65 Vermeer staffers before the opening of the show. "Having an industry expert talk to our people on the do's and don'ts, how to qualify leads, and the importance of open-ended questions, had a distinct impact," Briggs says.

National Account Program

Vermeer launched a national account program that allows its dealers to order Vermeer-approved exhibits and graphics online through Skyline. Dealers can rent or purchase exhibits and choose from a library of graphics that can be customized with the dealer's logo.

Name

Vermeer Manufacturing Co.

Primary Business

Manufacturing & Industrial

Exhibit Size

50' x 50'
National accounts

Products / Services

Tube System
Engage® panel system
Fabric Structures
Custom

Key Objectives

Lower operating costs
Design
Flexibility
Education