



RENTAL FUELS FURTHER GROWTH

ChargePoint, which operates the world's largest electric vehicle (EV) charging network, first bought banner stands from Skyline Exhibits for appearances at trade shows and outdoor events.

The next year ChargePoint partnered with BMW, sharing booth space and the spotlight, for the automaker's introduction of the all-electric BMW i3 at the Consumer Electronics Show (CES).

This year, ChargePoint drew crowds to its own booth at CES – a 20'-by-50' rental exhibit fit for an industry leader. ChargePoint had provided specifications to five exhibit companies.

"Skyline came back with the cleanest design, and they were the only one that met all our requirements," says Erin Mellon, communications director for ChargePoint. "Their design matched our company, our look and our communication style. And they were within budget."

Skyline designed the exhibit to achieve ChargePoint's objectives:

ATTRACT ATTENTION. "The high walls and hanging sign made it easy to find," Mellon says. "People could see the booth across the hall. Our corporate colors – orange and blue gray – really popped from a distance."

BE INVITING. The open layout encouraged attendees to walk through the space and explore what ChargePoint has to offer. "We wanted to be approachable and make people feel comfortable," Mellon says. "It was casual and relaxed and very productive. We had a lot of foot traffic."

TELL A STORY. ChargePoint wanted to show that its evolving services make EV charging possible wherever life takes you. Skyline mounted the company's three types of charging stations on the exhibit and mounted flat screens for video about ChargePoint's expanding network and its mobile app.



ELIMINATE DISTRACTIONS. Skyline provided turnkey show services, so the booth was “amazing and gorgeous” when ChargePoint arrived at CES, Mellon says. “Having a team come in and get us ready to go was a huge help.”

“Their design matched our company, our look and our communication style. And they were within budget.”

ERIN MELLON

Communications Director, ChargePoint

