



CREATE MORE SALES WITH DISPLAYS AND SIGNAGE

**Case studies and examples showing you
how to find opportunities for sales
and be a HERO to your Customers!**

Our dedicated, well-trained Account Managers have the industry knowledge and expertise to seamlessly take your customer's promotions to the next level.

**Our display options are image multipliers that help a campaign to be
SEEN, REMEMBERED and ACTED UPON!**

Turn the page to be inspired!



Case Study #1

FOOD INDUSTRY

YOUR OPPORTUNITIES

Restaurants, bars, and beverage distributorships frequently have promotions that would benefit from the flexibility that displays with interchangeable graphics provide.

HOW WE DID IT

A drink distributor was seeking to brand custom portable drink carts designed for a beverage giveaway. The unique, non-standard drink carts needed a custom fitted solution.

The drink distributor obtained detailed measurements of the drink carts and worked with Displays and Signage to create the carts. Custom cart cover templates were created to the end user's measurements.

Using the templates, the drink distributor was able to design stunning, branded artwork that fit their carts perfectly. Re-ordering new artwork is now precise and easy for them, and they can plan their next marketing campaigns with confidence.

Custom Counters, Table Runners and Kiosk Style Foldable Displays make it easy to interact with potential customers, while having space to fully brand the product.

The fitted counter can be easily updated with new graphics.



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Case Study #2

HEALTH CARE

YOUR OPPORTUNITIES

Healthcare organizations account for a large portion of the display market. Their locations have high traffic areas that benefit from full scale signage. When new clinics open or they roll out new health awareness programs, they are in a prime position to order vibrant noticeable displays to maximize their message!

HOW WE DID IT

One distributor secured a large order for a campaign aimed at branding several new locations for a health care provider.

The hospital had originally planned on using printed media for their new location announcements. Displays and Signage designed virtual mock-ups showing the updated hospital branding on matching collateral. Once they could "see" it, they chose the TVLD as the platform for the announcement.

The hospital plans regular awareness campaigns for their locations, and their distributor has distinguished themselves with "out of the box thinking" creative solutions.

The TVLD literature display and EB33 retractable banner serve as an attractive source of information.

Full Color table throws are an unobtrusive way to brand while encouraging interaction with visitors.



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Case Study #3

TRANSPORTATION

YOUR OPPORTUNITIES

The transportation industry is multi faceted. On one end of the spectrum are Auto manufacturers, who regularly advertise their latest products and specials. On the other end of the spectrum are dealers and service shops who repeatedly use full scale indoor and outdoor displays to get their message seen.

HOW WE DID IT

A distributor working with a national ride sharing company needed to present an easy method of reordering products.

Their Displays and Signage Account Manager brought together samples of the various materials offered. They also printed fabric color swatches so the company could best decide on the material that presented their brand colors most accurately.

Now their customer can order the same product with different artwork and be assured their brand colors will display consistently.

Vibrant, full color outdoor flags increase the overall visibility of the branded message. The target audience is further guided and informed by the Fabric A-Frame which can be positioned strategically in high traffic locations.

Custom floor decals transform empty floor space into a branded display that ensures the message is seen.



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Case Study #4

GOVERNMENT

YOUR OPPORTUNITIES

Many government agencies have budgets dedicated to community outreach. Pop-up canopy tents, table cloths, flags, and collapsible counters are portable and easy to set up. Frugal and durable displays strengthen the concept of wise stewardship over allocated funds.

HOW WE DID IT

A distributor working with a government agent needed to coordinate a large order of canopy tents. The tents needed to reflect a specific color, and competitive pricing was required to win the bid.

The distributor obtained custom printed fabric swatches for their customer's reference. The customer was able to use the swatches to find the best appearance for their design.

This, in combination with the favorable bulk pricing, helped the distributor win the bid for this recurring program.

Branded canopy tents are highly effective when branded with full color graphics. When fully extended they are a visual beacon and protection from the elements.

The outdoor flags range in height from 10' to 16' for eye-catching appeal. Custom counters create a friendly stage for a conversation with constituents.



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Case Study #5

NON-PROFIT

YOUR OPPORTUNITIES

Fundraising events are the lifeblood of every non-profit organization. Thoughtful use of displays can raise the generosity of donors from mediocre to WOW!

HOW WE DID IT

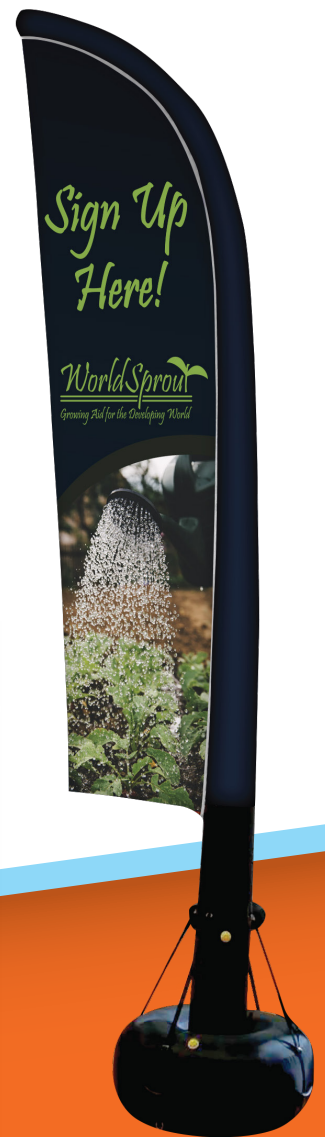
A distributor working with a non-profit organization wanted options for an upcoming outdoor fundraising event. The goal of the event was to encourage donations and sign-ups. Due to the size of the event and expected traffic, they wanted to present a variety of solutions suitable for outdoor use.

The design department at Displays and Signage provided the distributor with a custom flyer that was tailored for such an event. This flyer included custom fitted barrier covers, and also backpack flags that can be carried through crowds.

The distributor and the Displays and Signage graphics team designed eye catching branded messages for the barrier covers and backpack flags. The non-profit now consults with the distributor for all events as a trusted partner.

Branded barricade covers manage foot traffic while promoting a distinct visual message. The 20ft high inflatable flag will also be visible from a distance over a crowd.

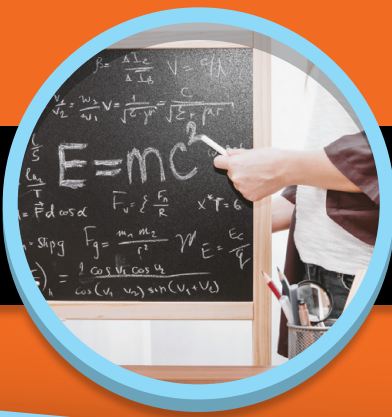
The mobility of the backpack flag captures attention at a trade show or convention!



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Case Study #6

EDUCATION



YOUR OPPORTUNITIES

Schools and higher education institutions often make use of traditional products such as table covers and flags. College fairs and orientation provide a great opportunity for full scale signage that can boldly display their branded messages. Information is key for these types of presentations, and they can often benefit from mixed media products such as monitor displays.

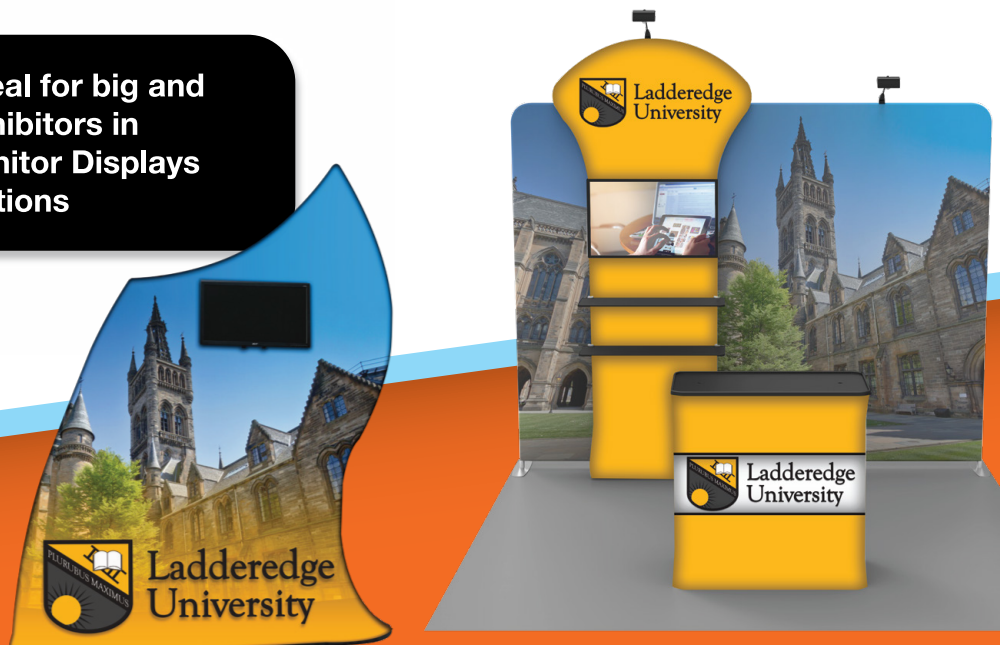
HOW WE DID IT

A university was exhibiting at a high school college fair, and they desired to showcase all of their literature and messages in a cohesive branded display. Their distributor partner obtained their brand colors and contacted Displays and Signage for suggestions.

Upon learning their requirements, their account manager was able to make targeted product suggestions to help the university achieve their goals. Displays and Signage provided a custom flyer to visualize all of the products, and a written proposal detailed the ways that the products shown would function as part of their booth presence.

The university opted for a combination of wave displays and a monitor display to accomplish their goal of an integrated cohesive display. The distributor earned their repeated business as a result of their detailed and considered approach.

Wave Display Packages are ideal for big and bold messages, benefitting exhibitors in competitive environments. Monitor Displays facilitate multi-sensory interactions



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DON'T JUST TELL YOUR CUSTOMERS...

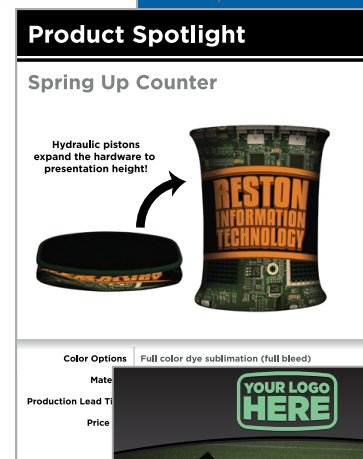
SHOW THEM!

At Displays and Signage we are here to support the growth of your business. Your customers have questions, and we'll make sure you have the answers!

We strive to be your one-stop source for large scale projects, event promotion, custom projects, and trade show displays. We offer competitive pricing, rapid production times, and a seamless, dependable execution from start to completion.

With exciting new products, and upcoming event proposals, a picture is truly worth a thousand words. By request, we offer customized product catalogs, flyers displaying your custom artwork, and product spec-sheets.

Our website and social media pages are also rich sources of information on products and artwork templates. Need assembly instructions or demonstrations on a new product? Try our online video libraries on Vimeo and Youtube!



PROMOTION IS EASY WITH DISPLAYS AND SIGNAGE

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